"Z GENERATION'S PERSPECTIVE ON BEAUTY REPRESENTED ON SOMETHINC'S ADVERTISEMENTS"

THESIS

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STATEMENT OF AUTHORSHIP

I state that the thesis entitled "Z Generation's Perspective on Beauty Represented on Somethinc's Advertisements" is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

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iv

MOTTO

"Don't let the fear of the time it will take to accomplish something stand in the way of your doing it. The time will pass anyway; we might just as well put that passing time to the best possible use."

(Earl Nightingale)

DEDICATION

This thesis is proudly dedicate for my beloved family, Mr. Agus and Mrs.

Srinatun. Also my teacher, my friends and people who have always supported me

at every step.

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ABSTRACT

Aziizah, Ayu Haniifatul (2024) *Z Generation's Perspective on Beauty Represented on Somethinc's Advertisements*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, Advisor Dr. Meinarni Susilowati, M.Ed

Key word : Generation Z, Beauty Standards, Representation, Somethinc's Advertisements, Qualitative Approach

Beauty standards, heavily influenced by social media and advertisements, significantly impact Generation Z's self-perception and consumer behavior. This study examines how Gen Z (18-25) in Indonesia perceives beauty in Somethinc's advertisements. The research aims to provide insights into evolving beauty ideals and inform inclusive marketing strategies. The research question is how Generation Z perceives the beauty represented by Somethinc advertisements. This research utilizes a qualitative approach, employing an unstructured interview method to collect data from six Generation Z respondents, both male and female. Unstructured interviews were chosen to allow respondents to express their ideas and experiences in depth without being constrained by predetermined questions, allowing for greater flexibility in investigating emerging topics. Stuart Hall's theory of representation is used to analyze the findings. The results show that Generation Z has a more inclusive and diverse view of beauty. They no longer only focus on physical appearance but also prioritize personality aspects. Somethinc advertisements are considered successful in conveying messages about self-care and natural beauty, although some respondents still see the influence of narrow conventional beauty standards in Somethinc's advertisements. Based on these findings, it is suggested that Somethinc and other beauty brands should be more active in showcasing different skin types and more inclusive looks in their advertisements. This will better reflect the diversity of their audience and align with the values of inclusivity that Generation Z embraces. In addition, media literacy programs need to be developed to improve Generation Z's critical skills in interpreting beauty representations in the media.

ABSTRAK

Aziizah, Ayu Haniifatul (2024) *Perspektif Generasi Z tentang Kecantikan yang Direpresentasikan dalam Iklan Somethinc*. Skripsi. Program Studi Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang, Dosen Pembimbing Dr. Meinarni Susilowati, M.Ed

Kata Kunci: Generasi Z, Standar Kecantikan, Representasi, Iklan Somethinc, Pendekatan Kualitatif

Standar kecantikan sangat dipengaruhi oleh media sosial dan iklan, yang secara signifikan mempengaruhi persepsi diri dan perilaku konsumen Generasi Z. Penelitian ini meneliti bagaimana Gen Z (18-25) di Indonesia mempersepsikan kecantikan dalam iklan Somethinc. Penelitian ini bertujuan untuk memberikan wawasan tentang cita-cita kecantikan yang terus berkembang dan menginformasikan strategi pemasaran yang inklusif. Pertanyaan penelitian ini adalah bagaimana Generasi Z mempersepsikan kecantikan yang diwakili oleh iklan Somethinc. Penelitian ini menggunakan pendekatan kualitatif dengan menggunakan metode wawancara tidak terstruktur untuk mengumpulkan data dari enam responden Generasi Z, baik laki-laki maupun perempuan. Wawancara tidak terstruktur dipilih agar responden dapat mengekspresikan ide dan pengalaman mereka secara mendalam tanpa dibatasi oleh pertanyaan-pertanyaan yang telah ditentukan sebelumnya, sehingga memungkinkan fleksibilitas yang lebih besar dalam menyelidiki topik-topik yang muncul. Teori representasi Stuart Hall digunakan untuk menganalisis temuan. Hasilnya menunjukkan bahwa Generasi Z memiliki pandangan yang lebih inklusif dan beragam tentang kecantikan. Mereka tidak lagi hanya berfokus pada penampilan fisik, tetapi juga memprioritaskan aspek kepribadian. Iklan Somethinc dinilai berhasil menyampaikan pesan tentang perawatan diri dan kecantikan alami, meskipun beberapa responden masih melihat adanya pengaruh standar kecantikan konvensional yang sempit dalam iklan Somethinc. Berdasarkan temuan ini, disarankan agar Somethinc dan merek kecantikan lainnya lebih aktif dalam menampilkan jenis kulit yang berbeda dan penampilan yang lebih inklusif dalam iklan-iklannya. Hal ini akan lebih mencerminkan keragaman audiens mereka dan sejalan dengan nilai-nilai inklusivitas yang dianut oleh Generasi Z. Selain itu, program literasi media perlu dikembangkan untuk meningkatkan kemampuan kritis Generasi Z dalam menginterpretasikan representasi kecantikan di media.

مستخلص البحث

عزيزة، أيو حنيفاتول (2024) منظور جيل Z للجمال الممثل في إعلانات سوميثينك. رسالة جامعية. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة إسلام نيجيري مولانا مالك إبراهيم مالانج، مستشار د. مينارني سوسيلواتي، ماجستير في الأدب

الكلمة الأساسية : الجيل Z، معيار الجمال، التمثيل، إعلانات سوميثينك، النهج النوعي

تتأثر معايير الجمال بشكل كبير بوسائل التواصل الاجتماعي والإعلانات، مما يؤثر بشكل كبير على التصور الذاتي وسلوك المستهلكين من جيل Z. يدرس هذا البحث كيف ينظر الجيل Z (18-25) في إندونيسيا إلى الجمال في إعلانات سوميثينك. يهدف هذا البحث إلى تقديم نظرة ثاقبة على مُثُل الجمال المتطورة وإثراء استراتيجيات التسويق الشاملة. يتمثل سؤال البحث في كيفية إدراك الجيل Z للجمال كما تمثله إعلانات سوميثينك. استخدم هذا البحث نهجًا نوعيًا باستخدام مقابلات غير منظمة لجمع البيانات من ستة مشاركين من جيل Z، من الذكور والإناث على حد سواء. وقد اختيرت المقابلات غير المنظمة للسماح للمشاركين بالتعبير عن أفكارهم وتجاربهم بعمق دون التقيد بأسئلة محددة مسبقاً، مما يتيح مرونة أكبر في التحقيق في المواضيع الناشئة. استُخدمت نظرية ستيوارت هول للتمثيل لتحليل النتائج. تظهر النتائج أن الجيل Z لديه نظرة أكثر شمولاً وتنوعاً للجمال. فهم لم يعودوا يركزون فقط على المظهر الخارجي، بل أصبحوا يعطون الأولوية لجوانب الشخصية أيضاً. تعتبر إعلانات سوميثينك ناجحة في نقل رسائل حول العناية بالذات والجمال الطبيعي، على الرغم من أن بعض المشاركين في الاستطلاع لا يزالون يرون تأثير معايير الجمال التقليدية الضيقة في إعلانات سوميثينك. استناداً إلى هذه النتائج، يوصى بأن تكون سوميثينك وغيرها من العلامات التجارية للتجميل أكثر نشاطاً في عرض أنواع البشرة المختلفة والمظهر الأكثر شمولاً في إعلاناتها. سيعكس ذلك تنوع جمهورها بشكل أفضل ويتماشى مع قيم الشمولية التي يتبناها جيل Z. وبالإضافة إلى ذلك، يجب تطوير برامج محو الأمية الإعلامية لتحسين المهارات النقدية لجيل Z في تفسير عروض الجمال في وسائل الإعلام.

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CHAPTER I

INTRODUCTION

A. Background of the Study

Generation Z is known as the "*digital generation*" that is technologically advanced, extensive use of applications, and familiar with virtual media (Stillman & Stillman, 2017). They grew up in the digital age and have been exposed to the internet, social networks and mobile systems from an early age, creating a generation that is very comfortable in a digital-based environment. In addition, Generation Z also has a significant impact on culture, societal attitudes, and the world of work, making it an interesting subject of research to understand its influence on various aspects of life, including education, technology, and societal behavior.

Generation Z navigates online advertisements more quickly and frequently than previous generations. They like interactive commercials that allow them to engage in the ad process, such as making a choice or witnessing what occurs after deciding on the choice (Fathinasari, Ayu et al., n.d.). Generation Z is more conscious of marketing techniques and persuasive advertising tactics. They will avoid advertisements that appear inauthentic. They install ad-blocking plugins or simply look away from their displays to avoid advertisements. They prefer content of their choosing over forced advertising (Southgate, 2017)

Social media shapes Generation Z's beauty perceptions through the content they choose and frequently perceive as ideal. Influencers on platforms such as

Instagram and TikTok are particularly important in determining beauty trends, as their authenticity and relatability make their opinions highly influential on young audiences. Generation Z's interaction on social media is like following celebrities. This research highlights how the interactive and visually-focused nature of social media intensifies the pressure on Generation Z to conform to these standards, often leading to issues such as body dissatisfaction and low self-esteem (Maganti & Gaikwad, 2024). Sariayu emphasizes the concept of natural appearance, demonstrating that a person can be beautiful and confident without conforming to traditional beauty standards. Both brands use emotional appeals to shape consumer perception (Goldsteel, 2023).

The combination of cultural norms and current beauty standards generates a distinct shift in Russian Generation Z's perception of beauty. The concept of beauty for Generation Z in Russia is heavily influenced by globalization and digitalization through social media. According to (Vyugina, 2019), as a generation developed during the rapid evolution of digital technologies and social media, Russian Generation Z is continually exposed to global beauty standards through platforms such as Instagram and YouTube. However, these global influences frequently clash with traditional Russian traditions of modesty and natural beauty. The younger generation in Russia is negotiating this paradox, attempting to strike a balance between adopting global beauty trends, which frequently promote unrealistic and sometimes unreachable standards, and adhering to the more conservative and realistic beauty values passed down from earlier generations.

Generation Z in Asia demonstrates that beauty is more than simply physical looks; it is also about an impressive style and unique branding. Beauty is perceived as a digital identity. Images of beauty and satisfaction are shared on social media, showing that being popular and eye-catching lead to advertisements to chances to succeed (Gentina, 2020). The effect of Japanese and Korean popular culture on Indonesian beauty perceptions, as seen in animated films, pop music, and fashion trends. This illustrates the hybridization of Islamic culture and popular culture, as seen in hijab trends that integrate Islamic principles with modern fashion designs (Hinduan et al., 2020). Physical beauty is not only about appearance, but also about a person's ability to take care of themselves and understand how to preserve their physical appearance. Youthful appearance is considered an important factor that has a lasting effect on facial attractiveness. Women with youthful features are considered more attractive than older-looking women.

The meaning of "*beautiful*" for Indonesian women today is having smooth, glowing skin and a well-groomed appearance. According to a survey conducted by ZAP beauty, 63.4% of Indonesian women feel beautiful if they meet some of these criteria. In particular, smooth facial skin received 30.7% of the votes, while glowing facial skin reached 16.3% in the definition of beautiful according to Indonesian women. Despite this, fair skin is no longer considered the ultimate beauty standard by almost all Indonesian women (98.9%). Nevertheless, there are some skin problems that women are concerned about. More than half of Indonesian women (53.8%) feel they have dull skin, 49.3%

complain of large pores, and 34.1% experience panda eyes or dark circles around the eyes. In addition, 29.5% of Z Generation women (born in 1997-2012) are starting to experience signs of premature aging such as fine lines and wrinkles on the face (*ZAP Beauty*, 2024).

Research on Generation Z's beauty concepts is important for several reasons. By understanding the concept of beauty from Generation Z's perspective, we can gain a deeper understanding of the new beauty concept related to this generation. This is important not only for the beauty industry, but also for social development as a whole. Generation Z is known as a generation that is more critical of media messages and tends to support inclusivity and diversity. The sociolinguistic approach views language not only as a means of communication, but also as a reflection of the social, cultural, and ideological constructions that exist around it. Sociolinguistic analysis allows researchers to explore how advertising represents those values through language and visuals, as well as how these are perceived or interpreted by young audiences.

