



## **GENERATION Z WOMEN'S MEANING OF STANDARDS BEAUTY ON THE BEAUTY LECTURER'S TIK TOK ACCOUNT**

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### **ABSTRACT**

This study aims to understand how female beauty standards are constructed through the TikTok account @dosenkecantikan, and how Generation Z interprets and responds to these standards. TikTok has become a dynamic platform where beauty ideals are formed, disseminated, and internalized. Using a qualitative approach, this research is based on in-depth interviews with members of Generation Z who actively consume beauty content on TikTok. The analysis focuses on patterns of internalization, self-comparison, and critical reflection on the promoted beauty standards. The results show that @dosenkecantikan consistently displays idealistic beauty standards, which influence how viewers perceive themselves. Repeated exposure encourages internalization, although some viewers demonstrate awareness. This reflects the tension between the urge to conform to popular beauty standards and the desire to maintain personal uniqueness. This research confirms the role of social media in shaping beauty perceptions among Generation Z, as well as its contribution to the construction of social reality in the digital age.

**Keywords:** Construction of Reality, Beauty Standards, Generation Z, TikTok, Social Media

## **STANDAR KECANTIKAN BAGI PEREMPUAN GENERASI Z DI AKUN TIKTOK SEORANG PEMBICARA KECANTIKAN**

### **ABSTRAK**

Penelitian ini bertujuan untuk memahami bagaimana standar kecantikan perempuan dibentuk melalui akun TikTok @dosenkecantikan, serta bagaimana Generasi Z menafsirkan dan merespons standar-standar tersebut. TikTok telah menjadi platform dinamis di mana ideal kecantikan dibentuk, disebarkan, dan diinternalisasi. Menggunakan pendekatan kualitatif, penelitian ini didasarkan pada wawancara mendalam dengan anggota Generasi Z yang secara aktif mengonsumsi konten kecantikan di TikTok. Analisis berfokus pada pola internalisasi, perbandingan diri, dan refleksi kritis terhadap standar kecantikan yang dipromosikan. Hasil menunjukkan bahwa @dosenkecantikan secara konsisten menampilkan standar kecantikan idealistik, yang memengaruhi cara penonton memandang diri mereka sendiri. Paparan berulang mendorong internalisasi, meskipun beberapa penonton menunjukkan kesadaran. Hal ini mencerminkan ketegangan antara dorongan untuk menyesuaikan diri dengan standar kecantikan populer dan keinginan untuk mempertahankan keunikan pribadi. Penelitian ini mengonfirmasi peran media sosial dalam membentuk persepsi kecantikan di kalangan Generasi Z, serta kontribusinya dalam konstruksi realitas sosial di era digital.



**Kata Kunci:** Konstruksi Realitas, Standar Kecantikan, Generasi Z, TikTok, Media Sosial

## INTRODUCTION

Beauty is no longer just a physical issue; it has become part of how a person defines themselves and their position in society. Each individual has a unique perspective on beauty, with some viewing it primarily through appearance. In an ever-evolving social reality, the definition of beauty is not formed freely. These beauty standards indirectly create specific benchmarks. In this context, the definition of beauty and beauty standards are interconnected: the latter emerges from personal experience, but is often influenced by the pressures of pre-established societal standards. Beauty, which often embodies ideal physical characteristics and model-like body shapes, can trigger young women's tendency to compare themselves to unrealistic beauty standards. Beauty standards are complex and often ambiguous social perceptions that often leave individuals feeling pressured to conform. (Samizadeh, 2022)

