

The Role of Woman's Peer Group in Enhancing Self-Concept and Self-Image Members To Do Aesthetic Procedures in Jakarta

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Abstrak: Penelitian ini menginvestigasi peran kelompok sosial perempuan dalam membentuk konsep diri dan citra diri dalam kaitannya dengan bedah estetika di Jakarta, Indonesia. Keberadaan kelompok-kelompok ini juga dapat berperan sebagai kelompok referensi atau pendukung di antara anggotanya. Berdasarkan situasi ini, penelitian ini bertujuan untuk mengungkap interaksi kompleks antara kelompok dukungan, konsep diri, dan citra diri di kalangan perempuan di Jakarta dalam memutuskan untuk menjalani prosedur estetika. Menggunakan metode kualitatif, penelitian ini berfokus pada pendapat dan pengalaman mereka yang telah menjalani bedah kecantikan, yang didukung oleh kelompoknya. Data dikumpulkan melalui wawancara mendalam dengan anggota kelompok perempuan sebaya, dokter bedah estetika, juga psikolog, serta melalui analisis dokumen. Temuan kajian ini memberi wawasan tentang berbagai cara yang dilakukan perempuan di Jakarta menegosiasi kecantikan ideal dan pembentukan identitas dalam konteks globalisasi. Sementara tren kecantikan Korea menawarkan konsep kecantikan yang menarik, hal ini juga menimbulkan pertanyaan tentang komodifikasi kecantikan dan dampaknya terhadap self-esteem dan citra diri. Dengan menempatkan temuan ini dalam konteks sosial dan budaya yang lebih luas, penelitian ini berkontribusi pada pemahaman yang lebih mendalam atas dinamika kompleks yang membentuk budaya kecantikan di Jakarta dan memberikan wawasan untuk mempromosikan body positivity serta mengupayakan individu untuk menerima berbagai ekspresi kecantikan.

Kata kunci: Komunikasi Intrapersonal, Bedah Plastik, Psikologi Komunikasi, Citra Diri, Konsep Diri, Kelompok Sosial

Abstract: This study investigates the role of women's social groups in enhancing self-concept and self-image to do aesthetic surgery in Jakarta, Indonesia. The existence of these groups can also play a role as reference group or supporter among members. Based on this situation, this study seeks to reveal the complex interplay between support groups, self-concept, and self-image among women in Jakarta in deciding to have aesthetic procedures. Drawing on qualitative inquiry, the research focuses on the voices and experiences of women who have undergone aesthetic procedures, enhanced by their support groups. Data collected through in-depth interviews to members of women's peer groups, aesthetic doctors, a psychologist, and also through document analysis. The findings shed light on the nuanced ways in which women in Jakarta negotiate beauty ideals and identity formation within a globalized context. While Korean beauty trends offer a compelling aesthetic ideal, they also raise questions about the commodification of beauty and its impact on self-esteem and body image. By situating these findings within the broader socio-cultural landscape, the research contributes to a deeper understanding of the complex dynamics shaping beauty culture in Jakarta and offers insights into promoting body positivity and empowering individuals to embrace diverse expressions of beauty.

Keywords: Intrapersonal Communication, Plastic Surgery, Psychology Communication, Self-Image, Self-Concept, Social Groups

Article History :

Received 06-01-2025; Revised 17-02-2025; Accepted 11-03-2025

INTRODUCTION

In the contemporary era, the pursuit of beauty has become a significant aspect of human life, transcending cultural and geographical boundaries (Arab, Omar, et al., 2019; Walker et al., 2021). Among the many modern resources available for enhancing physical appearance, cosmetic surgery still stands out as a prominent choice, offering individuals the opportunity to do some modifications and refine their features; through beauty regiments or some other non-invasive technique, up to the extreme: the surgery. While the motivations for undergoing such procedures vary, a fundamental aspect often cited is the desire to improve self-concept and self-image (Akhlaghi et al., 2015).

Indonesia, as the world's fourth most populous country, embodies a rich cultural diversity, with Jakarta serving as its bustling epicentre. In recent years, Jakarta has witnessed an increasing interest in cosmetic enhancements, reflecting the evolving socio-cultural landscape and the increasing globalization of beauty standards. This situation has been reinforced by the increasing opening of modern beauty clinics and the growing popularity of social media, featuring attractive beauty contents and celebrities, promotion in beauty treatments, up to sales promotion in aesthetic surgeries. Based on this situation, understanding the role of plastic surgery in shaping self-perception among women becomes imperative, shedding light on the intricate interplay between societal norms, individual aspirations, and the growing beauty industry.

It's important to acknowledge that the international beauty standards have been greatly influenced by the emergence of Korean beauty trends and social media, which have had a profound impact on beauty norms and rituals worldwide (Amandita & Saraswati, 2023; Anartia et al., 2024; Petersen, 2023). Jakarta, Indonesia, as a vibrant cosmopolitan hub, has also been impacted by this trend, with Korean beauty standards influencing the local perception of aesthetics.

The proliferation of Korean popular culture, encompassing K-pop music, television dramas, and celebrity endorsements, has propelled Korean beauty standards to the forefront of the global stage (Fauziah, 2022; Lancia et al., 2023). Women's beauty standards lately are defined by perfect skin, subtle features, and youthful appearances; these standards have attracted attention well beyond South Korea, giving rise to an expanding industry focused on skincare, beauty products, and aesthetic procedures. In Jakarta, where the influence of global media is pervasive, the allure of Korean beauty trends has manifested in a growing demand for plastic procedures aimed at achieving the coveted "Korean look."