Somethinc's advertisements use visual elements that align with Generation Z, who like a modern and minimalist lifestyle. These advertisements feature bright colors and simple designs, which are visually appealing to this generation. The visuals not only showcase the product but also foster an expressive and inclusive atmosphere. These advertisements reflect diversity and acceptance by featuring individuals of different skin tones and body types. This is especially important because Generation Z values diverse

representation and full acceptance in beauty standards features. Somethinc's advertisements were chosen as a stimulus for research objects to understand Generation Z's perspective on beauty. The unique characteristic of this generation is that they tend to be more critical and aware of social issues. Generation Z, growing up in the digital era that has wider access to information and prioritizes the authenticity and transparency of a brand. Somethinc employs a participative communication strategy that effectively attracts the attention of their target audience, making it exciting to research. The brand actively engages with its audience through interactive social media content that encourage followers to share their skincare journeys. Experiential advertisements, such as tutorials or user testimonials, can provide in-depth insights into how Generation Z responds to the beauty representations offered. The audience participation-based strategy represents the generation's identity. Thus, Somethinc's advertising is not only a tool to sell products, but also a reflection of Generation Z's views and aspirations towards today's beauty standards.

This research has several previous studies that show the impact of media on beauty standards, especially among women. The first previous study in Japan, it showed media pressure, resistance to beauty standards, and the limitations of the concept of body positivity, which is still poorly known, as well as the importance of inclusive media representation to reduce these negative impacts (Ando et al., 2021). Social media often highlights physical aspects such as clean skin, slim body, and straight hair, which can lead to

psychological problems such as depression and low self-esteem(Henriques & Patnaik, 2021). In the context of advertising, the linguistic approach applied in Garnier's advertising showed the use of language features and discursive practices can shape beauty ideologies (Zahra et al., 2022). Japanese beauty advertisements use negative vocabulary to identify skin problems, and positive vocabulary is used to describe the benefits of the product, but the advertisements still encourage a pressure for women to look perfect (Lestari, 2020). In addition, Pond's advertising analysis shows the persuasive power of linguistic and visual features in shaping the concept of beauty through the use of adjectives, hashtags, and visual representations, which play an important role in influencing consumer perception (Barus, 2021). In Indonesia, beauty constructions are influenced by cultural industries and capitalism, with local brand advertisements such as Citra reflecting a shift in beauty standards that emphasize 'color' as a key element (Puspitasari & Suryadi, 2021). On the other hand, Fenty Beauty advertisements succeeded in challenging traditional beauty norms by featuring models with darker skin, and wanted to convey the message of inclusivity and beauty empowerment (Rahmawati, 2019).

Previous studies above focus on beauty standards that are influenced by culture, social media, language and capitalism. The use of discursive language and visual features in advertisements shape narrow and unrealistic perceptions and ideologies of beauty. Unrealistic standards result in psychological suffering, including depression and eating disorders. This study will be analyzed utilizing Hall' representation theory. Hall's theory examines how

media and culture shape and distribute meaning. Advertisement is an excellent illustration of how cultural messages about beauty are communicated to audiences. This is critical to understand how Generation Z may receive the concept of beauty in Somethinc's advertisements depending upon their social and cultural background.

B. Problem of the Study

Based on the background of the problems mentioned above, the research question is "how do the Z generation perceive beauty represented by Somethinc's advertisements."

C. Significance of the Study

This research aims to provide a deep understanding of Generation Z's perception of beauty depicted in Somethinc's advertisement. This research can provide useful insights into the perspective of Generation Z on beauty. Additionally, these findings can help shape strategies for developing more inclusive and authentic promotions that reflect Generation Z's values and perspectives of beauty.

D. Scope and Limitation

The study involved Generation Z aged 18 to 25 consisting of three men and three women who have seen Somethinc advertisements. The study focused on Somethinc's advertisements for the past three months. So, the results of this

study may not reflect the overall depiction of beauty in the media. In addition, the results of this research can be influenced by the cultural background and society where this research is conducted, especially in Indonesia.

E. Definition of Key Terms

1. Z Generation

Z Generation refers to individuals born between 1997 and 2012, particularly in Indonesia, between the ages of 18 and 25. This generation is defined by their status as digital natives who grew up with social media as well as the internet. These technological experiences have profoundly influenced their perceptions of beauty and social interaction. The study focused on this generation because of their unique digital background. The study included six Generation Z respondents, both male and female, who provided their perspectives on beauty as represented in Somethinc's advertisements.

2. Beauty

The concept of beauty in this study is based on the perspective of Gen Z which focused on the value of inclusivity, diversity, and aunthenticity in beauty representation. The research refers to a beauty construct that includes not only physical aspects such as skin tone or facial shape, but also the willingness to resist traditional beauty standards. In this case, beauty is understood as a form of self-expression that is diverse and not bound by stereotypes, as represented in the advertisements.

3. **Somethinc Advertisements**

The advertisements analyzed in this study are from Somethinc, a local Indonesian beauty brand. There were four advertisements selected for the stimulus of the research object. The advertisements were posted from June to September. These advertisements were chosen because of their use of diverse models and their focus on natural beauty and self-care, making them relevant objects of study to understand how Gen Z perceives beauty in contemporary media.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter elaborates literature and related theories to this research. It includes a more in-depth explanation.This chapter also presents the previous studies related to the topic.

A. Z Generation

Z Generation is the generation born between 1995 and 2010. David Stillman and Jonah Stillman say that Gen Z is the latest generation born between 1995 and 2012, and is also referred to as the net generation or internet generation. Corey Seemiller and Meghan Grace in their book Z Generation: A Century in the Making, state that Gen Z individuals are usually born between 1995 and 2010. This generation is a transitional generation from Generation Y with growing technology. Z Generation was born and grew up in a digital and technological world. So that makes this generation familiar with various kinds of social media that exist (Stillman & Stillman, 2017).

As opposed to millennials who are characterized as optimistic and self-centered, Gen Z has a different character from the previous generation. A study conducted by Gen Z goes to college found that more than 70 percent of Gen Z identified themselves as thoughtful, determined, open-minded and responsible. However, when asked to describe their peers they tend to use the words competitive, spontaneous and curious. Dr. Candace Steele Flippin found that those in her study described themselves as enthusiastic, hardworking, creative, and motivated. And findings from the College Senior Survey showed their self-

identifiable characteristics to be the ability to take different perspectives, tolerance for diversity, cooperation, and motivation (Seemiller & Grace, 2019).

Generation Z can easily showcase their individual identity in a world full of digital sophistication. On the other hand, their "real life" and online identities can reflect two completely different people, one for each of their identities. They grew up at a period when the internet and digital technology were quickly developing, therefore they are known as "digital natives" because they are comfortable using digital technology and blending the virtual and real worlds. Z Generation has distinct buying habits, including a reliance on technology to obtain information before making a purchase, as well as a significant preference for word-of-mouth advertising. They also look for brands that are real and aligned with their core values. They exhibit greater degrees of consumerism, narcissism, mental health difficulties, deal with feeling alone, lacking in self-worth, and low confidence; they are worried with sustainability; and they have fears of missing out (Williams et al., 2024).

B. The Concept of Beauty

Beauty is a complex concept perceived differently by each person. It is a combination of qualities, such as appearance, shape, color, or form, that appeals to the visual senses, especially sight. However, beauty is not limited to visual aspects, but also includes inner beauty, which includes traits such as kindness, confidence, intelligence, and grace.

Perceptions of beauty have evolved through time and differ from one culture to another. For example, in ancient Greece, beauty was associated with vices and kindness. In contrast, in some African cultures, beauty is often associated with physical features such as body shape and skin color. In modern Western societies, beauty is associated with youth, slimness and symmetricality.

The role of media and society is significant in shaping our perception of beauty. Beauty standards, which are often promoted by the media, influence individual perceptions and behaviors. This can lead to unhealthy behaviors, such as excessive eating, eating less, or bleaching their skin, as they strive to conform to these standards. Beauty is also linked to levels of happiness and self-esteem. A person will feel proud of themselves when they believe they are attractive to others. However, over-focusing on beauty can lead to negative psychological effects, such as body dissatisfaction and low self-confidence. In fact, beautiful/handsome people get their own privileges such as education, health, and job achievements.

1. Beauty Standard in Asia

Asian cultures prioritize physical beauty and attractiveness. Philosophies such as Taoism and Confucianism emphasize the correlation between inner and outer beauty, where outer beauty represents one's character, talent, and destiny. In centuries past, the Chinese paid great attention to diet and nutrition, to maintain health and beauty. Various styles and compositions of makeup have been used throughout time to enhance or alter beauty. During the Han Dynasty (206 BC - 220 AD), white skin was

considered attractive and thought to represent wealth, nobility and aristocracy.

This was also applicable in Japan, where white skin was a symbol of nobility. Skin whitening powder (Oshiroi-originally made with lead or rice powder) was used by kabuki actors, nihonbuyo, jiutamai dancers, performance artists, and geisha. This representation is still alive in Japan, with geishas, and in China, with actors in Beijing opera. In Korea, during the Gojoseon period, blemish-free and fair skin was considered the ideal. The desire for "porcelain skin" has led cosmetic and pharmaceutical companies, as well as plastic surgery hospitals to develop and offer various techniques and technologies for skin whitening, with some serious health effects. This is also the case in Asia Pacific countries including India, Thailand, etc.

Several technologies that allow users to change the appearance and improve their photos are becoming increasingly popular in Asia. For example, popular and widely used photo-taking apps include MeituPic in China, Line Camera in Japan and Snow in South Korea. These technologies incorporate features and filters that allow users to modify their photos according to their preferences. These apps allow users to improve skin complexion, remove lines and wrinkles, enlarge eyes, contour the face. It is important to note that many of these apps smooth out the face, making it appear like a baby, feminine, and soft (Samizadeh, 2022).

Arguably, the eye is one of the most distinguishing aspects of the face; in ancient artwork from this region, women were represented with single folded eyelids and almond-shaped eyes. Bright eyes were considered desirable in ancient China, although they were not synonymous with bloodshot or big eyes. There is no doubt that the eyes are one of the most distinctive characteristics of the face. However, huge eyes with double eyelids are becoming increasingly popular due to their attractiveness. Facial shape is the main feature of an attractive face attractive in Asia. Oval faces with harmony of elements from the hairline to the chin are considered the most beautiful and are described as "feminine and delicate." In contrast, a square face shape is considered masculine and undesirable.

2. **Beauty Standard in America**

Slim and skinny bodies are a cultural norm among European-American women and youth. Many teenagers and women feel compelled to conform to the ideal slim and thin body shape. This norm develops as a result of exposure to media such as television, advertisements, and movies. These beauty standards are established by the models and actresses who appear in them. The media in America portrays models and celebrities with extremely slim bodies as a definition of beauty. This reinforces the idea that a slim and thin body is the only acceptable and desirable shape. According to research conducted by (Romo et al., 2016), many European-American youths face peer pressure. They believe their physical appearance is

severely evaluated, and there is a stigma associated with full bodies. This leadvertisements to low levels of self-confidence among adolescents. Internalization of the slim and thin body ideal leadvertisements to mental health problems. Adolescents who experience this unrealistic body image experience depression related to their physical appearance.

In Mexico, beauty standards are associated with light-skinned individuals. Research shows that individuals who have light skin are considered more attractive and have advantages such as high employment opportunities. This creates pressure for women to whiten their skin using various beauty products. In addition, beauty standards are not only seen through skin aspects. Physical features such as facial structure, nose shape, eye size. Social strata also influence this standard. Women from the middle and upper class have easy access to beauty products that allow them to achieve this beauty standard. In contrast, lower-class women struggle to achieve this unrealistic standard (Krozer & Gómez, 2023).

3. **Beauty Standard in Europe**

Beauty standards in Europe generally emphasize physical aspects. This is influenced by cultural representations as well as the media. The main feature of beauty standards is having light skin. Light-toned skin is considered more attractive, which stigmatizes individuals with dark skin. They are often discriminated against and do not receive the same attention. In addition, having straight and smooth hair is considered a symbol of

beauty. Many people feel encouraged to straighten their hair to conform to this standard.

Facial features such as a pointed nose, thin lips, as well as blue or green eyes are considered attractive. These preferences are often associated with the European appearance. A tall and slim body shape is also considered ideal and balanced. These unrealistic standards further create social pressure to conform. Fashion takes on an important role in beauty standards. Dress that is considered fashionable and elegant is used as a standard of beauty that comes from European fashion centers such as Paris and Milan. Advertisements, movies and television shows further strengthen the ideal image, creating pressure to conform to the trend (Bryant, 2019).

4. Beauty Standard in Africa

One of the countries in West Africa is Ghana, a country with more than 100 ethnicities. Ghanaian women's perception of beauty is influenced by their lighter skin color. This phenomenon is called colorism. A form of discrimination of skin color differences in race/ethnicity. This standard is motivated by colonialism, which imposed European beauty. This led to the stigma that light skin is associated with higher social status, attractiveness. This stigma creates social expectations that are reinforced by media and product marketing. Many women feel pressured, leading to mental problems such as low self-confidence, and negative body image to achieve this standard.

According to a respondent of a study by (Mady et al., 2023) most Ghanaian models have naturally dark skin, and are considered beautiful. They are confident in the beauty of their natural skin. They said that light skin is not a measure of beauty. Other respondents said that beauty is universal and that skin color is not a standard of beauty. The research highlighted that women are beginning to accept their natural skin. This is a shift that beauty standards are now more inclusive and diverse.