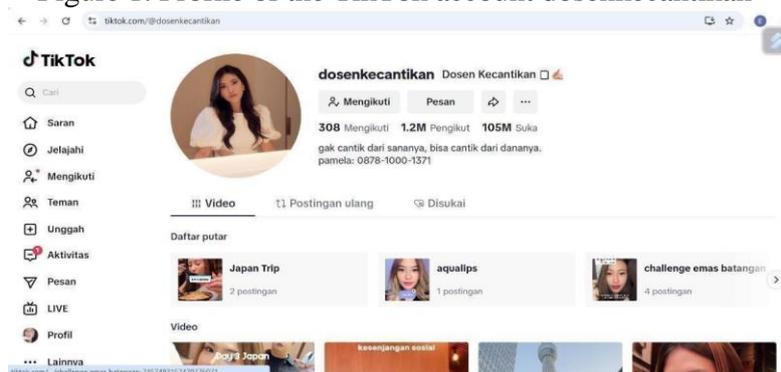
Young women tend to experience dissatisfaction with their body shape and desire to change their appearance after being exposed to ideal beauty standards displayed through social media. (Kumar, 2023). Beauty has become a crucial issue and has received special attention from many women in general. This is evident in the high interest in various beauty products offered, designed to help maximize appearance according to desired beauty standards or images. These products certainly aim to provide solutions for women who want to appear more attractive, increase self-confidence, and meet societal beauty expectations. (Fransiska, 2024). Beauty standards are often shaped by factors from culture, media, and ever-evolving social trends. In the context of beauty standards for Generation Z, it refers to the difference between beauty expectations shaped by social media and the reality faced by teenagers. Generation Z grew up amidst the rapid development of technology, especially social media, which often presents an ideal image of the self that is difficult to achieve. As a result, many of them feel dissatisfied with their appearance or themselves.

In the context of this research, the researcher focuses on the TikTok account @dosenkecantikan which focuses on topics about beauty, including tips on skin care, makeup tutorials, the latest beauty trends. This account also often holds discussions about beauty standards that are developing in society. The @dosenkecantikan account has approximately 1.1 million followers (as of February) with a total of 92.9 million likes from videos that have been posted and it is estimated that the number of likes and followers will continue to increase. With the presence of videos from the TikTok account @dosenkecantikan, Gen Z women are increasingly interested in the world of beauty such as how to care for their skin, create makeup with a perfect face, and choose the right beauty products.

This study chose the TikTok account @dosenkecantikan because it consistently presents content discussing beauty standards, self-care, and beauty education in a communicative, light-hearted, yet meaningful format. This account also stands out for its distinct approach compared to other beauty influencers: it combines an educational approach and personal opinions with a style that resonates with a young audience, particularly women. This account is interesting to study because it not only showcases the visual aspects of beauty but also

voices certain standards and narratives about how women should appear and care for themselves. This is where the interpretation of beauty occurs in a subtle yet influential way. Meanwhile, the focus on women, specifically Generation Z, was chosen because this group is the most active TikTok user and most vulnerable to the use of media in shaping self-perception, identity, and body image. Women have also historically been the primary targets of narratives and social pressures regarding beauty. Therefore, it is important to understand how they interpret the beauty standards conveyed through social media, and whether they accept them, reject them, or even reinterpret them. The beginning of the viral video @dosenkecantika sharing her experience during botox treatment, of course, received great attention and many followers began to learn more about beauty treatments. From here, @dosenkecantika began to educate her audience about skincare tips, makeup to other beauty treatments. Gen Z women are also very interested in the @dosenkecantika account, besides giving tips about beauty, @dosenkecantika is also liked how she conveys or introduces a product in a funny and straightforward style, this is what makes it attract many audiences, because it is considered able to entertain and provide useful information as well.

Figure 1. Profile of the TikTok account dosenkecantikan



Source: TikTok account dosenkecantikan, 2025

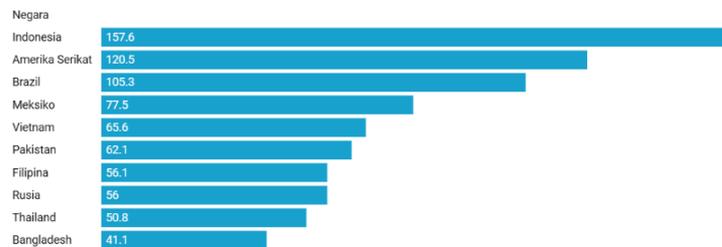
Mass media and social media have a significant impact on shaping how Indonesians understand social reality. Through the use of language and symbols, media convey messages that can change existing views, values, and norms within society. In this sense, media is not only a means of information but also a shaper of social perceptions that shape how we see the world around us. (Catur Pamungkas, 2024).