In this context, the connection between plastic surgery and self-perception among women in Jakarta becomes more intricate, as they grapple with the balance between cultural authenticity and globalized beauty standards. While traditional Indonesian views of beauty embrace diversity and natural beauty, the widespread impact of beauty ideals in social media and other entertainment sources in the world offers an appealing alternative, suggesting a route to social approval and admiration (Arab, Barasain, et al., 2019). Therefore, the choice to undergo cosmetic enhancements is enhanced not just by individual preferences but also societal expectations and the longing for cultural assimilation. Not to forget, women's social groups (*arisan*) can also play an important role as supporters or influencers in this personal decision.

Existing research suggests that the emulation of Korean beauty standards through plastic surgery can have profound implications for self-image and self-esteem. The pursuit of features such as double eyelids, V-line jaw, and porcelain skin reflects a desire to embody a perceived ideal, often at the expense of one's natural appearance (Novellia, 2021). Moreover, the commodification of beauty perpetuated by Korean beauty trends reinforces narrow beauty standards, exacerbating feelings of inadequacy and self-doubt among women who do not conform to these ideals.

However, it is essential to recognize autonomy of individuals in shaping their self-concept and identity. While the influence of beauty trends may exert a powerful allure, women in Jakarta engage with plastic surgery as active agents, making informed decisions that reflect their personal values, aspirations, and cultural backgrounds. For some, undergoing cosmetic procedures may represent a form of self-expression and empowerment, enabling them to assert control over their bodies and enhance their confidence and self-image.

Problem Statement

Given this context, it is crucial to explore how the Role of Women's Social Group in Jakarta in Enhancing Self-Concept and Self-Image' members to do Aesthetic Procedure? Gaining this understanding will illuminate the complex interactions between societal norms, personal aspirations, and the expanding beauty industry, offering insights into how women manage the challenges and opportunities posed by modern beauty standards.

Objective of the Research

To investigate how women's social groups influence their members' self-concept and self-image, and how this influence contributes to the decision to undergo aesthetic procedures. The study aims to understand the social dynamics and support mechanisms within these groups that encourage or discourage members from engaging in cosmetic enhancements, thereby shedding light on the broader social factors that shape individual decisions in the context of beauty and self-perception in Jakarta.

Benefits of the Research

1. Better Understanding of Social Dynamics and Consumer Behavior: Understanding the social dynamics underlying consumer behavior in the context of beauty and self-care.
2. More Effective Marketing Strategies: Companies can design promotional campaigns that better align with the needs and preferences of their target market.
3. More Appropriate Counselling Approaches: Providing more suitable support for clients considering aesthetic procedures.
4. Development of Educational and Awareness Programs: Educating the public about the risks and benefits of aesthetic procedures, and the importance of maintaining good mental health.
5. Public Policy and Regulation: Ensuring that accurate and ethical information is available to consumers, and promoting responsible practices among aesthetic service providers.
6. Improvement of Service Quality in Aesthetic Clinics: Understanding the social factors influencing patients' decisions can help clinics offer more personalized services that meet patients' needs.

There is some previous research that is related to this study. First, about the impact of self-esteem and self-perceived body image on the acceptance of cosmetic surgery (Al Ghadeer et al., 2021). In the last few years, an increase in the number of cosmetic procedures was noticed worldwide. This increase is suggested due to multifactorial changes in people's attitudes towards cosmetic surgery and concern about their physical appearance. This is the first study in Saudi Arabia that aimed to assess the impact of self-esteem and self-perceived body image on the acceptance of cosmetic surgery and other related factors. The result of this study was that being aware of the reasons and motivations of the individuals considering cosmetic procedures is important for plastic surgeons for relevant outcomes in terms of psychosocial, satisfaction, and self-esteem.

Furthermore, on her study about body image on middle-age adults in Banjarmasin and Jakarta who had done aesthetic surgery, (Putri et al., 2019) focused on the aspects of body image: evaluation of appearance, orientation of looks, satisfaction with body parts, anxiety of becoming fat, and perception of body size. The results showed that the informants felt more confident and decreased anxiety about their body after doing aesthetic plastic surgery. Other research was conducted by Akhlagi, et al. (2015), analysing the relationship of cosmetic surgery with self-concept and self-esteem, before and after cosmetic surgery. The study resulted in the condition that self-esteem of respondents increased

significantly after the operation but self- conceptualization did not improve significantly. Next research was a study on Self-Esteem and Trends of Body Dysmorphic Disorders in students to examine the extreme obsession for having such a perfect body shape or physical appearance to enhance self-esteem (Wira Raharja & Salis Yuniardi, 2019). They discover that people who have lower self-esteem would have a higher body dysmorphic disorder tendency vice versa.

Central to this investigation is the notion of self-concept, which encompasses individuals' beliefs, perceptions, and evaluations of themselves. Self-image, closely linked to self-concept, refers to the mental representation individuals have of their physical appearance (Heidarzadeh et al., 2019). Plastic surgery, serving as a transformative mechanism, intersects with these concepts by offering the potential to harmonize external appearance with internal ideals. Nonetheless, the choice to undergo such procedures is complex, shaped by personal, societal, and cultural influences, thus necessitating a thorough examination.