5. **Beauty Standard in Indonesia**

In Indonesia, women have become known for their stunning natural beauty. Indonesian women employ natural herbs for beauty treatments on all parts of their bodies. Traditional therapeutic recipes exist for the entire body. Use of rice scrubs and fruit-based masks. In addition to superficial beauty secrets, women in Indonesia care for their bodies from within by employing herbs. There are numerous jamu dishes that promote women's health. Jamu is a hereditary recipe that has been clinically shown to help women in Indonesia maintain their immune systems and skin health. In addition to physical beauty, the natural beauty of Indonesian women is usually reflected in their distinctive, gentle and friendly attitude and behavior (Wirasari, 2016).

Bungas (beautiful) for Banjar women refers to a woman with clean, perfumed, and well-groomed skin. According to conversations with Banjar women, clean and aromatic does not necessarily mean white. The

cleanliness and fragrance of Banjar women's skin can be achieved by a variety of body treatments conducted by Banjar women, including Batimung, Balulur, and Baratus. As a result, Banjar women must take care of their bodies in order to radiate their aura and appear beautiful and clean (Nurdiyana & Najamudin, 2021).

The evaluation criteria used by the judges on Indonesia's Next Top Model (INTM) program play an important part in establishing beauty standards in Indonesian society. According to (Gloria & Limanta, 2023), the beauty standards depicted in the television program Indonesia's Next Top Model (INTM) are affected by the program's judges' criteria. This program allows candidates to present their appearance and abilities. Symbolic recognitions, such as best and most beautiful, are reserved for individuals who meet the judges' requirements. This results in a public sense of beauty that fulfills these criteria.

Beauty standards in Indonesia, particularly among Generation Z women, have shifted significantly as a result of the massive influence of Korean culture (Nagara & Nurhajati, 2022). This shift has led to the transition of traditional Indonesian beauty towards Korean media-promoted beauty standards such as an emphasis on clear and glowing skin, slim bodies and flawless faces. The widespread consumption of K-beauty products and media shaped the perception of beauty in Indonesian society.

C. **Somethinc**

Somethinc, a local Indonesian beauty brand, specializes in producing skincare, makeup, and beauty tools. Founded in 2019 by Irene Ursula (Parapuan.co, 2021). Somethinc was born out of the need for high-quality makeup and skincare products for the millennial generation. In May 2019 Irene and 60 team members officially launched the Somethinc brand. They first looked at the skin problems in Indonesia, what kind of products they needed to address the gaps in the Indonesian market. Based on these key points, they conducted in-depth research and used high-quality ingredients and formulations to meet the various needs of beauty consumers in Indonesia.Irene's reason founded Somethinc because it started with her love for skincare that has active ingredients, and Irene who felt that she had found a gap in the local beauty industry market. a gap in the local beauty industry market that is still low compared to foreign products. compared to foreign products.

With the aim of helping women achieve beauty while maintaining healthy skin, Somethinc offers skincare and makeup products that meet international

standards and are safe to use. In just two years, Somethinc experienced rapid growth, becoming the leading brand in Shopee's largest skincare marketplace. It was also recognized as the best-selling skincare brand on Shopee for nine consecutive times in 2021. In addition, Somethinc became one of the top 50 brands in Indonesia's cosmetics industry.

D. Representation Theory

1. Definition of Representation

Language functions as a system of representation. In language, we utilize signs, symbols, whether in the form of sounds, written words, electronically produced images, musical tones, and objects to represent the concepts, ideas, and feelings of others. Language is the media used to represent thoughts, ideas and feelings within a culture. Representation is linked to meaning, and language to culture. Representation is the use of language to represent or describe something meaningful to others. It refers to the use of language, signs, and images to symbolize or stand for something. A Shorter Oxford English Dictionary proposes applicable definitions for the word: To represent something is to describe or depict it, to bring it to mind through description, image, or imagination; to set its image in our minds or senses, as in the line "This picture represents the murder of Abel by Cain" (Hall, 2013).

Representation is the process of creating meaning for concepts in our thoughts using language. The link between concepts and language enables

us to refer to the'real' world of objects, people, or events, as well as the imaginative world of fictitious objects, people, and events. There are two processes, two representational systems, are involved:

a. Mental representation system

This system describes how we receive, keep, and arrange thoughts, ideas, and meanings in our minds. Cognitive processes that translate mental concepts (perceptions, memories, and thoughts) into signs for others to comprehend. It's a way of interpreting our surroundings. The primary components of this system are concepts, structures, and cognitive processes. When we see a beauty advertisement, we correlate the model's image with our perceptions of smooth skin, appealing appearance, and confidence.

b. Language representation system

This system describes how we utilize language, including images, symbols, and signs, to communicate our conceptions or ideas to others. The primary components of this system are signs, codes and norms, and communication. In the advertisement of beauty products, the use of the word "glowing" is a signifier of the beauty and quality of the product. The picture of the model having a white and glowing skin serves as its visual signifier.

For many years, the phrases "high culture" and "popular culture" have been used to frame cultural discussions. These labels contain a significant evaluative charge. In recent years, and in a more'social

science' context, the word "culture" has evolved to refer to whatever is distinctive about 'the way of life of a people, community, nation, or social group', which is known as the anthropological definition. It is arakud that culture is a process, a set of behaviors, rather than a collection of goods such as novels, paintings, television shows, and comic books. Culture is fundamentally concerned with the creation and exchange of meaning, as well as the distribution and reception of meaning among members of a society. Also, culture is about feelings, attachments and emotions as well as concepts and ideas.

2. **Circuit of Culture**
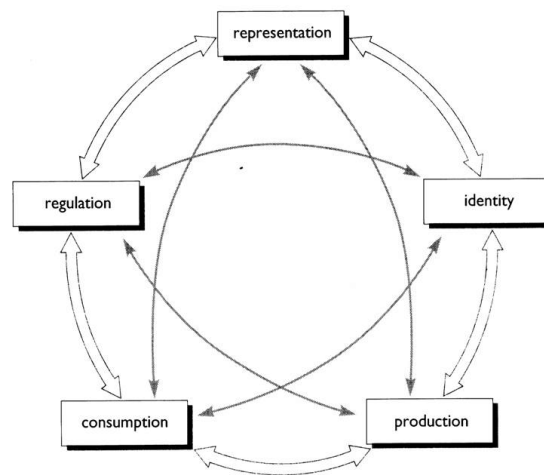
Circuit of culture is a framework used in cultural studies to understand how meaning is produced, circulated, consumed and regulated in society. Circuit of culture consists of five related and affecting processes.

a. Representation

Representation refers to process by which meaning is formed through symbols and signs used in culture. According to (Hall, 2013) representation is not a reflection of reality, but a social construction of meaning. This process involves the choice of what to represent and how, as well as the social context that influences the interpretation.

b. Identity

Identity refers to the way individuals and groups define themselves in a broader cultural context. Identity is not a fixed thing, but it is always in the stage of formation and negotiation. Hall explained that identity is formed through social interaction, including factors such as race, gender, and class. Identity can be understood as a result of representation and also has an impact on the way people interact with the media.

c. Production

This stage includes all processes involved in the creation of cultural texts, including the production of media, art, and other forms of culture. Production also involves deciding how and for whom representations are made. The commercial aspects of production often affect the way meaning is constructed.

d. Consumption

Consumption is how individuals and groups receive and use media texts. In this process, the meaning created through representation can be interpreted in different ways by consumers. Hall introduced the concept

of "encoding/decoding," which suggests that meaning is not always passively accepted; Consumers are active in interpreting and giving meaning to what they consume.

e. Regulation

The process by which cultural meanings and practices are regulated and controlled by various social, political, and economic forces. It includes the rules, policies, and norms that affect the production, distribution, and consumption of cultural texts. Regulation can be in the form of copyright laws that protect works of art, or in the form of social norms that affect how an identity group is represented in the media.

3. **Representation Theory Approaches**

There are basically three approaches to explaining how the representation of meaning through language works. It can be referred to as the reflective, intentional, and constructionist approaches. (Hall, 2013)

a. Reflective approach

The reflective approach says that language and representation are reflections of existing meanings. Representation as a mirror that reflects reality. For example, if you look at a photo of a flower, the meaning of the photo is the flower represented in the photo. Language only reflects what exists in the real world.

b. Intentional approach

Meaning is what the writer intended. Language and signs used to convey individual intents and messages. For example, in advertising, the meaning

of images and words is what the ad creator wants to convey to his target audience.

c. Constructionist approaches.

Stuart Hall's approach believes that meaning is constructed through language and signs. Representation primarily reflects reality, additionally it creates meaning using language and symbols. Cultural codes and signs are utilized to express meaning.

4. Encoding and Decoding
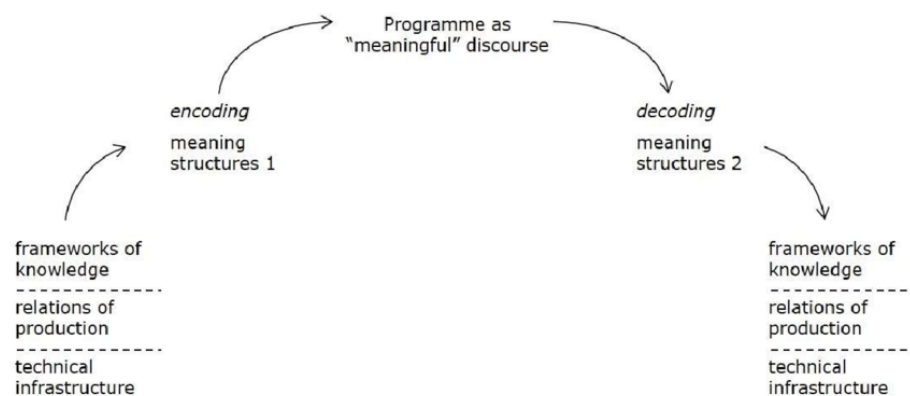
Encoding is the process which the sender of a message (encoder) translates an idea, thought, or information into a symbolic form, such as language, images, or sounds, to be conveyed to the recipient. In the context of media, this process involves the selection and arrangement of signs in a text or program, with the aim of conveying a certain meaning. Hall emphasized that the encoding process is not just about transferring

information, but also involves the construction of meaning through the use of certain codes (Hall et al, 2003).

Decoding is the process which the audience (the recipient of the message) understands or interprets the message they receive. However, the audience doesn't always understand the message in the same way that the message creator intended. This is because each individual has a different background, experience, and understanding. The meaning is determined not only by the sender, but also by the recipient who is active in the interpretation process. Thus, communication is not a simple linear process, but rather a complex interaction between the production and consumption of meaning. Stuart Hall developed the concept of three decoding positions dominant-hegemonic, negotiated, and oppositional to better understand how audiences interpret media messages depending on their social contexts, ideologies, and personal experiences. Each position provides a unique approach to receive and handle the same media material, involved:

a. Dominant-Hegemononic Position

In this position, the audience fully accepts the desired or preferred meaning encoded by the media producer. This is often aligned with the dominant cultural code and ideology of society. In other words, the audience translates the message exactly as the producer intended, without questioning it. Audiences who are in a dominant-hegemonic position interpret messages using the same knowledge framework as producers, often because they have the same social background. There

is no critical distance or resistance to the message, and communication becomes effective and unproblematic in this position.

b. Negotiated Position

The audience understands the desired message but partially adapts or modifies it to fit their own experiences, circumstances, or beliefs. They may agree with the general message but personalize it or oppose certain parts. This reflects a combination of acceptance and rejection. A negotiated position allows for both approval and rejection. Audiences may accept dominant framing on a broader level, but negotiate or reinterpret based on their personal or local conditions. This is common when people feel the need to adjust the dominant narrative to their condition.

c. Oppositional Position

In this position, the audience understands the desired meaning but rejects it completely. They translate messages through opposition codes, often interpreting them as deviations from the truth or reflecting interests that are contrary to their interests. Audiences in opposition positions are critically engaged and often reject the dominant ideology embedded in the media's message. They reinterpret the message according to their own beliefs, leading to a directly opposite understanding of the content. This is common in politically or ideologically divided societies, where different groups interpret the same media messages in opposite ways (Hall et al, 2003).

CHAPTER III

RESEARCH METHOD

This chapter discusses the research method employed in this study. There are several points discussed, including research design, data source, data collection and data analysis.

A. Research Design

This study used a qualitative research approach to examine Generation Z's perceptions on beauty representation in Somethinc advertisements. A qualitative method was used to collect comprehensive descriptions and information from participants to better understand their perspectives, opinions, and experiences with beauty standards and representations. This study employed unstructured interviews to gather comprehensive data from Generation Z participants. Unstructured interviews allowed participants to express themselves easily without the constraints of predetermined questions, allowing the researcher to study any emerging themes that formed. This method was used throughly examine Generation Z's perceptions, attitudes, and opinions about beauty representation in Somethinc advertising.

