

DAFTAR PUSTAKA

BUKU:

- Abdussamad, Z. (2021). *Metode penelitian kualitatif*. CV. Syakir Media Press.
- Ahmed, S. (2017). *Living a feminist life*. Duke University Press.
- Altman, I., & Taylor, D. A. (1973). *Social penetration: The development of interpersonal relationships*. Holt, Rinehart & Winston.
- Arikunto, S. (2016). *Prosedur penelitian: Suatu pendekatan praktik*. Bumi Aksara.
- Banet-Weiser, S. (2018). *Empowered: Popular feminism and popular misogyny*. Duke University Press.
- Barker, C. (2004). *Cultural studies: Theory and practice*. Sage.
- Baran, S. J., & Davis, D. K. (2011). *Mass communication theory: Foundations, ferment, and future* (6th ed.). Wadsworth Cengage Learning.
- Bordo, S. (2004). *Unbearable weight: Feminism, Western culture, and the body* (10th anniversary ed.). University of California Press.
- Bourdieu, P. (2010). *Distinction: A social critique of the judgement of taste* (R. Nice, Trans.). Routledge.
- Braidotti, R. (2011). *Nomadic subjects: Embodiment and sexual difference in contemporary feminist theory* (2nd ed.). Columbia University Press.
- Brown, B. (2010). *The gifts of imperfection: Let go of who you think you're supposed to be and embrace who you are*. Hazelden.
- Butler, J. (2004). *Undoing gender*. Routledge.
- Cangara, H. (2010). *Pengantar ilmu komunikasi*. PT RajaGrafindo Persada.
- Cash, T. F., & Smolak, L. (2011). *Body image: A handbook of science, practice, and prevention*. Guilford Press.
- Chaffey, D., & Chadwick, F. E. (2019). *Digital marketing: Strategy, implementation, and practice* (7th ed.). Pearson.
- Côté, J. E. (2016). *The identity capital model: A handbook of theory, methods, and findings*. Department of Sociology, The University of Western Ontario.
- Creswell, J. W. (2013). *Qualitative inquiry and research design: Choosing among five approaches* (3rd ed.). Sage Publications.
- de Beauvoir, S. (2011). *The second sex* (C. Borde & S. Malovany-Chevallier, Trans.). Vintage Books.
- Deiss, R., & Henneberry, R. (2020). *Digital marketing for dummies* (2nd ed.). John Wiley & Sons.

- Derrida, J. (2016). *Of grammatology* (G. C. Spivak, Trans.; Corrected ed.). Johns Hopkins University Press.
- Giddens, A. (2014). *Modernity and self-identity: Self and society in the late modern age*. Polity Press.
- Gill, R. (2007). *Postfeminist media culture: Elements of a sensibility*.
- Hall, S. (2013). *Representation: Cultural representations and signifying practices* (2nd ed.). Sage Publications.
- Hooks, b. (2014). *Feminist theory: From margin to center* (3rd ed.). Routledge.
- Hunter, M. (2005). *Race, gender, and the politics of skin tone*. Routledge.
- Jampel, I. N., et al. (2016). *Komunikasi massa*. Universitas Pendidikan Ganesha.
- Jung, C. G. (2018). *The undiscovered self*. Princeton University Press.
- Keller, J. (2015). *Girls' feminist blogging in a postfeminist age*. Routledge.
- Kristeva, J. (2023). *Desire in language: A semiotic approach to literature and art*.
- Kriyantono, R. (2009). *Teknik praktis riset komunikasi*. Prenadamedia Group.
- Lubis, A. Y. (2016). *Postmodernisme: Teori dan metode*. PT RajaGrafindo Persada.
- Mahnke, F. H. (1996). *Color, environment, and human response: An interdisciplinary understanding of color and its use as a beneficial element in the design of the architectural environment*. Van Nostrand Reinhold.
- Manovich, L. (2001). *The language of new media*. MIT Press.
- McQuail, D. (2000). *Mass communication theory (Teori komunikasi massa)* (A. Dharma & A. Ram, Trans.). Erlangga.
- McRobbie, A. (2009). *The aftermath of feminism: Gender, culture and social change*. Sage Publications.
- Mohanty, C. T. (2003). *Feminism without borders: Decolonizing theory, practicing solidarity*. Duke University Press.
- Mulyana, D. (2015). *Ilmu komunikasi: Suatu pengantar*. PT Remaja Rosdakarya.
- Norris, C. (2020). *Membongkar teori dekonstruksi Jacques Derrida*. Buku Bijak.
- Raiford, L. (2011). *Imprisoned in a luminous glare: Photography and the African American freedom struggle*. University of North Carolina Press.
- Ryan, R. M., & Deci, E. L. (2017). *Self-determination theory: Basic psychological needs in motivation, development, and wellness*. Guilford Press.