Self-Image

Self-image pertains to how individuals perceive and assess themselves, encompassing their beliefs, emotions, and attitudes regarding their appearance, abilities, and overall value. This concept plays a crucial role in shaping behavior, influencing social interactions, and determining psychological well-being. Various factors, including cultural norms, societal expectations, interpersonal connections, and personal experiences, contribute to the formation of self-image. According to social comparison theory, individuals evaluate themselves by comparing their attributes with those of others, leading to either positive or negative self-evaluations. Additionally, feedback from significant individuals like family, peers, and media representations can shape one's self-image. Furthermore, self-image is closely intertwined with self-esteem, which involves the subjective assessment of one's worth and capabilities. A positive self-image fosters confidence, resilience, and a sense of satisfaction, while a negative self-image may result in low self-esteem, anxiety, and depression.

Developing a healthy self-image entails cultivating self-acceptance, embracing individual uniqueness, and practicing self-care (Baumeister et al., 2003). This may involve using positive affirmations, setting achievable goals, seeking support from others, and engaging in activities that promote personal growth and fulfillment. Self-image pertains to how individuals perceive and assess themselves, encompassing their beliefs, emotions, and attitudes regarding their appearance, abilities, and overall value. This concept plays a crucial role in shaping behavior, influencing social interactions, and determining psychological well-being. Various factors, including cultural norms, societal expectations, interpersonal connections, and personal experiences, contribute to the formation of self-image. According to social comparison theory, individuals evaluate themselves by comparing their attributes with those of others, leading to either positive or negative self-evaluations. Additionally, feedback from significant individuals like family, peers, and media representations can shape one's self-image.

Furthermore, self-image is closely intertwined with self-esteem, which involves the subjective assessment of one's worth and capabilities. A positive self-image fosters confidence, resilience, and a sense of satisfaction, while a negative self-image may result in low self-esteem, anxiety, and depression. Developing a healthy self-image entails cultivating self-acceptance, embracing individual uniqueness, and practicing self-care. This may involve using positive affirmations, setting achievable goals, seeking support from others, and engaging in activities that promote personal growth and fulfillment.

Self-Concept

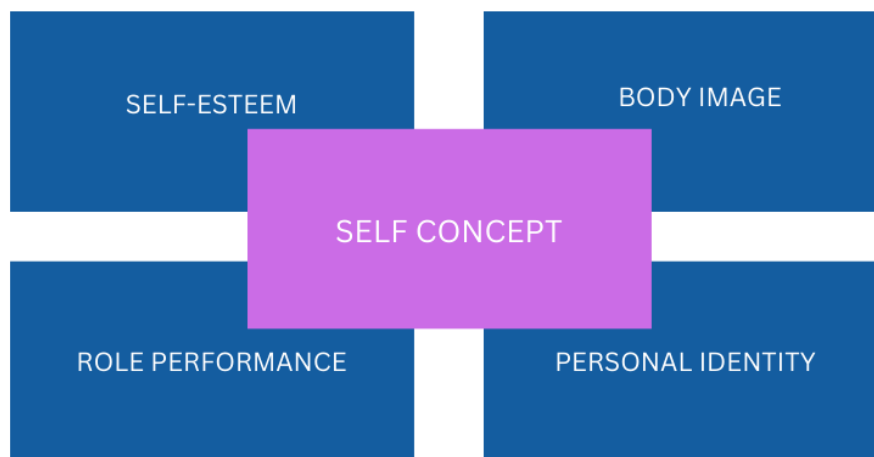
Self-concept refers to how we view ourselves, which is shaped not only by our own perceptions but also by the reactions and interactions we have with others (Hargie, 2011). Essentially, if we perceive ourselves as likable and engaging individuals, others are likely to perceive us in the same light. Our self-concept influences our behavior, as we tend to project ourselves in a manner consistent with our self-perception. Consequently, others often respond to us based on the positive demeanour we display.

The looking glass self-theory, introduced by Cooley in 1902, elucidates how we develop our self-concept through the reflections we receive from others. This process involves internalizing feedback from others, such as compliments or actions, and incorporating it into our self-concept. For instance, positive feedback like being recognized as a good listener reinforces our self-concept positively. Additionally, our self-concept is shaped through comparisons with others, as proposed by social comparison theory.

Self-Comparison Theory

Self-concept was also developed through comparisons to other people. Social comparison theory states that we describe and evaluate ourselves in terms of how we compare to other people. Social comparisons are based on two dimensions: superiority/inferiority and similarity/difference (Festinger, 1954; Hargie, 2011). In terms of superiority and inferiority, we evaluate characteristics like attractiveness, intelligence, athletic ability, and so on. For example, a person may judge him/herself to be more intelligent than his/her brother or less athletic than their best friend, and these judgments are incorporated into their self-concept. This process of comparison and evaluation isn't necessarily a bad thing, but it can have negative consequences if our reference group isn't appropriate.