Qualitative research aims to understand a process or phenomenon from the participant's point of view. This research focused on how Generation Z interprets and engages with the depiction of beauty in Somethinc advertisements. The study used their personal experiences to find out how these advertisements shaped or influenced their views of beauty. Qualitative research is appropriate for analyzing social or cultural issues, as well as researching

previously unknown themes. This research provides the flexibility to change the research topic in response to evolving findings, such as those proposed by (Creswell & Creswell, 2017), thus making it appropriate to gain a thorough understanding of the complex and diverse opinions of Generation Z about beauty standards.

B. Data Source

The primary source of data for this study was collected through unstructured interviews with six members of Generation Z, aged between 21 and 24 years. The participants were deliberately chosen to represent a balanced perspective, consisting of three women and three men to explore gender-based perceptions in terms of beauty representation. The participants were further divided into two groups: three participants were users of Somethinc products, while the other three were non-users. This aims to allow researchers to gain insight into different perspectives and broader experiences, comparing the views of those who are familiar with Somethinc and those who have only seen the advertisements.

The selection of six participants provided sufficient depth and variety of responses without significant repetition of the theme. All participants had characteristics relevant to the focus of the study regarding Generation Z's view of beauty standards, such as frequent interaction with social media and awareness of beauty trends in advertising. However, their diverse experience with Somethinc products and the potential for gender-based perspectives

provide a more comprehensive understanding of how Generation Z perceives

beauty representations in Somethinc advertisements.

There are four posts that have selected by researcher. The first post is

(https://www.instagram.com/p/C71ILhCSnUY/?igsh=MTBia2w4bGVoY2cw

bg==). The second post is

(https://www.instagram.com/p/C9BtfDGyCOQ/?igsh=MTB0aHFyeGZzZ2E0

dw==). The third post is

(https://www.instagram.com/p/C_ZutpjysYF/?igsh=MTd3OHM3bGZ4MHR4

Ng==). The fourth post is

(https://www.instagram.com/p/C_PpOkXS3FU/?igsh=bnBzYjN1MWF1NXQ

=). Each post It has represented beauty from various sides, ranging from natural

beauty, a variety of shades for various skin tones, to playful and experimental

beauty.

C. Data Collection

The data collection method was conducted in several stages to ensure

complete data gathering and analysis. Firstly, the researcher conducted an initial

observation of the selected posts from @somethincofficial Instagram account,

focusing on advertisements related to beauty. The posts were documented to

identify themes related to beauty representation. Secondly, after selecting the

advertisements, these advertisements were used as stimulus in the unstructured

interviews with six members of Generation Z to gather their perspective on

beauty represented on the advertisements. Unstructured interview was chosen

to provide a balance between prepared questions and explore additional insights in relevant topic during the interviews. This method provides an appropriate overview for this research as it follows a predetermined structure to direct the discussion based on the research objectives while also allowing for more in-depth viewpoints and different perspectives on beauty perceptions. This enabled more representations of beauty associated with Generation Z to be discovered and extensively investigated. Thridly, The interview data was organized based on common themes about how Generation Z sets up beauty ideals in response to Somethinc's advertisements. The study focused on how participants analyzed the visual and verbal features of the advertising, as well as how they aligned with their general opinions of beauty standards in contemporary media.

D. Data Analysis

In this study, researchers used several stages to analyze the data. Firstly, the researcher wrote the results of interviews with six Gen Z people in written form. After gathering some informations, it was grouped into certain categories to make it easier to analyze. Secondly, the researcher identify and mark the relevant parts to answer the research question. Thirdly I would like to express my deepest gratitude to the academic community of Universitas Islam Negeri Maulana Malik Ibrahim Malang., analyze emerging themes with a focus on how Generation Z interprets beauty in Somethinc advertisements. After that, the researcher integrated the theory of representation by Stuart Hall to compare the perspectives between female and male participants to see the differences or similarities in their perceptions. The next step is draw conclusions about the

perspective of Generation Z towards the beauty represented in the Somethinc advertisements.

CHAPTER IV

FINDINGS AND DISCUSSIONS

This chapter is divided into findings and discussion. In this chapter, the researcher presents the data collection gathering from interviews with Z Generation regarding how they perceive beauty in Somethinc's advertisements.

A. Findings

In this section, the researcher presented the analysis of selected interview data. The study employed unstructured interviews with multiple participants, with each interview consisting of seven to eight questions. The unstructured interview allowed for additional probing questions to emerge organically, enabling deeper insights into participants' perspectives and experiences. While the interviews generated extensive data, not all responses were directly relevant to addressing the research questions.

1. Gen Z's Perception of The Concept of Beauty in Somethinc's Advertisements

Datum 1.1
"Menurutku mungkin beberapa aja yang mewakili kecantikan pada umumnya, cuman enggak semuanya mewakili. Kebanyakan model yang diambil kan juga sesuai kayak standar kecantikan yang ada di Indonesia. Kayak putih tinggi, kurus, kan jarang kayak liat-liat model-model di brand apapun yang iklannya itu pake orang yang gendut ataupun kulitnya tan gitu kan. Nah juga termasuk di somethinc itu pakenya yang sesuai standar kecantikan yang di Indonesia yang saya sebutkan tadi."
(MNS/2024)

"I think maybe some of them represent beauty in general, but not all of them represent. Most of the models taken are also in accordance with the beauty standards in Indonesia. Like tall white, skinny, it's rare to see models in any brand whose advertisements are for fat people or tan skin, right. Well, it is also

included in some thinc, the clothes that are in accordance with the beauty standards in Indonesia that I mentioned earlier."
(MNS/2024)

The participant stated that only a few models represented beauty in general. This shows that the representation of beauty in advertising does not cover all types of beauty that exist in society. The participant identified the beauty standard in Indonesia as "tall white, skinny". It shows an understanding of the dominant beauty norms in society. Participants said that Somethinc also uses models that are "in line with the beauty standards in Indonesia". This shows that although Somethinc is innovative in some aspects, they still follow stereotypes in the selection of models. Participants' understanding of Indonesia's beauty standards showed how beauty representation is tied to a specific social and cultural context.

In the encoding process, the message contained is encoded by the product marketing team which helps in the visual representation. Somethinc wants to reach a young audience, so the beauty representation chosen is a model with fair skin, slim body shapes, and symmetrical facial features to convey a beauty image that is considered ideal and attractive to consumers. Next, the process of delivering the message. Somethinc advertisements are disseminated through digital platforms that are able to circulate widely, and allow for more interpretation from various audiences. Digital platforms can reinforce stereotypes of beauty

by displaying homogeneous visuals. This further strengthens the message that beauty must meet this standard.

Participant aware of certain visual preferences in the advertising industry, models in advertisements are depicted with white skin and slim bodies, without covering diversity in body shape or skin tone.

Based on the results of the interview above, the participant's decoding position can be categorized as a Negotiated Position. Participants understood the ad's message and realized that Somethinc chose models that fit the dominant beauty standards in Indonesia, but he also criticized the ad by pointing out that it was less inclusive and did not reflect the wider diversity in beauty. Somethinc's advertisement succeeded in conveying the dominant beauty standards in Indonesia through the models selected in the advertisement. However, this advertisement is less inclusive and does not reflect the diversity of beauty in Indonesian society.

Participant's perception of the beauty displayed in the advertisement is something that is still tied to traditional beauty standards in Indonesia, such as white skin, thin body, and height. She feels that Somethinc's advertisements tend to follow certain standards and are less inclusive because they rarely showed models with curvy bodies or dark-skinned bodies. The participant's view of beauty was more critical, because she was aware of the limitations in the representation of beauty in the media,

including in Somethinc's advertisements. She hopes that there will be more variations that describe the diversity of beauty in society, so that it is not limited to one standard. Physical beauty standards are still a stereotype in society. There are still many people who judge the standard of beauty on a person's physique.

Datum 1.2

"Menurut aku, model-model yang dipilih dalam iklan Somethinc cukup relatable dan beragam. Mereka sering nampilin berbagai tipe kulit, warna kulit, jadi cukup mewakili. Ini bikin iklannya lebih inklusif dan bikin aku merasa bahwa kecantikan itu nggak harus standar tertentu. Selain itu, model-modelnya juga tampil natural dan fresh."

(PCA/2024)

"In my opinion, the models selected in Somethinc's advertisements are quite relatable and diverse. They often display different skin types, skin colors, so they are quite representative. This makes the ad more inclusive and makes me feel that beauty doesn't have to be a certain standard. In addition, the models also look natural and fresh."

(PCA/2024)

Participant saw that Somethinc's advertising reflected the diversity that exists in society. The partisipant answer gave a more positive view of the model representation in Somethinc advertisements. Participants' statements made them feel that "beauty doesn't have to be a certain standard" shows how representation of beauty is change. Participants acknowledged that there was a specific purpose behind the selection of diverse models. There is no specific image elaboration, only expressions about "different skin types, skin tones" and a "natural and fresh" appearance showing how visual representations are used to convey a message about beauty.

The message encoded in this advertisement tries to communicate that beauty is universal and not limited to one standard. The use of models with different skin tones shows an attempt to encourage inclusivity in the representation of beauty. Participants in this interview elaborated the advertising message in a dominant-hegemonic position, where they fully accepted and agreed with the message of inclusivity encoded by the Somethinc advertisement. Respondents felt that the selection of models varied in terms of skin type and color made these advertisements more "relatable" and relevant to audiences with different backgrounds. They see Somethinc's ad as a great example of promoting an inclusive, natural, and fresh beauty concept. This is reflected in the comments of respondents who feel that these models not only appear relable, but also represent a more inclusive beauty.

Based on the results of the interview, the participants assessed that beauty is not bound by certain standards. She appreciates the variety of beauty that exists. Beauty can come in a variety of shapes and colors, not limited to physical aspects. According to him, the models in the Somethinc advertisement represent natural and fresh beauty. Beautiful doesn't have to look glamorous and elegant. This makes the view that beauty can be achieved by everyone without having to be based on stereotypes that exist in society. The views of the participants showed a change in perspective from conventional standards to more diverse and

universal standards. Participants also rejected homogeneous beauty standards, and favored authentic beauty.

Datum 1.3
"Kalau soal model yang dipilih atau jadi BA-nya dari sebuah produk yang pasti untuk unit tersebut juga memikirkan tentang hal apa sih yang merepresentasikan tentang produk tersebut. Kalau menurut saya sih akhirnya ya bisa jadi orang yang dipilih untuk menjadi iklan adalah orang-orang yang memang cantik dan tampan secara fisik"
(ITN/2024)

"When selecting a model or BA for a product specific to the unit, consider what represents the product. In the end, I believe that the persons selected to appear in the advertisement are genuinely gorgeous and physically attractive."
(ITN/2024)

Participant realized that the selection of models or brand ambassadors (BAs) is part of a carefully considered marketing strategy. The understanding that the model or BA is chosen to represent the product, indicates an awareness of the relationship between the model image and the product image. Indirectly, the participant's statement shows the awareness that the selection of models plays a role in constructing the meaning of beauty. The use of terms such as "physically beautiful and handsome" indicates how language is used to represent and categorize beauty standards.

Somethinc advertisements, in the process of encoding, selects models that physically meet the generally accepted beauty standards in society. This selection is based on the idea that a physically beautiful and handsome face will attract the attention of the audience and create a

connection between the product and the ideal image of beauty. The message encoded by the advertising producer communicates that ideal beauty is an important quality that is in line with the value of the product, where the visual appearance of the model must be attractive to represent the beauty product.

Participant elaborated on the advertising message in a negotiated position, where they agreed with certain aspects of the message being conveyed, but also had a slightly different or critical interpretation of the message. Participant received advertising messages but with the interpretation that beauty standards were still based on narrow traditional norms. Participants realized that the selection of the model may not fully reflect the diversity and inclusivity in the broader definition of beauty. Participants see beauty as measured through physical attractiveness to convey the value of the product. The selection of models in the ad must be representative of the quality of the product. Choosing people with attractive looks is a strategy that is considered reasonable to support the attractiveness of the product. Beauty standards are still associated with commercial interests. Participants see beauty from a functional aspect. This means that participants are still bound to conventional beauty standards and stereotypes that exist in society. View beauty based on certain criteria, and recognize the importance of physical appearance.