- Saraswati, L. A. (2013). *Seeing beauty, sensing race in transnational Indonesia*. University of Hawai'i Press.
- Shukla, A. (2023). Psychological impact of colours in advertising and branding. *Peer Reviewed Journal*, 4(1C), 90–95.
- Shukla, P. (2023). *Marketing: A practical approach*. Routledge.
- Swami, V., & Furnham, A. (2008). *The psychology of physical attraction*. Routledge.
- Wolf, N. (2002). *The beauty myth: How images of beauty are used against women*. William Morrow and Company.

JURNAL:

- Abdullah, I. M., et al. (2023). Representasi kulit putih perempuan dalam iklan MS Glow. *Jurnal Audiens*, 3(2), 63–71. <https://doi.org/10.18196/jas.v3i2.11959>
- Abidin, C. (2021). *Mapping Internet Celebrity on TikTok: Exploring Attention Economies and Visibility Labours*. *Cultural Science Journal*. <https://doi.org/10.5334/csci.140>
- Anggraeni, S. E. P., Rachmawati, N., & Prasetyaningtyas, D. A. (2023). Konstruksi realitas sosial: Media sosial sebagai sarana kreasi dan ekspresi karya mahasiswa Universitas Jember. *SINOV: Jurnal Sains dan Inovasi*, 5(2), 233–241. <https://doi.org/10.55606/sinov.v5i2.687>
- Aryanto, A., Yuniarti, Y., & Prasetyo, D. (2023). Representasi perempuan tangguh dalam film *The Princess* (Analisis semiotika John Fiske). *Jurnal Pendidikan Dasar dan Sosial Humaniora*, 2(9), 3944–3950. <https://doi.org/10.53625/jpdsh.v2i9.5941>
- Bahar, N., Sunarto, S., & Nugroho, A. (2024). Representasi penerimaan diri kaum wanita pada video Tutar Batin. *Interaksi Online*, 12(4), 871–885.
- Baym. (2015). *Connect With Your Audience! The Relational Labor of Connection*. <http://dx.doi.org/10.1080/10714421.2015.996401>
- Cohen, R., Fardouly, J., Newton-John, T., & Slater, A. (2019). #bodypositivity: A content analysis of body positive accounts on Instagram. *Body Image*, 29, 47–57. <https://doi.org/10.1016/j.bodyim.2019.02.007>
- Dimulescu, V. (2015). Contemporary representations of the female body: Consumerism and the normative discourse of beauty. *Symposion*, 2(4), 501–514. <http://dx.doi.org/10.5840/symposion20152433>
- Islamey, G. R. (2020). Wacana standar kecantikan perempuan Indonesia pada sampul majalah *Femina*. *Jurnal PIKMA: Publikasi Ilmu Komunikasi Media dan Cinema*, 2(2), 99–108. <https://doi.org/10.24076/PIKMA.2020v2i2.400>