Reference groups are the groups we use for social comparison, and they typically change based on what we are evaluating. In terms of athletic ability, many people choose unreasonable reference groups with which to engage in social comparison. If a man wants to get into better shape and starts an exercise routine, he may be discouraged by his difficulty keeping up with the aerobics instructor or running partner and judge himself as inferior, which could negatively affect his self-concept. Using as a reference group people who have only recently started a fitness program but have shown progress could help maintain a more accurate and hopefully positive self-concept.

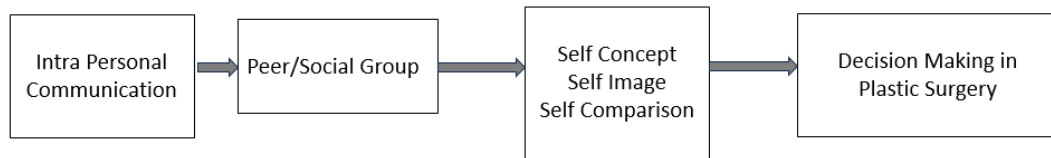


Picture 1. Components of Self-Concept (Hargie, 2011)

Intrapersonal Communication

Intrapersonal communication refers to the communication process that occurs within the individual themselves, involving thoughts, reflections, and internal evaluations to understand and manage one's thoughts, feelings, and perceptions (Wood, 2016). In the context of intrapersonal communication, individuals interact with themselves through internal dialogue, introspection, and self-evaluation. The theory of intrapersonal communication emphasizes the importance of self-understanding and self-awareness in the communication process. It highlights that effective communication with others often begins with a deep understanding of oneself. Through intrapersonal communication, individuals can clarify their values, needs, and desires.

Conceptual Framework



Source: Varied sources

Picture 2. Conceptual Framework

This framework illustrates the relationship between intrapersonal communication, peer/social group influences, self-concept, self-image, and self-comparison in shaping decision-making in plastic surgery.

Intrapersonal Communication: This refers to the internal dialogue that individuals have with themselves, where they reflect on their appearance, personal beliefs, and desires. This internal dialogue can influence how they perceive the possibility of undergoing plastic surgery.

Peer/Social Group: The influence of social groups and peers plays a crucial role in this process. Individuals often engage with others in their social circles, discussing aesthetic procedures and receiving feedback. These discussions may shape or reinforce their perceptions about beauty and the desirability of plastic surgery.

Self-Concept, Self-Image, Self-Comparison: These psychological constructs are central to the decision-making process. Self-concept refers to the individual's perception of themselves, including how they see their appearance and identity. Self-image is how they view their external appearance, which can be influenced by comparisons with others in their social group or influencers. Self-comparison involves assessing oneself against the perceived beauty standards of others, often leading to feelings of inadequacy or the desire for enhancement.

Decision Making in Plastic Surgery: The combined influence of internal communication, social pressures, and personal assessments of self leads to the final decision of whether or not to undergo plastic surgery. The decision is often framed by a desire to align with beauty ideals that are reinforced by both self-perception and external validation.

METHODOLOGY

Through qualitative inquiry, this research seeks to elucidate the nuanced motivations and experiences of women in Jakarta who have undergone plastic surgery influenced by social media, beauty trends and celebrities. By privileging their voices and perspectives, it aims to uncover the intricate interplay between cultural influences, beauty ideals, and self-concept. Moreover, by situating these findings within the broader socio-cultural context, the study endeavours to offer insights into the complex dynamics shaping contemporary notions of beauty and identity in Jakarta.

Data collection will be conducted through in-depth interviews with several informants, namely women that have done beauty enhancements and are active in social groups, plastic surgeons, and psychologists as professionals. Secondary data will be collected through documents and literature in correlation with cosmetic surgery, marketing communications, and social media. The research is completed in four (4) months, starting from preliminary research until the research is completed, in May 2024 - August 2024.

Table 1. Informants Profile

No.	Initials	Profile
1.	VS	Specialist in plastic and reconstructive surgery who is also an owner of a plastic surgery clinic in Jakarta.
2	TI	45 years old. Had done at least 4 beauty procedures. Working as a state official in Semarang.
3	LYK	39 years old. Had done at least 4 beauty procedures. Used to work in the banking industry, but currently active as business owner in culinary and event management in Jakarta and Semarang.
4	US	Certified and professional psychologist in Jakarta.

RESULT AND DISCUSSION

For the purpose of this research, in-depth interviews were conducted with VS, a specialist in plastic and reconstructive surgery. She emphasizes the importance of clinic branding in attracting the right patients, especially within the expanding market of plastic surgery. Unlike aesthetic or contour procedures, her focus is on surgeries that provide significant medical benefits rather than merely fulfilling unreasonable cosmetic desires. In social settings like peer groups, where members influence each other's decisions, satisfaction with a procedure could lead to a ripple effect, encouraging others to undergo similar surgeries. However, plastic surgery is still viewed as taboo by some, though this perception is changing. dr. Satriadi stresses that plastic surgeons must manage patient expectations carefully, as the field is closely tied to legal issues, such as cases where lawsuits have been filed because the surgery was not performed by the requested doctor.