Datum 1.4
"Jujur aja, kalo dari apa yang aku liat dari beberapa iklan somethinc, kecantikan yang mereka representasiin tuh yang simple tapi tetap fresh. Mereka nggak terlalu berlebihan nge-push standar kecantikan yang nggak realistis, kayak lo harus putih atau flawless banget. Jadi keliatan kayak rawat diri sesuai kondisi kulit. Jadi nggak bikin pressure yang gimana-gimana. Tapi ya, namanya juga iklan, pasti pengen nampilin sisi terbaik biar orang tertarik."
(INP/2024)

"To be honest, from what I saw from some of the advertisements, the beauty they represent is simple but still fresh. They don't overdo it by pushing unrealistic beauty standards, like you have to be white or flawless. So it's like taking care of yourself according to your skin condition. So it doesn't create any pressure. But yes, the name is also an advertisement, you definitely want to show the best side so that people are interested."
(INP/2024)

Participant saw that Somethinc represented beauty that was "simple but still fresh", showing appreciation for a more practical approach. Participants highlighted that Somethinc's advertisements emphasize "self-care according to skin conditions", indicating the approach used to tailor to individual needs. By showcasing beauty that is "simple but still fresh", Somethinc participates in forming a new understanding of beauty that is easier to achieve. Participants' expressions of Somethinc's advertising indicate a shift in socio-cultural values related to beauty.

Somethinc, created an advertisement that attempted to encode a message that emphasized natural and realistic beauty. Somethinc wants to convey that skin care can be done without having to achieve extreme beauty standards such as very white or flawless skin. Participants interpret these advertising messages in a negotiating position, where

they receive most of the encoded messages, but still have a critical interpretation and understanding of the context.

Participant appreciated that the ad did not place too much emphasis on traditional beauty standards such as fair or flawless skin. However, they also understand that, since this is an advertisement, there is still an element to show the best side of the product, which may be a little different from reality or a very subtle idealization. Thus, participants understood the communication dynamics behind the ad, but still received a more positive main message about natural beauty. The participant appreciated how the advertisement refused to overemphasize traditional beauty standards like fair or flawless skin. However, they recognize that, there is still an aspect to show the best side of the product, which may be slightly different from reality or a very subtle idealization. Thus, participant understood the advertisements communication dynamics while receiving a more positive main message about natural beauty.

Participant elaborated on the advertising message in a dominant-hegemonic position. The participant fully agreed with the message received by Somethinc. He realized the purpose of advertising to attract attention and showcase the best side of the product. Participants also said that the advertisement represents beauty that can be achieved by everyone through self-care according to the condition and needs of each

individual. Beauty is natural and not fixed on a standard that is difficult to achieve. Somethinc's advertisement succeeded in conveying the message that beauty is simple and fresh.

Participants saw beauty as something simple, diverse, and not limited to a certain standard. Beauty according to the participant's view is caring for and caring for oneself according to the condition of each individual. According to him, Somethinc's advertising does not put pressure on the audience to adjust to certain standards. Somethinc's advertisements successfully represent natural and inclusive beauty.

Datum 1.5
"Kecantikan yang fresh dan natural. Pengen nunjukin kesan glowing gitu, tapi nggak keliatan over. Kecantikan versi somethinc tuh lebih ke anak muda yang aktif, ceria, pede. Intinya playful dan fun, bukan yang serius atau glamor gitu."
(M/2024)

"Fresh and natural beauty. I want to show the impression of glowing, but I don't want to oversee it. The beauty of the somethinc version is more of an active, cheerful, and confident young person. The point is playful and fun, not serious or glamorous."
(M/2024)

Participants observed that Somethinc's advertising depicted a young, energetic, and natural beauty, aimed at the younger generation. This beauty prioritizes freshness, happiness, and confidence over a flashy or glamorous appearance. Somethinc appears to emphasize the concept of beauty as part of ordinary living, rather than something highly structured or formal. It also demonstrates that beauty does not have to be serious, but can be enjoyable and relaxing.

Somethinc encodes the message in its ad by highlighting the concept of beauty that suits the lifestyle of young people. They want to create a glowing and fresh impression without having to look too luxurious or glamorous. This advertisement seems to convey the message that beauty can be defined through playful self-expression, which is more suitable for young audiences, especially Gen Z. By choosing a natural and simple look, they want to highlight an image of beauty that is easy to achieve. Participants receive this message in a dominant-hegemonic position. The participant fully accepts and understands the message encoded by Somethinc. Participants agreed that the ad displayed a natural, young, and not too glamorous side of beauty, in accordance with the identity of the audience that Somethinc was targeting, namely active and confident young people. The glowing impression conveyed is not felt excessively, but in accordance with a relaxed and fun character. Participants did not give negative criticism stating that the beauty messages conveyed were unrealistic or inconsistent with their experience.

Participant see beauty as something natural and does not need to be forced to achieve a certain standard. Beauty can be achieved in our own way. Beautiful representations in advertisements are cheerful, energetic, and fun. Beautiful is not limited to physical aspects but a positive and cheerful personality. Little by little, young people's views on beauty

today are starting to change. They are beginning to ignore the stereotype

of limited beauty towards diverse beauty.

Datum 1.6
"Lebih ke arah natural beauty dan self-love. Cukup relatable dan menginspirasi. Mereka fokus ke self-acceptance dan mencintai diri sendiri apa adanya"
(ITN/2024)

"Towards natural beauty and self-love. Quite relatable and inspiring. They focus on self-acceptance and love themselves for who they are."
(ITN/2024)

Participant emphasized the concept of "natural beauty", indicating

that Somethinc is perceived to promote beauty that is not excessive. The

participant's statements show how Somethinc constructs the meaning of

beauty through its representation of natural beauty, self-love, and self-

acceptance. The messages that Somethinc conveys to promote certain

values. There is a shift in broader socio-cultural values, where there is a

change in the definition of beauty that is more inclusive and focuses on

mental health. The use of words like "inspiring" and "loving yourself"

shows how Somethinc uses representation to build connections with its

consumers.

Somethinc encodes the message by displaying beauty that prioritizes

self-acceptance and natural beauty. They want to reinforce the narrative

that beauty is something where people feel comfortable with themselves

without having to follow unrealistic expectations. This message is aimed

towards audiences such as Gen Z, who are increasingly aware of the

importance of emotional well-being and self-acceptance in modern

beauty standards. Participant show a dominant-hegemonic position, where they fully accept the message that Somethinc's ad wants to convey, but there is also little room for a negotiated position. Participant feel that the advertisement reflects natural beauty, and that this message is relevant to their daily lives. The ad's focus on self-love aligns with their understanding of healthier beauty standards. They added that there are some beauty elements in the ad that are still presented and the ad tries to display the beauty image of the product.

Participants interpreted beauty as an acceptance of themselves. This representation of beauty highlights the concept of self-acceptance that encourages the audience to love and accept themselves as they are, thus giving a positive and relatable impression to the audience. According to her, beauty in this advertisement is not only about physical appearance, but also about accepting and loving yourself as you are. The concept of self-acceptance highlighted in the ad does not create pressure for the audience to appear based on certain criteria. She likes the concept of beauty in self-loving advertisements. This needs to be done by to attract the attention of today's young people.

2. **Beauty Concept According to Gen Z**

Datum 2.1
"Direpresentasiin lewat berbagai hal sih. Penyampaiannya bisa dari hobi atau passion.Terus nih percaya diri adalah kunci. Ketika kita percaya diri dan nyaman sama diri sendiri, itu bakalan bikin kita menarik. Intinya, kecantikan

atau ketampanan udah nggak melulu soal fisik. It's more about your whole being and how you impact others."
(M/2024)

"It is represented through various things. The delivery can be from a hobby or passion. Confidence is the key. When we are confident and comfortable with ourselves, it will make us attractive. In essence, beauty or good looks are not only about physicality. It's more about your whole being and how you impact others."
(M/2024)

Participant said that the concept of beauty according to Generation Z is no longer limited to the physical aspect. Beauty is seen as something broader, encompassing various aspects of a person's life. Self-confidence is considered the main key to beauty. Self-peace is considered to be able to make a person more attractive in the eyes of others. Participants also use mental concepts to represent beauty. In addition, the use of code-mixing, shows the characteristics of the language of Generation Z. Participants represent values that are considered important in the concept of Generation Z beauty such as confidence, freedom of expression, and auntheticity. Beauty according to participant is represented through activities, hobbies, or interests according to the idea that identity is a way for a person to represent himself to others, and this way can be seen as part of the definition of beauty.

Based on the participant's statement, the message decoding position is a dominant-hegemonic position. Participants received all the messages conveyed in the advertisement, he interpreted beauty not only

from physical appearance but also from the character of the individual. The existence of a message about self-confidence and self-acceptance shows that everyone is valuable and has values that are not measured by appearance but by personality character. When a person is confident and comfortable with themselves, it will exude an aura that appeals to those closest to them. The concept of beauty conveyed by the participants has changed. In today's digital era, diverse representations encourage participants to define beauty in a variety of ways. The definition of beauty continues to evolve over time.

Datum 2.2
"Konsep kecantikan yang aku yakini itu tentang menghargai diri sendiri dan menghormati keberagaman. Aku ngerasain kalau kecantikan itu bukan hanya tentang penampilan luar, tapi juga tentang kepercayaan diri dan mencintai diri sendiri apa adanya."
(WA/2024)

"The concept of beauty that I believe in is about self-respect and respect for diversity. I feel that beauty is not just about outward appearance, but also about self-confidence and loving yourself for who you are."
(WA/2024)

The beauty concept conveyed by the participant was more in-depth and inclusive. Beauty is associated with self-esteem, respect for diversity, and confidence is considered an important aspect of beauty. This shows that beauty is not only seen as one single standard, but as something that encompasses a wide range of individual forms, races, cultures, and traits. Participants construct the meaning of beauty through their personal experiences and perspectives. This can be seen from the use of the words "I believe" and "I feel it", which shows the process of

forming personal meaning. The way participant express their beauty concepts shows a more inclusive representation. It challenges the dominant representation of beauty in the media.

The decoding position based on the participant's statement is a dominant-hegemonic position. In this position, participants accept and agree with beauty concepts such as confidence, self-acceptance, and diversity is something that is very important to be appreciated. The results of the interviews showed that there was a change in the participant' perspective on beauty that began to focus on accepting the diversity of beauty in society. Beauty comes from within, not only from physical appearance and is not fixated on one standard but appreciates the differences and uniqueness of each individual. This shows that participants value diversity and reject narrow beauty standards. Beauty is seen from various points of view.

Datum 2.3
"Kecantikan dan ketampanan yang aku yakini saat ini direpresentasikan dalam bentuk kepercayaan diri dan keunikan masing-masing individu."
(ITN/2024)

"The beauty and handsomeness that I believe nowadays are represented in the form of confidence and uniqueness of each individual."
(ITN/2024)

The concept of beauty and handsomeness according to the participant is more individual and focuses on internal aspects. Self-confidence is considered the main representation of beauty and handsomeness. This suggests that he believe someone will look attractive

if they are confident in themselves, without depending on a physical appearance that society views as ideal. Participant represent beauty through individual uniqueness. There is no single standard for beauty or good looks. Everyone has unique characteristics and attractions. Ideological representation is shown through the meaning of beauty being formed not from what is seen physically, but from individual qualities. Participant used confidence and uniqueness as a form of representation of their social identity, where they no longer felt bound by traditional beauty standards that might be associated with a particular gender or race.

Participant stated that their generation's beauty rejects traditional standards that focus on physical appearance alone and prioritizes confidence and uniqueness as new forms of beauty. Participant discussed beauty as self-respect and respect for diversity, emphasizing the significance of self-confidence and accepting themselves for who they are. This demonstrates how Generation Z is forming their identity through self-acceptance and appreciation for differences, rather than being restricted by traditional prejudices. The media and beauty companies issued statements emphasizing authenticity and self-confidence as selling points. Participant identified the media's representations of beauty while also providing new interpretations that were consistent with their ideals. This demonstrates how Generation Z

uses beauty products not just to improve their physical appearance, but also to raise their self-esteem and identity. Social regulation of beauty is moving towards inclusivity, where traditional narrow beauty standards are being replaced by acceptance of individual diversity.

The decoding position based on participant statement is dominant-hegemonic position. Participant interprets beauty and good looks not only from the physical side, but more to the character and uniqueness of the individual. There was a change in the beauty standards that participants believed. Beauty is no longer measured by physical appearance but by personality character. Every individual has the right to express different forms of beauty in themselves. The change in the definition of beauty and good looks presented by the participants reflects more modern values, where each individual has uniqueness and distinctiveness that should be appreciated as part of their beauty and good looks.

Datum 2.4

"Self-expression gitu. Jadi aku tuh anaknya suka eksperimen sama makeup dan fashion yang nunjukin personality. Misal nih aku dikenal sebagai orang yang make upnya selalu stand out meskipun hanya keluar bentar, kita harus tetep terlihat cantik. Selain itu, aku percaya inner beauty tuh penting banget. Saat ini aku berusaha untuk lebih care sama mental health, baca buku buat nambah wawasan, dan ngembangin hobi. Pokoknya kecantikan itu balance antara inner dan outer beauty."
(MNS/2024)

"Self-expression. So I like to experiment with makeup and fashion that shows personality. For example, I've known as a person whose makeup always stands out even if it only comes out for a while, we have to still look beautiful. In addition, I believe that inner beauty is very important.