- Kuswara, D. A., & Freddy, Y. (2024). Deconstruction of the meaning of beauty in advertising: Semiotic analysis of Rexona motion activated advertisement "72 jam kesegaran nonstop". *LISKI: Linguistik, Sastra, dan Komunikasi*, 10(1), 52–65. <https://doi.org/10.25124/liski.v10i1.7256>
- Lancia, F., Rahmawati, I., & Ramadhan, R. (2023). K-Beauty dan standar kecantikan di Indonesia: Analisis wacana Sara Mills pada kanal YouTube Priscilla Lee. *Jurnal Manajemen dan Wirausaha Sosial*, 2(1), 15–26. <https://doi.org/10.58812/jmws.v2i1.175>
- Lima, J., Teixeira, S., & Moreira, J. (2022). Digital storytelling impact on consumer engagement. Dalam A. Rocha, H. Adeli, L. P. Reis, & S. Costanzo (Eds.), *Innovation and research in technology and engineering sciences* (pp. 277–293). Springer. https://doi.org/10.1007/978-981-99-0333-7_22
- Maulana, Moh. F. (2025). Beauty and the Politics of Piety: *The Phenomenon of Muslim Women's Fashion Trends in Indonesia*. *Fashion Theory*, 1–20. <https://doi.org/10.1080/1362704X.2025.2534240>
- Pitaloka, N., & Pudrianisa, L. (2023). Representasi kepercayaan diri wanita muslimah pada iklan sampo Wardah The Real Hijab Expert: Analisis semiotika. *Jurnal Komunikasi dan Media*, 12(1), 45–58. <https://doi.org/10.20885/cantrik.vol3.iss2.art4>
- Saraharah, Z. D., & Ningtyas, S. (2023). *Change of Beauty Standards in Indonesian Society Through Beauty Product That Improve Lately*. Sabda: Jurnal Kajian Kebudayaan. <https://doi.org/10.14710/sabda.18.1.54-67>
- Sazudda, H. N., et al. (2024). Representation Of Women's Beauty in Indonesia in *Imperfect Film: Career, Love and Scales*. *Journal of World Science*, 3(10), 1208–1217. <https://doi.org/10.58344/jws.v3i10.719>
- Singh, R., Telukdarie, A., & Mongwe, R. (2024). *Digital Social Media Influencers' Impact on Beauty and Personal Care Purchases in South Africa*. <https://doi.org/10.3390/platforms2040013>
- Syarifah, M., Ramadhan, R., & Oktaviani, L. (2022). Deconstruction of women's beauty standard on social media: An analysis. *Jurnal Komunikasi Global*, 11(2), 134–145.
- Syuhada, N. H., et al. *The social construction of beauty in the digital era: Gen z's interpretation of beauty standards in Jakarta*. *Journal of Child and Gender Studies*. <http://dx.doi.org/10.22373/equality.v11i1.28836>
- Thariq, M. W. A., Maulina, D., & Hidayat, A. (2023). Deconstructing beauty standards: Unpad Geulis Instagram account. *Masyarakat: Jurnal Sosiologi*, 28(2), 143–165. <https://doi.org/10.7454/mjs.v28i2.13568>
- Ungkang, M. (2013). Dekonstruksi Jacques Derrida sebagai strategi pembacaan teks sastra. *Jurnal Pendidikan Humaniora*, 1(1), 39–45.
- Widyaswari, I. G. A. A. W., & Widnyana, I. G. N. (2018). Media sosial sebagai sarana kreasi dan ekspresi karya seni rupa dan desain. *Segara Widya: Jurnal Seni Rupa dan Desain*, 6(2), 27–34.

- Williams, D. E., et al. (2023). *The Depiction of Beauty-by-Beauty Influencers on Instagram and Generations Z's Perception of Them*. *Journal of Promotion Management*. <https://doi.org/10.1080/10496491.2023.2279765>
- Wiraputra, A. L., Syafitri, E. N., & Fadhilah, N. (2023). Representasi keanekaragaman perempuan Indonesia dalam produk kosmetik lokal. *Jurnal Komunikasi dan Diseminasi*, 3(3), 122–134. <http://dx.doi.org/10.47233/jkomdis.v3i3.1383>

WEBSITE:

- Agustin, M. (2024). Lewat Discover the Unseen Power, Make Over perkenalkan 4 ikon terbaru yang bawa pesan women empowerment. *SOCO*. Diakses 24 Mei 2025, dari <https://www.soco.id/post/whats-new/66232fb0b990fb47070dbc85/lewat-discover-the-unseen-power-make-over-perkenalkan-4-ikon-terbaru-yang-bawa-pesan-women-empowerment>
- Digital 2024: Indonesia. (2024). DataReportal. Diakses 28 Mei 2025, dari <https://datareportal.com/reports/digital-2024-indonesia>
- Zap. (2024, Februari 24). *Zap Index Beauty 2024*. Diakses 25 Mei 2025, dari https://zapclinic.com/files/ZAP_Beauty_Index_2024.pdf