Only a small percentage of plastic surgeons practice aesthetics, and well-educated patients typically have more realistic expectations. VS believes that plastic surgeons must have strong ethical boundaries and the courage to disagree with patients, when necessary, as the field can be addictive for both patients and surgeons. Patients need to be educated about the realistic outcomes of procedures, understanding that what works for one person may not work for another, particularly when considering factors like ethnicity or race, which can affect results. The clinic evaluates patients to ensure they align with its branding, focusing on enhancing the quality of life through medically indicated procedures rather than just meeting patient demands. Consultation sessions before surgery are crucial, sometimes requiring multiple meetings to ensure the patient's mental and physical readiness. If a patient's expectations are unrealistic, they may be referred to a psychologist. The doctor-patient relationship, built from the initial consultation, is key, with VS advocating for selectivity in patient acceptance to ensure ethical practice and genuine care.

Before undergoing surgery, patients should thoroughly research their surgeon, ensuring they are certified and part of a recognized plastic surgery association. Surgeons must also be adept at managing risks, as these can vary widely depending on the patient's age and other factors. In countries like Korea and Thailand, aesthetic plastic surgery is often subsidized by the government, making it more affordable. VS advises patients to be well-informed, understanding the risks, procedures, and recovery time involved, and to take responsibility for their decisions.

Self-Image, Self-Concept, and Self-Comparison

Self-concept is the understanding and perception that individuals have about themselves, including their beliefs, attributes, and personal identity. In this study, self-concept is heavily shaped by the social interactions within women's groups. These groups often serve as echo chambers, where members reinforce each other's views, behaviors, and attitudes related to beauty and aesthetic

enhancements. This statement was confirmed by TI and LYK. Through shared experiences and discussions about cosmetic procedures, they may adjust their self-concept to align more closely with the group's norms and ideals. Especially in Jakarta, where cultural and societal standards of beauty are strong, women's social groups become an important instrument in shaping self-concepts that favor aesthetic procedures. Within these groups, members may begin to see cosmetic enhancements not merely as an option but as a necessary measure to meet these accepted standards of beauty. This influence can shift their self-concept towards a more appearance-focused identity.

According to TI, views on beauty and self-maintenance changed significantly after turning 40. She believes that women need to invest in high maintenance to maintain confidence as they age, she feels that older women need to take more proactive measures to stay beautiful. This belief, coupled with a desire for enhanced confidence, led her to undergo several procedures, including eyelid surgery, buccal fat removal, and abdominal liposuction. Although she initially felt hesitant and fearful, especially about undergoing such procedures in her 40s, her decision was affirmed when she found satisfaction with one of the plastic surgery clinics in Jakarta. After she had several plastic surgery procedures, which started with nose augmentation or known as rhinoplasty, she feels that she is a much better person; more confident, believe in herself and fearless to conquer the world. She believes that her new appearance enables her to perform her job in a government institution, and she is not affected by what others think of her appearance. Although, she admits that doing plastic procedures is still perceived as a taboo in many cultures in Indonesia, or frowned-upon. Fortunately, her professional environment is very open minded and respects her decisions.

Self-image refers to how individuals perceive their own appearance, traits, and abilities, and this perception is often shaped by external feedback and comparisons with others. In the context of this study, self-image is strongly connected to the desire for aesthetic procedures. Women's social groups offer a space for both direct and indirect feedback regarding one's appearance. These interactions frequently involve social comparison, which can have either a positive or negative effect on a person's self-image. For example, if a member of the group undergoes an aesthetic procedure and receives positive feedback, other members might feel encouraged to pursue similar enhancements to receive similar validation. This cycle of positive reinforcement can improve a person's self-image, making them feel more attractive or confident following their procedures. On the other hand, negative comparisons may result in dissatisfaction with one's own appearance, motivating individuals to consider aesthetic procedures to enhance their self-image.

Furthermore, self-concept refers to how we view ourselves, which is shaped not only by our own perceptions but also by the reactions and interactions we have with others. Essentially, if we perceive ourselves as likable and engaging individuals, others are likely to perceive us in the same light. Our self-concept influences our behaviour, as we tend to project ourselves in a manner consistent with our self-perception. Consequently, others often respond to us based on the positive demeanour we display. The looking glass self-theory, introduced by Cooley in 1902, elucidates how we develop our self-concept through the reflections we receive from others. This process involves internalizing feedback from others, such as compliments or actions, and incorporating it into our self-concept. For instance, in this case, many women get different compliments or feedback about their face or body or both as well as their characters, personalities or intelligence. Those compliments and feedback do shape our self-concept and self-image, as in many cases, appearance, namely personal branding matters in professions or career sustainability.

Additionally, our self-concept is shaped through comparisons with others, as proposed by social comparison theory. The informant, US, stated that individuals with a low self-concept or a negative self-image tend to want to improve themselves and are less accepting of their shortcomings. That is why many people want to "repair" themselves. However, it is important to remember that there is a psychological disorder called body dysmorphic disorder, where a person constantly wants to change themselves and does not know when to stop. In this situation, there is a gap between real self and ideal self. The greater the gap between the real self and the ideal self, the stronger a person's desire to change themselves will be. This is a serious matter, because one decision can change someone's life.

For this reason, the surgeon has to advise the patient to have a psychological evaluation prior to doing any cosmetic treatments. This norm of conduct is morally and professionally acceptable.