Currently, I am trying to take better care of my mental health, read books to increase my knowledge, and develop my hobbies. Anyway, beauty is a balance between inner and outer beauty."
(MNS/2024)

From the data above, participant have a high awareness to understand that beauty is balanced between external appearance and internal quality, with a focus on self-development. Participants want to look attractive, even if it is for a short time. Makeup and fashion are used as tools to express themselves, which shows that outward appearance is an important aspect of their identity. Makeup that "stands out" reflects confidence and creativity, and is a way to express personality. Beauty is seen as a dynamic process, where individuals are free to experiment and find the style that best reflects them.

The encoding process involved how Somethinc's constructs the advertisements to convey messages about beauty. The brand aims to represent beauty as natural, fresh, and inclusive, aligning with the values of self-care and self-acceptance. The advertisements use diverse models to reflect different skin tones and types, promoting the idea that beauty is not confined to traditional standards. The purpose of this approach is to appeal towards Generation Z, who respect diversity and authenticity.

The decoding position based on participant statement is dominant-hegemonic position. Participant agreed that beauty is a balance between self-expression through physical appearance (makeup and clothing) as well

as internal qualities such as mental health and self-development. The participant had similar experiences or views on the importance of balancing outer and inner beauty. Participant had views that were in line with more progressive social norms regarding beauty. She sees the importance of mental health and self-development as an inseparable part of beauty. Therefore, she tries to apply these principles in his life, and strives to strike a balance between physical appearance and mental health.

B. Discussion

The findings from the participants' answers revealed several key themes regarding the representation of beauty in Somethinc advertising and the growing perception of beauty among Generation Z consumers. This discussion will explore these themes in relation to the existing literature on the representation of beauty standards through the media. Stuart Hall's theory of representation provides a useful framework for understanding how Generation Z perceives beauty as represented in Somethinc's advertisements. Hall stated that representation is the production of meaning through language and symbol systems, which involves how products are displayed and how audiences perceive and accept brand identity (Hall, 2013). This theory can be applied to analyze the perception of beauty among Generation Z consumers related to Somethinc's advertising strategy.

The data shows a significant shift in how beauty is represented and perceived, especially among Generation Z consumers. It defines beauty norms and promotes more authentic representation in the media. The emphasis on "natural beauty" and "self-care" in Somethinc's advertising reflects a broader trend in the beauty industry to promote health and individuality rather than conformity with a single beauty standard. Somethinc's advertising strategy is seen to have a significant impact on consumers' perception of beauty. Participants revealed a change in their understanding of beauty after exposure to Somethinc advertisements, which indicates the power of media representation in shaping cultural norms. This supports (Hall, 2013) theory of representation, which states that meaning is produced and exchanged through language and images in the media. These findings reveal that Generation Z associates beauty with concepts such as confidence, individuality, and self-acceptance, rather than solely physical attributes. The emphasis on "natural beauty" and "self-love" in the participants' answers revealed that individuals were encouraged to see beauty as a form of investment and self-empowerment. This shift in perspective represents a complex negotiation between traditional beauty ideals and new forms of self-expression.

The way Gen Z receives beauty representations in advertising shows a change in their perception of beauty. The participants stated that their views changed after seeing the Somethinc ad. Today, they view beauty in a

more comprehensive and diverse way. This shows that Gen Z considers representation in advertising to be in accordance with the values they espoen. Gen Z interprets beauty in various ways, such as appreciating what is in themselves, and the importance of taking care of themselves. Nowadays, being beautiful or handsome is not just about appearance, but about how we take care of and take care of ourselves. These findings show that Gen Z supports freedom of expression and the uniqueness of each individual. Somethinc's advertising plays a role in shaping the identity of Generation Z related to beauty. This is important in the formation of identity, because representation in the media can directly affect the self-perception and self-esteem of the generation

Generation Z forms an identity that values authenticity and self-acceptance rather than conforming to traditional beauty standards. Somethinc's advertising approach represents a shift in social regulation of beauty standards. By showcasing different skin types and promoting self-care, the brand challenges conventional beauty norms. Beauty norms are moving towards a more holistic and diverse approach, as evidenced by the statements of the participants. A participant said, "Confidence is key. When we are confident and comfortable with ourselves, it will make us attractive". This shift in regulations reflects a shift in the perspective of the wider community, where traditional beauty standards are beginning to be abandoned.

CHAPTER V

CONCLUSION

A. Conclusion

The results of this study provide insight how Generation Z potrayed beauty representation through Somethinc advertisements. This research reveals a diverse and growing view of beauty standards in this generation. Generation Z shows a shift towards self-acceptance and diversity of beauty standards. A participant said that beauty is not only about appearance, but also about confidence and loving yourself for who you are. This is in line with Hall's theory of representation of representation as a dynamic process influenced by society and culture.

This study shows that there are still narrow beauty standards. The stereotype of "white, tall, slim" in the representation of beauty in Indonesia as mentioned by most of the participants, describes what Hall calls a battle of meaning. This reflects the emergence of an inclusive beauty concept in addition to narrow standards that have been embedded in society.

Currently, Generation Z views beauty not only in terms of physicality, but also personality, positive aura, and confidence. This meaning is in line with representation as a process that contains true and opposite meanings. This shows that Generation Z is actively negotiating and challenging narrow beauty standards. This research reveals the awareness of Generation Z about the difference between representation in Somethinc advertising and the

diversity that exists in society. The participant's ability to critically evaluate the representation demonstrated what is called negotiated reading, in which the participant engages with the message displayed by the media.

Research shows that most of Somethinc's advertisements still use conventional beauty standards. The narrow representation of beauty is still rooted. The existence of this narrow view is an example of how media representation strengthens dominant ideologies and power structures. Generation Z's involvement with this representation shows a change in how beauty messages are interpreted in advertising.

B. Suggestions

Somethinc and other beauty brands need to portray a wide variety of skin types, skin tones, and more diverse features in their advertisements. This will better represent the diversity of their consumers and go against traditional beauty standards, in line with the principles of inclusivity and authenticity embraced by Generation Z. Advertising should focus more on character, confidence, and uniqueness of individuals rather than just physical appearance. This approach would fit within the broader definition of beauty from Generation Z and could help promote a more positive self-image among the audience. Somethinc should increase "real results" and authentic testimonials in their advertisements..

This strategy is in line with Generation Z's appreciation of honesty and openness in marketing communication. Educational institutions and organizational institutions must develop programs to improve media literacy among Generation Z. This will develop critical thinking skills in Generation Z. This will develop critical thinking skills in interpreting beauty representations in advertising. Several things can involve Generation Z consumers in the creation of advertising content. This participatory approach can result in a more authentic and easy-to-understand representation of beauty.

Shifting the narrative in beauty advertising from an ideal appearance to promoting overall skin health. This is in line with the growing awareness and interest in holistic health and wellness among Generation Z. Conduct broader cross-cultural research on beauty perceptions among Generation Z. This will provide a more comprehensive understanding of beauty trends among Generation Z. This will provide a more comprehensive understanding of cultural trends and cultural variations in beauty standards.

Conducting long-term research to find out how the perception of beauty among Generation Z develops over time. This will provide valuable insights into the long-term effects of changing the representation of beauty in the media. As well as broader cross-cultural research on beauty perceptions among Generation Z. This will provide a more comprehensive understanding of the changing representation of beauty in the media.

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CURRICULUM VITAE

Ayu Haniifatul Aziizah was born in Tulungagung on January 29th, 2002. The author graduated from MAN 1 Tulungagung. During her study in Senior High School, she actively participated in scout extracurricular. She graduated from the school and continued her higher education in 2020 at the English Literature Department of UIN Maulana Malik Ibrahim Malang and graduated in 2024. During her study at the university, she participated in several organizational activities such as English Letter Student Assosiation and Jhepret Club Fotografi. She became a member of Jhepret Club Fotografi UIN Malang in 2021-2023. She was a Head of Education Division in 2023. It was beneficial for her in acquiring new insights, new relations, teamwork experiences, problem solving, as well as build the framework of public speaking skill. She also participated in volunteer activity. One of communities is Kelas Inspirasi Malang. She participated in 2022 - 2024. She was a creative Division. It was beneficial for personal growth, leadership, and creative expression.

APPENDICES

Appendix I : Consent Forms

KEMENTERIAN AGAMA REPUBLIK INDONESIA
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG
FAKULTAS HUMANIORA
Jalan Gajayana 50 Telepon 0341 – 570872, Faksimile 0341 – 570872 Malang 65144
Website: http //humaniora.uin-malang.ac.id

PERNYATAAN KESEDIAAN
MENJADI RESPONDEN PENELITIAN

Saya yang bertanda di bawah ini:

Nama : Wardah Arafah
Usia : 21 Tahun
Pekerjaan : Mahasiswa
Alamat : Malang

Bersedia menjadi responden pada penelitian yang dilakukan oleh mahasiswa berikut:

Nama : Ayu Haniifatul Aziizah
NIM : 200302110032
Judul : Z Generation's Perspective on Beauty Represented on Somethinc's Advertisement
Prodi : Sastra Inggris

Saya sudah dijelaskan bahwa jawaban saya hanya akan digunakan sebagai keperluan penelitian dan saya mengerti bahwa segala informasi yang saya berikan akan dijaga kerahasiaannya bagi peneliti dan pembimbing. Saya mengerti bahwa setiap hasil yang dipublikasikan akan menggunakan nama samaran dan temuan tidak akan dilaporkan dengan cara yang akan mengidentifikasi saya atau institusi saya.

Saya menyetujui informasi dan pendapat yang telah saya berikan dalam setiap laporan penelitian ini dan saya dengan suka rela bersedia mejadi responden pada penelitian ini.

Malang, Juli 2024

(Wardah Arafah)

KEMENTERIAN AGAMA REPUBLIK INDONESIA
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG
FAKULTAS HUMANIORA
Jalan Gajayana 50 Telepon 0341 – 570872, Faksimile 0341 – 570872 Malang 65144
Website: http //humaniora.uin-malang.ac.id

PERNYATAAN KESEDIAAN
MENJADI RESPONDEN PENELITIAN

Saya yang bertanda di bawah ini:

Nama : Melly Nadya Salma
Usia : 21 tahun
Pekerjaan : Mahasiswa
Alamat : Malang

Bersedia menjadi responden pada penelitian yang dilakukan oleh mahasiswa berikut:

Nama : Ayu Haniifatul Aziizah
NIM : 200302110032
Judul : Z Generation's Perspective on Beauty Represented on Somethinc's Advertisement
Prodi : Sastra Inggris

Saya sudah dijelaskan bahwa jawaban saya hanya akan digunakan sebagai keperluan penelitian dan saya mengerti bahwa segala informasi yang saya berikan akan dijaga kerahasiaannya bagi peneliti dan pembimbing. Saya mengerti bahwa setiap hasil yang dipublikasikan akan menggunakan nama samaran dan temuan tidak akan dilaporkan dengan cara yang akan mengidentifikasi saya atau institusi saya.

Saya menyetujui informasi dan pendapat yang telah saya berikan dalam setiap laporan penelitian ini dan saya dengan suka rela bersedia mejadi responden pada penelitian ini.

Malang, Juli 2024

(Melly Nadya Salma)

KEMENTERIAN AGAMA REPUBLIK INDONESIA
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PERNYATAAN KESEDIAAN
MENJADI RESPONDEN PENELITIAN

Saya yang bertanda di bawah ini:

Nama : Iswan Tunggal N.
Usia : 23
Pekerjaan : Tenaga pendidik
Alamat : Jl. Taberan Ngijo Karangploso

Bersedia menjadi responden pada penelitian yang dilakukan oleh mahasiswa berikut:

Nama : Ayu Haniifatul Aziizah
NIM : 200302110032
Judul : Z Generation's Perspective on Beauty Represented on Somethinc's Advertisement
Prodi : Sastra Inggris

Saya sudah dijelaskan bahwa jawaban saya hanya akan digunakan sebagai keperluan penelitian dan saya mengerti bahwa segala informasi yang saya berikan akan dijaga kerahasiaannya bagi peneliti dan pembimbing. Saya mengerti bahwa setiap hasil yang dipublikasikan akan menggunakan nama samaran dan temuan tidak akan dilaporkan dengan cara yang akan mengidentifikasi saya atau institusi saya.

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(Iswan Tunggal N.)

