

De La Salle University – Aguinardo

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*An Exploratory Study on Tattoo and the Self-concept of  
Selected Male Business Administration Students of  
De La Salle University-Dasmaringas*

*An Undergraduate Thesis*

*Presented to the Faculty of the College of Arts and Sciences*

*De La Salle University-Dasmaringas*

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*of the Requirements for the Degree*

*Bachelor of Arts in Psychology*

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**ABSTRACT**

Name of Institution: De La Salle University - Dasmaringas

Address: Dasmaringas, Cavite

TITLE: An Exploratory Study on Tattoo and the Self-concept of Selected Male Business Administration Students of De La Salle University - Dasmaringas.

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OBJECTIVES OF THE STUDY:

A. GENERAL:

To have an explanatory study on tattoo and the self-concept of selected male Business Administration students of De La Salle University - Dasmaringas.

B. SPECIFIC:

1. What are the reasons of the selected male Business Administration students to have the tattoo?
2. What are the images and symbolism used to represent their tattoo? What are its corresponding meaning?
3. What part of the body is tattooed and why was it tattooed on such part?
4. What are the significant factors in the Pasao Self-concept Rating Scale that indicate an increase in the respondents' self-concept?

5. What is the least significant factor in the Pasao Self-Concept Rating Scale that indicates a decrease in the respondents' self-concept?

6. What is the level of self-concept of the respondents as revealed in the Pasao Self-Concept Rating Scale?

#### SCOPE AND COVERAGE:

The researchers focused their study on tattoo and the self-concept of selected male Business Administration students of De La Salle University - Dasmaringas.

#### METHODOLOGY:

The researchers employed the descriptive method. The respondents of their study were tattooed male Business Administration students of De La Salle University - Dasmaringas who are single and have ages which range from 16 to 25 years old. They used questionnaires, the Pasao Self-Concept Rating Scale and interview to gather data. The statistical treatment that they used was the Arithmetic Mean and Percentile.

#### MAJOR FINDINGS:

The findings of the study revealed that the tattooed students have different reasons why they are sporting a tattoo. They also divulged the different representations and meanings such as love and depression, none, overcome bad lucks, and the likes. The study showed that the part where they commonly place their tattoos was the shoulder. The reasons why it was placed on that part were to hide it from their parents and for everyone to see it. The study also revealed that Identity is the significant factor which increased their self-concept and Emotionality was the least factor which decreased their self-concept. It also showed that the tattooed students belong to the above average rank of self-concept based from the results of their Pasao Self-Concept Rating Scale.

**CONCLUSION:**

The conclusion of the study were:

The selected male Business Administration students of DLSU-D have different reasons, meanings and representations of their tattoo. They freely express themselves through tattoo which show their uniqueness and individuality. Identity is the significant factor which increased the self-concept of the respondents. They give more emphasis on individualism. Emotionality is the least factor which decreased the self-concept of the tattooed students. The respondents belong to the above average rank of self-concept.

**RECOMMENDATION:**

The researchers recommended the following:

1. That other Psychology students conduct other studies using different Psychological courses in order to further verify the findings of this study.
2. Anthropologists may use this study as a model and an additional information about culture and behavior observed in tattooed students.
3. For the Administration, that this study may serve as a supplement about tattoos and will make them understand its real meaning and importance to the students.
4. That a similar study may be made by future researchers in a wider scale of population that include tattooed female, faculty members, and students from other colleges so as to know their own perceptions or concepts about tattoo or tattooing. Also include the personality of the tattooed students in DLSU-D.
5. Since there are no other related studies and very few related literature regarding tattoo or tattooing, further studies should be conducted in order to facilitate better understanding of tattoo or tattooing.