According to social comparison theory, individuals evaluate themselves by comparing their attributes with those of others, leading to either positive or negative self-evaluations. Additionally, feedback from significant individuals like family, peers, and media representations can shape one's self-image. Furthermore, self-image is closely intertwined with self-esteem, which involves the subjective assessment of one's worth and capabilities. A positive self-image fosters confidence, resilience, and a sense of satisfaction, while a negative self-image may result in low self-esteem, anxiety, and depression.

The theory of social comparison is related to what our informant had experienced, TI who decided to undergo plastic surgery mostly due to the influence of her friends. Initially, she got a nose job after seeing the impressive results her friends had achieved, although she was hesitant and nervous at first. The other informant, LYK had numerous conversations with friends and family, and extensively discussed the procedures with her doctor. She first got the idea of undergoing plastic surgery from seeing posts by public figures on Instagram. Their experiences intrigued her, so she started discussing different procedures with friends. Developing a healthy self-image entail cultivating self-acceptance, embracing individual uniqueness, and practicing self-care. This may involve using positive affirmations, setting achievable goals, seeking in self-image pertains to how individuals perceive and assess themselves, encompassing their beliefs, emotions, and attitudes regarding their appearance, abilities, and overall value. This concept plays a crucial role in shaping behaviour, influencing social interactions, and determining psychological well-being.

Various factors, including cultural norms, societal expectations, interpersonal connections, and personal experiences, contribute to the formation of self-image. According to social comparison theory, individuals evaluate themselves by comparing their attributes with those of others, leading to either positive or negative self-evaluations. Additionally, feedback from significant individuals like family, peers, and media representations can shape one's self-image. This was emphasized by the informants, that they felt more confident and happy with their different self-image. They carried themselves more positively and became more assured of their professional abilities compared to others. Although, they were hesitant in admitting that the plastic surgery procedure was done due to the need to feel competitive about being among the first to undergo the procedures.

Self-concept was also developed through comparisons to other people. Social comparison theory states that we describe and evaluate ourselves in terms of how we compare to other people. Social comparisons are based on two dimensions: (1) superiority/inferiority, and (2) similarity/difference (Hargie, 2011). In terms of superiority and inferiority, we evaluate characteristics like attractiveness, intelligence, athletic ability, and so on. For example, a person may judge him/herself to be more intelligent than their co-worker in the office or less beautiful than their best friend, and these judgments are incorporated into their self-concept. This process of comparison and evaluation is not inherently negative, but it can lead to adverse outcomes if the reference group chosen is not suitable.

Reference groups are the groups we use for social comparison, and they typically change based on what we are evaluating. In terms of basic purpose or beauty reasons, many people choose unreasonable reference groups with which to engage in social comparison. Based on our informants, they use a group of women influencers or public figures and research how they could maintain their appearance and beauty. They pay attention to what kind of procedures were done on those people, which aesthetic clinic they went to do their procedures, the cost of the procedure, how long they recover from the procedure and how the final look after they recover well from the plastic surgery procedure. Those comparison aspects they received from some public figure, motivate them to adjust their appearance accordingly and touch based that into their consumption in a plastic surgery procedure.

Another example would be if a woman wants to get into better shape and starts an exercise routine, she may be discouraged by her difficulty keeping up with the fitness instructor and judge herself as inferior, which could negatively affect her self-concept. Using as a reference group of women who have only recently done plastic procedures, such as tummy tuck or liposuction, could motivate them in getting plastic procedures in order to get their positive self-concept back.

Self-comparison, particularly within social groups, plays a crucial role in the decision-making process regarding aesthetic procedures. This concept involves evaluating oneself against others based on attributes such as appearance, status, or other personal qualities. In women's social groups in Jakarta, this often revolves around the perceived advantages of undergoing aesthetic enhancements. Furthermore, plastic surgery procedure has impacted one's self-image, in a way that it is closely intertwined with self-esteem, which involves the subjective assessment of one's worth and capabilities. A positive self-image fosters confidence, resilience, and a sense of satisfaction, while a negative self-image may result in low self-esteem, anxiety, and depression. Undergoing multiple plastic surgery procedures has significantly boosted the self-esteem of some women, to the extent that when they look in the mirror, they are amazed by their transformed appearance. Developing a healthy self-image entail cultivating self-acceptance, embracing individual uniqueness, and practicing self-care. This may involve using positive affirmations, setting achievable goals, seeking support from others, and engaging in activities that promote personal growth and fulfilment.

Group members may compare themselves to peers who have had cosmetic procedures, noticing differences in their treatment choices, outcomes, and the social attention they receive. Such comparisons can foster feelings of inadequacy or a strong desire to achieve a similar or even better appearance, prompting individuals to consider or pursue aesthetic procedures themselves. This ongoing comparison creates a cycle where personal identity and self-worth become increasingly linked to physical appearance and the need to meet group standards.

Intrapersonal Communication

Intrapersonal communication, which involves the internal dialogue and self-reflection individuals engage in, plays a crucial role in shaping personal decisions, especially when it comes to aesthetic procedures among women in Jakarta. This form of communication encompasses self-talk, introspection, and internal debates about one's beliefs, values, and identity. These internal processes can significantly impact how women perceive their own appearance and influence their decisions to pursue cosmetic enhancements.