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PERNYATAAN KESEDIAAN
MENJADI RESPONDEN PENELITIAN

Saya yang bertanda di bawah ini:

Nama : Ivanda Naufal P.
Usia : 23
Pekerjaan : Mahasiswa S2
Alamat : Malang

Bersedia menjadi responden pada penelitian yang dilakukan oleh mahasiswa berikut:

Nama : Ayu Haniifatul Aziizah
NIM : 200302110032
Judul : Z Generation's Perspective on Beauty Represented on Somethinc's Advertisement
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Malang, Juli 2024

(Ivanda Naufal P.)

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Appendix II : Transcript Data (Interview)

Putri Candya Amalia	
Gimana sih pendapatmu tentang iklan kecantikan secara umum?	So far, iklan yang aku lihat masih banyak yang menampilkan standar kecantikan yang kurang realistis ya. Kayak kulitnya terlalu mulus tanpa noda, atau bentuk tubuhnya yang terlalu ideal. Padahal kan, setiap orang itu unik dan punya keindahan masing-masing.
Yang pertama kali kamu pikirkan ketika melihat iklan somethinc?	Desainnya eye-catching dan nggak ngebosenin, jadi langsung tertarik. Terus, aku juga ngerasa iklan mereka tuh beda karena lebih fokus ke natural beauty dan self-care, bukan cuma jualan produk doang. Jadi, iklannya bikin penasaran dan pengen tau lebih lanjut tentang produknya. Plus, banyak review positif dari teman-teman juga bikin aku makin yakin buat nyobain.
Menurutmu hal apa yang menarik dalam iklan tersebut?	Menurut aku, hal yang paling menarik dari iklan Somethinc itu adalah cara mereka menonjolkan kelebihan produk dengan visual yang fresh dan clean. Mereka sering pake konsep yang eye-catching, misalnya dengan warna-warna pastel yang bikin tampilan iklan jadi stand out dan enak diliat. Selain itu, mereka juga sering ngasih edukasi singkat tentang manfaat produk dengan cara yang gampang dimengerti.
Menurutmu model yang digunakan dalam iklan somethinc tuh gimana?	Menurut aku, model-model yang dipilih dalam iklan Somethinc cukup relatable dan beragam. Mereka sering nampilin berbagai tipe kulit, warna kulit, jadi cukup mewakili. Ini bikin iklannya lebih inklusif dan bikin aku merasa bahwa kecantikan itu nggak harus standar tertentu. Selain itu, model-modelnya juga tampil natural dan fresh.
Yang aku tau nih kebanyakan model yang digunakan dalam iklan somethinc kan cewek ya, sedangkan skincare itu kan ga memandang gender, sebagai gen z nih, menurutmu somethinc perlu pake model cowok yang gimana sih buat merepresentasikan ketampanan?	Sama kayak model cewek, mereka bisa pilih model cowok dengan berbagai warna dan tipe kulit. Ini bikin iklan mereka jadi lebih beragam dan relatable buat semua orang. Model cowok yang tampil dengan gaya yang natural dan percaya diri, ini bisa jadi contoh bahwa skincare itu untuk semua gender dan bikin mereka aware sama merawat kulit.

Kamu setuju ngga sama konsep kecantikan yang direpresentasikan dalam iklan?	Setuju, mereka udah mulai menampilkan kecantikan yang beragam dan menyesuaikan dengan jenis kulit yang ada di Indonesia, tapi menurutku masih ada beberapa konsep yang menjunjung stereotip kecantikan di dunia kayak model yang digunakan dalam iklan masih menggunakan model dengan skin tone yang aman-aman aja, kebanyakan mereka menggunakan model dengan kulit putih dan healthy skin. Jadi model yang dipakai belum mengcover beberapa jenis kulit yang ada di Indonesia.
Definisi kecantikan before and after liat iklan somethinc? Setelah itu bagaimana kamu merepresentasikan kecantikan?	Before : Jadi kalau menurut aku kecantikan sebelum melihat iklan somethinc itu harus putih, kulitnya mulus, nggak ada jerawat, tinggi, pintar, rambutnya lurus. Pokoknya standar kecantikan di Indo lah ya. Terus sekarang kan udah banyak ya brand-brand lokal yang mulai membranding buat nampilin kecantikan yang lebih beragam, kayak contohnya Somethinc ini. \newline After : Setelah aku lihat iklan-iklan yang ditampilin di Somethinc itu kecantikan menurut aku tuh sekarang lebih universal dan diversity, kayak kita tuh mulai menerima apa yang ada dalam diri dan kita harus merawatnya. Contohnya kayak kita tuh menggunakan produk skin care atau make up yang sesuai dengan kulit kita misalnya kulit aku tan skin jadi aku pakai make up yang shadenya sesuai dengan kulit, terus contohnya kulit aku yang bruntusan jadi skin care yang aku pakai itu menyesuaikan dengan kebutuhan kulit aku gitu.
Konsep kecantikan yang kamu yakini direpresentasikan dalam bentuk apa?	Jadi kecantikan yang aku yakini saat ini adalah lebih ke penerimaan diri dan menjadi diri sendiri. Yang cantik luar dan dalam, gak cuma cantik di luar tapi sikapnya. Menurut aku Personality penting sih. Soalnya kadang meski appearance-nya bagus tapi personality-nya gak begitu bagus jadi downgrade dan sebaliknya kalau personality-nya bagus, meski appearance-

	nya nggak begitu bagus tapi dia bisa menjunjung tinggi valuenya adi kayak kalau misal kita orangnya biasa-biasa aja, tapi kita punya value nanti bakal kelihatan terpancar auranya.
Wardah Arafah	
Gimana sih pendapatmu tentang iklan kecantikan secara umum?	Di satu sisi, aku suka sih liat iklannya yang aesthetic dan bikin pengen beli semua produknya. Apalagi kalau modelnya cakep, duh tambah pengen cepet-cepet beli! Tapi, di sisi lain, aku juga kadang ngerasa iklan kecantikan itu terlalu berlebihan. Seringkali klaim mereka kayak kulit glowing seketika. Padahal, realitanya ga segampang itu. Aku lebih suka iklan yang jujur dan realistis, yang ngasih tahu manfaat produknya dengan jelas tapi tanpa ngasih ekspektasi berlebihan.
Produk apa sih yang pertama kali kamu coba?	Pertama, buat skincare-nya ya. Yang pertama tak pake itu serum Niacinamide mereka, dan beneran deh, bikin muka jadi lebih cerah gitu. Terus, pori-pori aku juga jadi keliatan lebih kecil. Oh iya, satu lagi suka banget sama moisturizer-nya yang *calm down* itu. Entah kenapa, pas di pake muka jadi lebih kenyal dan lembab. Padahal sebelumnya tuh mukaku sering banget kering. Nah, kalo soal makeup-nya, aku tuh favoritnya cushion mereka. Coveragenya oke banget, tapi tetep natural look. Banyak shadenya juga dari yang buat warm sampe cool undertone. Yang paling aku suka tuh, nggak bikin muka aku keliatan cakey atau berminyak gitu sepanjang hari.
Apa sih yang pertama kali kamu pikirkan ketika melihat iklan somethinc?	Wah, packagingnya lucu, aesthetic pula. Aku tuh tipikal orang yang suka banget sama produk yang packagingnya menarik. Terus, iklannya juga grab intention aku karena cara mereka nge-presentasiin produknya. Mereka tuh ga hanya nge-highlight manfaatnya, tapi juga ngasih informasi tentang teknologi yang dipakai di produknya. Terus, mereka juga nge-share testimoni pengguna lainnya.
Menurutmu model yang digunakan dalam iklan somethinc tuh gimana?	Model-model yang dipake Somethinc tuh bener-bener representasi kita-kita banget deh. Maksudnya tuh, mereka nggak cuma pake model yang perfect kayak di majalah gitu. Tapi

	beneran kayak orang-orang yang kita temuin sehari-hari. Mereka udah mulai pake model dengan berbagai jenis kulit. Ada yang putih, sawo matang, sampe yang lebih gelap. Terus, yang bikin makin respect, mereka juga nggak selalu pake model yang super kurus. Ada juga yang body type-nya curvy.
Yang aku tau nih kebanyakan model yang digunakan dalam iklan somethinc kan cewek ya, sedangkan skincare itu kan ga memandang gender, sebagai gen z nih, menurutmu somethinc perlu pake model cowok yang gimana sih buat merepresentasikan ketampanan?	Pertama mungkin mereka bisa pake cowok dengan berbagai jenis kulit. Dari yang putih sampe yang gelap, yang mulus sampe yang berjerawat. Soalnya kan permasalahan kulit cowok juga beda-beda. Terus, model cowok dengan berbagai gaya. Dari yang maskulin banget sampe yang soft boy gitu. Biar semua cowok bisa ngerasa terwakili.
Apakah anda setuju dg konsep kecantikan yang direpresentasikan dlm iklan?	Fifty-fifty. Kadang aku ngerasa masih ada yang kurang gitu. Maksudnya, meskipun udah ada variasi, tapi tetep aja kebanyakan model mereka masih cakep-cakep dan fit banget kan. Jarang banget kita liat model dengan kulit yang bener-bener bermasalah atau badan yang jauh dari standar 'ideal'. Terus, kadang juga mikir, konsep kecantikan yang mereka tunjukin tuh masih terlalu fokus sama penampilan fisik aja. Sebenernya pengen banget liat iklan yang lebih ngerayain inner beauty juga.
Konsep kecantikan yang kamu yakini direpresentasikan dalam bentuk apa?	Konsep kecantikan yang aku yakini itu tentang menghargai diri sendiri dan menghormati keberagaman. Aku ngerasain kalau kecantikan itu bukan hanya tentang penampilan luar, tapi juga tentang kepercayaan diri dan mencintai diri sendiri apa adanya.
Definisi kecantikan before and after liat iklan somethinc? Setelah itu bagaimana kamu merepresentasikan kecantikan?	Definisi kecantikan aku tuh masih rada sempit. Aku sempet ngerasa kecantikan itu cuma tentang wajah yang mulus, kulit yang glowing, dan hidung yang mancung. Aku juga kadang masih nge-judge diri sendiri dan ngebandingin diri sama orang lain. Tapi, setelah ngeliat iklan Somethinc, definisi kecantikan aku mulai agak berubah. Aku mulai ngerasain kalau kecantikan itu lebih daripada cuma penampilan luar. Kecantikan itu juga tentang percaya diri,

	mencintai diri sendiri, dan gimana cara kita ngejaga kesehatan kulit.
Melly Nadya Salma	
Menurutmu hal apa yang paling menarik dalam iklan tersebut?	Iklannya cukup edukatif sih menurut aku, jadi dia ngasih tau kaya misal kulit kita sensitive nih nanti dikasih itu rekomendasi bundling skincare yang cocok apa aja, terus juga ngeshare jadwal skincare routine.
Menurutmu model yang digunakan dalam iklan somethinc tuh gimana?	Menurutku mungkin beberapa aja yang mewakili kecantikan pada umumnya, cuman enggak semuanya mewakili. Kebanyakan model yang diambil kan juga sesuai kayak standar kecantikan yang ada di Indonesia. Kayak putih tinggi, kurus, kan jarang kayak liat-liat model-model di brand apapun yang iklannya itu pake orang yang gendut ataupun kulitnya tan gitu kan. Nah juga termasuk di somethinc itu pakenya yang sesuai standar kecantikan yang di Indonesia yang saya sebutkan tadi.
Yang aku tau nih kebanyakan model yang digunakan dalam iklan somethinc kan cewek ya, sedangkan skincare itu kan ga memandang gender, sebagai gen z nih, menurutmu somethinc perlu pake model cowok yang gimana sih buat merepresentasikan ketampanan?	Mungkin dari model cowok yang gak cuma ganteng tapi juga inspiratif dan edukatif kalau ketampanan itu ga cuma tentang penampilan luar, tapi juga tentang kepercayaan diri dan perawatan diri.
Apakah kamu setuju dg konsep kecantikan yang direpresentasikan dlm iklan?	Setuju-setuju aja sih sama konsep kecantikan yang ditampilin Somethinc. Mereka tuh nge-push natural beauty gitu loh. Tapi ya kadang mikir juga sih, mereka udah coba nampilin model dengan berbagai warna kulit, tetep aja kan yang dipilih cewek-cewek yang udah cantik dari sananya.
Definisi kecantikan before and after liat iklan somethinc? Setelah itu bagaimana kamu merepresentasikan kecantikan?	Jadi menurut aku cantik itu dari penampilan ya. Kayak seenggaknya kita tuh dipandang nggak yang jelek-jelek banget kayak apa ya kita bisa merawat lah dan memoles diri sendiri. Sebenarnya emang kadang orang tuh kan menilai dari covernya ya. Mungkin kalau kita covernya bagus itu nanti bikin orang mikir, oh orang ini ternyata aware sama penampilan ngga bodo amat. Setelah melihat iklan kurang lebih sama, bedanya mungkin dari penampilan itu

