

## **Abstract**

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**Relationship between self-esteem with conformity behavior in female adolescent who do facial treatment. Early stage: Dr. Fransisca Iriani R.D., M.Si. & Yeni Anna Appulembang, M.A., Psi. Program Strudi S-1 Phycology, Tarumanagara University, (i-xi; 51 pages, P1-P3, L1-L31)**

Self-esteem is personal's self-evaluation with quality or self-worth. This self-evaluation is result of interaction between individual, environment and others behaviours with themself. Individual assessment with themselves who disclose in positive and negative attitude. Conformity is a changes in behaviour or trust as a result from pressure on a group, either in reality or not real.

Purpose of the study is to know relationship between self-esteem and conformity behavior in female adolescent who do facial treatment. The study included 86 patients in beauty care. The study do in Jakarta in November using non experimental technical and sampling type in purposive sampling technical. The research hypothesis is accepted after a Pearson correlation test, Result of this study show negative relationship between self-esteem and conformity behavior with female adolescent do facial treatment. Correlation coefficient  $r = -0.501$  and  $p = 0.000$  (self-esteem with conformity behavior), The conclusion from this study is the higher self-esteem so lower in conformity behavior, and vice versa, the lower self-esteem so higher in conformity behavior.

**Key word:** Self-Esteem, Conformity Behavior, Facial Treatment and Adolescent