In this context, based from the informant's experience, both TI and LYK's perception of themselves shifts significantly after the surgery; they gain increased confidence and see themselves in a new light. This change in self-image results from their internal reflection, where they compare her appearance before and after the surgery. The boost in their self-esteem and the confidence in their abilities indicate a positive transformation in their self-concept, bringing them closer to their ideal vision of beauty. Cognitive dissonance, which is intricately tied to intrapersonal communication, occurs when there is a discrepancy between one's beliefs and actions. According to LYK, her choice to undergo painful procedures such as breast surgery, despite her initial reluctance and the disapproval from others, indicates an inner conflict that she navigates through justification and rationalization. Her internal dialogue likely involves balancing the pain and financial expenses with the anticipated benefits, such as enhanced self-esteem and greater social acceptance.

According to US, intrapersonal communication often takes the form of self-talk, which can be either positive or negative and significantly influences the decision-making process for aesthetic procedures. Positive self-talk involves reassuring thoughts that bolster self-esteem and body image, which might lead someone to decide against undergoing cosmetic enhancements. On the other hand, negative self-talk, which includes self-criticism or dissatisfaction with one's appearance, can make individuals more likely to consider aesthetic procedures in order to achieve a desired appearance or conform to perceived beauty standards. Within women's peer groups in Semarang as well as in Jakarta, members frequently engage in internal reflection about the conversations and experiences shared among them.

When these discussions emphasize the perceived advantages of aesthetic procedures, such as greater social acceptance or improved self-esteem, members may find themselves internally debating whether to undergo similar treatments to gain these perceived benefits. This internal dialogue becomes a crucial part of their decision-making process, as they weigh the advantages and disadvantages based on their own thoughts and emotions. The informant, LYK, mentioned that one thing that needs to be prepared is mental preparation for surgery, highlighted as crucial, involves substantial intrapersonal communication. Any woman must internally prepare for the physical pain and recovery process, balancing the anticipated benefits against the drawbacks. This preparation includes convincing herself of the validity and necessity of her choices, managing fear, and setting realistic expectations, which all involve significant internal dialogue and reflection.

Introspection, a key element of intrapersonal communication, involves reflecting inwardly to examine one's own thoughts and emotions. This self-reflective process is essential in shaping an individual's self-concept, which is how they perceive and evaluate themselves. In the context of this research, women's social groups act as a trigger for introspection, encouraging members to reassess their self-concept based on the beauty standards and expectations discussed within the group. For instance, after hearing positive testimonials about aesthetic procedures, a woman may begin to reflect on her own appearance and how it compares to the group's ideals. This introspection can lead to an internal re-evaluation of her self-concept, highlighting areas where she feels her appearance does not align with these standards, which may influence her decision to consider undergoing an aesthetic procedure.

Internal debates are a form of intrapersonal communication where individuals assess various aspects of a decision within their minds. When it comes to aesthetic procedures, a woman might internally weigh the potential risks and benefits, the financial cost, the anticipated improvement in self-image, and the possible social acceptance or rejection that could result from undergoing such a procedure. These internal conversations are shaped by the stories and experiences shared within the social group. For example, if other group members frequently highlight how aesthetic procedures have positively affected their self-image, a woman might internally consider whether she should undergo a similar procedure to enhance her own self-perception. This kind of internal debate often involves reflecting on personal values, fears, and desires, all of which are integral components of intrapersonal communication.

Intrapersonal communication significantly influences self-comparison, where individuals internally evaluate themselves against others. Within the context of women's social groups in Jakarta, members may use this internal dialogue to compare their physical appearance, social status, or personal experiences with those who have undergone aesthetic procedures. Such internal comparisons can lead to feelings of inadequacy or motivate a desire for aesthetic enhancements to improve one's appearance. This process of self-comparison is deeply affected by intrapersonal communication, as individuals engage in self-reflection and internal dialogues that help them assess how they measure up to others in the group.

Furthermore, there is a need for regular maintenance and potential revisions to surgical outcomes. A woman reflects on the outcomes and contemplates future enhancements, indicating ongoing internal evaluations of her self-image and the results of her previous decisions. This continuous self-assessment helps her adapt to new changes and decide on further actions, demonstrating the dynamic nature of intrapersonal communication. One thing that women should always hold on to, according to US, is knowing when to stop and feel satisfied.

Women's Social Peer Group

The reactions from friends and family also contribute to one's intrapersonal communication. Positive feedback reinforces her decision and enhances her self-confidence, while negative or envious reactions might lead to further internal reflection and justification of her choices. This constant internal evaluation and reassessment based on external feedback is a core component of intrapersonal communication, illustrating how self-perception is continually negotiated internally.

Individuals in a group often face normative pressure to adhere to the group's standards and behaviours. In the context of this research, women's social groups in Jakarta have a strong impact on how members perceive beauty and their own self-worth. The norms and shared beliefs about aesthetics within these groups can create a significant social influence, encouraging members to engage in certain behaviours, such as opting for aesthetic procedures, to align with the group's ideals of beauty.