	memang tapi aku mulai sadar kalo merawat diri jauh lebih penting.
Konsep kecantikan yang kalian yakini direpresentasikan dalam bentuk apa?	Self-expression gitu. Jadi aku tuh anaknya suka eksperimen sama makeup dan fashion yang nunjukin personality. Misal nih aku dikenal sebagai orang yang make upnya selalu stand out meskipun hanya keluar bentar, kita harus tetep terlihat cantik. Selain itu, aku percaya inner beauty tuh penting banget. Saat ini aku berusaha untuk lebih care sama mental health, baca buku buat nambah wawasan, dan ngembangin hobi. Pokoknya kecantikan itu balance antara inner dan outer beauty.
Ivanda Naufal P.	
Gimana sih pendapat kamu tentang iklan kecantikan secara umum?	Kalo tak liat-liat sekarang tuh lebih modern dan nggak se-stereotip dulu yang cuma fokus ke cewek-cewek dengan kulit putih atau rambut lurus gitu kan, sekarang udah mulai banyak brand yang embrace diversity. Tapi tetep masih ada sih yang masih terpatok beauty standards lama, tapi banyak juga yang udah ngarahin ke self-love dan ngerawat diri apapun bentuk, warna, atau kondisi kulitnya. Jadi, lebih relevan buat kita gen z yang pengen semua orang bisa merasa valid dengan diri mereka sendiri.
Menurut kamu, kecantikan yang direpresentasikan dalam iklan somethinc tuh kaya gimana?	Jujur aja, kalo dari apa yang aku liat dari beberapa iklan somethinc, kecantikan yang mereka representasiin tuh yang simple tapi tetap fresh. Mereka nggak terlalu berlebihan nge-push standar kecantikan yang nggak realistis, kayak lo harus putih atau flawless banget. Jadi keliatan kayak rawat diri sesuai kondisi kulit. Jadi nggak bikin pressure yang gimana-gimana. Tapi ya, namanya juga iklan, pasti pengen nampilin sisi terbaik biar orang tertarik.
Apakah kamu setuju dg konsep kecantikan yang direpresentasikan dlm iklan?	Kalo ditanya setuju apa nggak, sebenernya lebih ke arah setuju, tapi with some thoughts. Konsep mereka tuh nggak maksa kita buat keliatan sempurna atau nyesuain sama stereotip yang ada, kayak kulit harus putih atau mulus banget. Somethinc kayaknya lebih nge-push self-care dan ngerawat diri sesuai kebutuhan lo, dan itu relatable sih buat gen z. Di sisi lain, ya namanya

	iklan, mereka pasti tetep jualan kan? jadi tetep ada unsur kalian bakal keliatan lebih baik kalo pake produk ini. Aku setuju sama pesan mereka tentang self-care dan diversity, tapi sebagai konsumen kita harus tetep kritis sama gimana mereka naruh ekspektasi dalam iklannya.
Menurutmu nih, gimana model-model yang digunakan dalam iklan?	Mewakili tapi nggak yang banget. Soalnya cenderung skin tone yang dipilih itu yang aman-aman gitu tuh. Yang light skin, terus yang kulitnya sehat. Jadinya tuh kebanyakan orang tau variasinya dari orang-orang yang nge-review.
Yang aku tau nih kebanyakan model yang digunakan kan cewek ya, sedangkan skincare itu kan ga memandang gender, sebagai cowok gen z nih, menurut lo somethinc perlu pake model cowok juga ngga sih buat merepresentasikan ketampanan?	Iya, bener juga sih, banyak model cewek di iklan mereka. menurut aku, somethinc bisa mempertimbangkan buat pake model cowok juga. Soalnya skincare itu kan emang buat semua gender. Dengan adanya model cowok, mereka jadi nunjukkin kalo skincare juga penting buat cowok, dan ngebuka pandangan kalo ngerawat diri tuh universal.
Kecantikan/ketampanan yang kamu yakini saat ini direpresentasikan dalam bentuk apa?	Kecantikan atau ketampanan yang aku yakini saat ini lebih ke self-care dan kepercayaan diri. Jadi, aku ngerasa ini lebih dari sekadar penampilan fisik. Contohnya bisa dari gimana lo ngerawat diri sendiri, gimana lo ngerasa pede sama diri lo sendiri, dan gimana lo ngasih perhatian ke kesehatan tubuh dan mental. Hal ini bisa direpresentasikan lewat rutinitas skincare, gaya hidup sehat, atau bahkan attitude sehari-hari. Kita nggak harus perfect atau sesuai standar tertentu, tapi lebih ke gimana kita bisa merasa nyaman dan percaya diri dengan diri sendiri. It's about balance and feeling good in your own skin.
Definisi kecantikan before and after liat iklan somethinc? Setelah itu bagaimana kamu merepresentasikan kecantikan?	Before : Sejujurnya dulu aku emang yang nggak terlalu mikirin skincare atau beauty gitu, apalagi soal penampilan cowok. Yang penting sisiran, wangi, pake baju yang sesuai. Menurutku, tampan atau cantik tuh lebih ke vibe dan personality. Misal nih, kalo kita pede dan bisa bawa diri dengan baik, itu udah keliatan keren. Tampang sebenernya cuma bonus

	After : tapi semenjak sering liat iklan-iklan skincare, mulai kepikiran kalo ngerawat kulit tuh emang penting juga buat kesehatan, bukan cuma buat tampil glow up. Jadi, definisi cantik/tampan sekarang tuh nggak cuma soal fisik, tapi juga self-care dan seberapa kita peduli sama diri sendiri.
Muchlis	
Gimana sih pendapat kamu tentang iklan kecantikan secara umum?	Iklan kecantikan tuh kadang bikin aku skeptis sih dan banyak yang keliatan unrealistic gitu. Cuma kadang aku ngerasa iklan-iklan gitu masih suka bikin insecure, terutama buat cewek-cewek. Tapi sebagai cowok, aku nggak terlalu terpengaruh sih sama iklan kecantikan sih. Tapi sebenernya banyak orang yang ngerasa pressure gara-gara iklan gitu.
Kamu tahu Somethinc ngga?	Local brand skincare kan ya? mereka yang packagingnya lucu-lucu itu kan, warna-warni. aku nggak pake sih produknya, tapi kayaknya lagi booming ya di kalangan anak muda. Mereka tuuh vibenya fun and colorful
Menurut kamu, kecantikan yang direpresentasikan dalam iklan somethinc tuh kaya gimana?	Warna-warni sih. Mereka punya vibe yang cerah dan playful gitu. Yang pertama aku pikirin ini tuh brand ngerti selera anak muda jaman sekarang. Terus iklannya juga suka pake talent yang relatable gitu. Somethinc tuh kayaknya pengen bikin skincare jadi sesuatu yang fun dan nggak intimidating. Overall, kesan iklan Somethinc tuh brand yang ceria, friendly, dan ngerti banget cara komunikasi sama anak muda.
Apakah anda setuju dg konsep kecantikan yang direpresentasikan dlm iklan?	Setuju sih, kecantikan yang ditampilin itu fresh relate sama kehidupan sehari-hari. Terus ada beberapa model cowo yang educate kalo skincare juga penting buat cowo-cowo.
Menurutmu nih, gimana model-model yang digunakan dalam iklan?	Ini tuh bentuk sebuah perantara sih. Sebagai perantara untuk mewujudkan hal-hal yang kita inginkan. Namanya juga marketing ya, pasti pengennya model yang cantik, tampan. Menurutku yang kurang adalah, aku jarang liat model dengan kulit bermasalah beneran.

	Padahal kan skincare harusnya buat semua jenis kulit. Kecantikan yang fresh dan natural. Pengen nunjukin kesan glowing gitu, tapi nggak keliatan over. Kecantikan versi somethinc tuh lebih ke anak muda yang aktif, ceria, pede. Intinya playful dan fun, bukan yang serius atau glamor gitu.
Sebagai pengamat nih, yang aku tau nih kebanyakan model yang digunakan kan cewek ya, sedangkan skincare itu kan ga memandang gender, sebagai cowok gen z nih, menurutnu somethinc perlu pake model cowok juga ngga sih buat merepresentasikan ketampanan?	Cowok dengan berbagai tipe kulit. Mulai yang berjerawat, yang berminyak, dan kering. Biar kita ngerasa relate sama kulit kebanyakan orang diversity itu penting. Terus lagi orang dari berbagai etnis, warna kulit, bentuk wajah. Tujuannya tuh biar nggak stuck sama satu standar doang.
Kecantikan/ketampanan yang kamu yakini saat ini direpresentasikan dalam bentuk apa?	Aku ngeliat ketampanan tuh nggak melulu soal muka ganteng atau badan bagus doang. Ketampanan lebih ke soal gimana kita bawa diri dan pede sama apa yang kita punya. Ketika liat di sosmed, banyak tuh influencer yang dibilang ganteng. Tapi menurutku bukan itu poinnya, yang bikin mereka keliatan menarik tuh lebih ke kepercayaan diri dan cara membawa diri. Punya skill, nyambung pas diajak ngobrol sama orang dan bisa bikin orang nyaman dan tertarik sama kepribadian kita, menurutku udah masuk kategori ganteng juga sih.
Definisi kecantikan before and after liat iklan somethinc? Setelah itu bagaimana kamu merepresentasikan kecantikan?	Before : Yang aku pikirin dulu kecantikan tuh ya cuma soal penampilan kaya muka mulus, badan langsing, kulit putih. Standar yang tinggi dan nggak realistis gitu. Terus cantik/ganteng berasa kayak sesuatu yang susah dicapai, butuh effort dan duit banyak. After : Lebih inklusif, ada awareness kalo cowok juga bisa dan perlu rawat diri. Jadi fokus kita tuh ke healthy skin, bukan perfect skin. Kecantikan jadi lebih ke self-care, bukan cuma penampilan
Iswan Tunggal N.	
Gimana sih pendapat kamu tentang iklan kecantikan secara umum?	Iklan kecantikan secara umum sekarang ini, udah mulai lebih realistis dan relate sama anak

	muda. Nggak cuma nge-push standar kecantikan yang perfect, tapi mulai nge-highlight natural beauty dan self-love.
Kamu tau brand somethinc ngga?	Iklannya pernah muncul di feed, tapi belum pernah nyoba produknya sih.
Setelah liat iklan somethinc, menurut kamu, kecantikan yang direpresentasikan dalam iklan somethinc tuh kaya gimana?	Lebih ke arah natural beauty dan self-love. Cukup relatable dan menginspirasi. Mereka fokus ke self-acceptance dan mencintai diri sendiri apa adanya
Apakah kamu setuju dg konsep kecantikan yang direpresentasikan dlm iklan?	Setuju sih, kecantikan yang direpresentasikan dalam iklan Somethinc itu cukup realistis dan relatable sama anak-anak muda sekarang.
Menurutmu nih, gimana model-model yang digunakan dalam iklan?	Kalau soal model yang dipilih atau jadi BA-nya dari sebuah produk yang pasti untuk unit tersebut juga memikirkan tentang hal apa sih yang merepresentasikan tentang produk tersebut. Kalau menurut saya sih akhirnya ya bisa jadi orang yang dipilih untuk menjadi iklan adalah orang-orang yang memang cantik dan tampan secara fisik
Yang aku tau nih kebanyakan model yang digunakan kan cewek ya, sedangkan skincare itu kan ga memandang gender, sebagai cowok gen z nih, menurutmu somethinc perlu pake model cowok juga ngga sih buat merepresentasikan ketampanan?	Yang penting ngasih pesan positif kalo ketampanan itu beragam dan setiap manusia punya keunikannya masing-masing. Terus ngasih kesan kalo skincare itu bukan cuma buat cewek, tapi juga buat cowok yang mau merawat dirinya sendiri.
Menurut pandanganmu, apa sih yang membuat somethinc beda sama brand lain?	Somethinc fokus ke Gen Z dan Millenials. Iklannya cukup eye-catching, fun dan ada sisi edukatifnya.
Definisi kecantikan before and after liat iklan somethinc? Setelah itu bagaimana kamu merepresentasikan kecantikan?	Before : Sebelum liat iklan Somethinc, menurutku stigma kecantikan itu lebih ke arah standar yang perfect dan nggak realistis. Contohnya, iklan yang sering nge-push standar kecantikan yang gak realistis, misalnya filter di foto yang berlebihan, sampe mukanya kayak boneka. After : Tapi, setelah ngeliat iklan Somethinc, aku jadi lebih ngerti kalo kecantikan fisik itu ga perlu yang keliatan wah, tapi lebih fokus ke bagaimana kita merawat diri.

| Kecantikan/ketampanan yang kamu yakini saat ini direpresentasikan dalam bentuk apa? | Kecantikan dan ketampanan yang aku yakini saat ini direpresentasikan dalam bentuk kepercayaan diri dan keunikan masing-masing individu. |

Appendix III : Interview Documentation