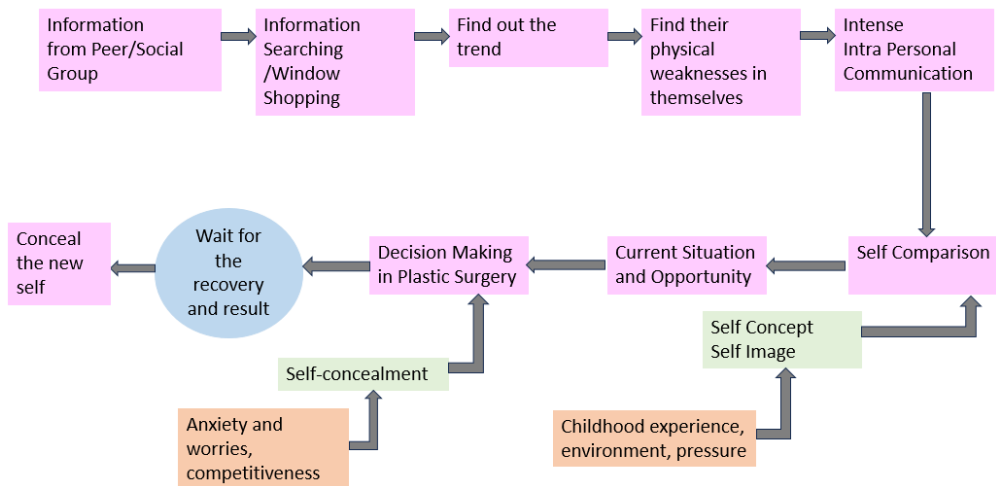
In social groups, women frequently engage in self-assessment by comparing themselves to others within the group. This act of comparison can foster a desire for self-improvement, particularly when individuals perceive themselves as not meeting the group's beauty standards. In the context of the research, members of women's social groups in Jakarta might evaluate their physical appearance against those who have undergone aesthetic procedures, which can lead to feelings of inadequacy or a strong motivation to enhance their own appearance to match or surpass that of their peers. This cycle of social comparison and the pursuit of self-enhancement encourages members to consider or choose aesthetic procedures as a means of boosting their self-image and either maintaining or elevating their social status within the group. Social groups offer an environment where members can exchange personal stories, discuss their challenges, and celebrate their successes, fostering a sense of community and mutual support. In the context of aesthetic procedures, women's social peer groups in Jakarta act as platforms for members to talk about their experiences with cosmetic enhancements, provide guidance, and offer emotional support.

CONCLUSION

This study explored the significant influence of women's social groups on enhancing self-concept and self-image among their members, leading to the decision to undergo aesthetic procedures. The findings indicate that peer or social groups play a crucial role in providing women with information and support regarding plastic surgery procedures. This information often stimulates further exploration of specific procedures a woman may be considering. This phase can be likened to "window shopping," where she explores various options for plastic surgery. Following this, she typically researches current trends in plastic surgery and identifies role models who have achieved desirable results. At this stage, a woman may begin to focus on perceived imperfections in her appearance, which she uses as justification for considering surgery.

This leads to an internal dialogue, where she contemplates correcting these perceived flaws to improve her quality of life. Self-comparison becomes prominent, as she contrasts her appearance with that of influencers or public figures whom she views as having ideal looks. From a psychological perspective, self-comparison is closely tied to one's self-image and self-concept, both of which are shaped by childhood experiences, environmental influences, and social pressures. Any doubts she may have about her current self-image are often compounded by factors such as age, financial stability, and professional or career development. These factors may prompt her to view plastic surgery as a way to address her perceived shortcomings.

The decision to undergo plastic surgery is often accompanied by self-concealment, as women anticipate feelings of anxiety, uncertainty, or even rivalry. The results of the procedure are typically kept private for some time to ensure the outcome aligns with their expectations before revealing it to others. The social groups not only serve as a source of emotional reinforcement but also contribute to normalizing aesthetic procedures within the context of Jakarta's evolving beauty norms. The study underscores how women actively navigate cultural influences while seeking validation through physical transformation, highlighting the complex interplay between self-concept, societal expectations, and the commodification of beauty, as described in Picture 3.



Source: Researchers

Picture 3. Research Finding Framework

Implications

1. **Societal Implications:** The growing normalization of cosmetic procedures influenced by peer groups and global beauty trends points to the need for societal reflection on beauty ideals and the psychological impact of body image pressures. Educating the public on body positivity and promoting diversity in beauty standards can help counterbalance the narrow ideals perpetuated by media and peer influences.
2. **Clinical Implications:** Cosmetic surgeons and clinics should consider the psychological drivers behind patients' decisions, particularly the role of social influence. Incorporating psychological evaluations and consultations into the decision-making process can ensure more ethical practices and prevent unrealistic expectations that could lead to dissatisfaction or addiction to procedures.
3. **Marketing and Policy:** The findings can inform marketing strategies targeting women in similar social contexts by emphasizing personalized, ethical approaches. Policymakers could also regulate aesthetic marketing to ensure that advertisements do not exploit insecurities but instead promote informed decision-making.

Recommendations

1. **Cultural Comparisons:** Future studies could examine similar dynamics in other cultural or geographical settings, comparing how peer influence and beauty standards vary across different regions or among different social classes.
2. **Longitudinal Studies:** Investigating the long-term psychological impacts of undergoing aesthetic procedures, particularly in relation to self-concept and body image, would offer deeper insights into whether these procedures result in lasting positive self-esteem or contribute to dependency on further procedures.
3. **The Role of Media:** While this study touches upon social media influence, future research could delve deeper into how specific media platforms and influencers shape perceptions of beauty and the decision-making process surrounding aesthetic surgery.

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