Currently, many types of social media have emerged that serve as a place to form social construction (Firdaus, 2024). One of the media that is in great demand by the public is TikTok. Reported by CNBC Indonesia (2025) based on the report in January 2025 Indonesia was the country with the largest number of TikTok users worldwide, with a total of 157.6 million. TikTok users mostly consist of Generation Z. According to Jakpat, most of them (24%) make TikTok the main source of information in their lives, and also reported by dipsstrategy, June 2022, TikTok is used by Gen Z with an age range between 9 and 24 years. In fact, around 60% of all TikTok users come from Gen Z, and are the largest group on the platform.

Figure 2. Indonesian citizens are the world's largest TikTok users.

#### 10 Negara Pengguna Tiktok Terbanyak

Dalam satuan jutaan orang



Source: Oberlo • Get the data • Created with Datawrapper

CNBC INDONESIA RESEARCH

Source: CNBC, 2025

Previous research conducted by previous researchers, namely by Dzakiyah Nisrina (Firdaus, 2024), the results of this study both discuss the existence of social construction of beauty standards, in addition to examining the role of social media in shaping beauty standards, and finally discussing how the social impact of these beauty standards on Gen Z Women. The difference is, this study focuses on TikTok (dosenkecantik), while previous research focused on the Instagram account (@ubcantikid), and the last difference is, there is an achievement factor as part of the beauty standards of (@ubcantikid) which of course is not discussed much in this study. Although numerous studies have explored social media's impact on beauty standards, several research gaps remain. Previous research has focused primarily on Instagram's role as a primary medium in the dissemination of beauty standards, while the influence of TikTok remains understudied, particularly within the context of Generation Z in Indonesia. Furthermore, studies examining how content from local influencers contributes to the formation of beauty standards are limited. Therefore, this study is crucial for a deeper understanding of how TikTok shapes beauty standards among young women, as well as its impact on their self-image and mental health.

The urgency of this research lies in the increasing use of social media as the main source of beauty references for generation Z. If not balanced with good media literacy, exposure to unrealistic beauty standards can have a negative impact on the mental health of young women, including social anxiety and low self-confidence.

## RESEARCH METHODS

This research uses a qualitative approach. Qualitative research is a type of research that aims to describe and analyze phenomena that occur. Descriptive in qualitative research means providing a detailed explanation of the event, phenomenon, or social situation being studied, without quantitative measurement or calculation. Essentially, qualitative characteristics emphasize a descriptive approach to data obtained directly from the field (Ultavia 2023). The research period ran from January 2025 to June 2025. The study was conducted in Jakarta, Indonesia's capital and a hub for economic, cultural, and media activity. Jakarta was chosen because it is a major city with a large number of social media users, particularly among Gen Z.

The subjects of this study are audiences who use TikTok as a source for searching for information about beauty, with the following criteria:



1. Gen Z women aged 17-26
2. Active on TikTok social media and following beauty-themed accounts including @dosenkecantikan
3. Knowing or using skincare and also makeup/self love
4. Have a critical view or personal experience regarding beauty standards.

The object of this research is content created by @dosenkecantikan on the TikTok platform, which represents various forms of beauty constructions. This study aims to observe types of content such as beauty tutorials, self-care routines, and visual narratives that display physical idealization without explicitly promoting a product. The main focus of this research is to analyze how representations of beauty are shaped and communicated through the visual and narrative strategies used by @dosenkecantikan. The technique used is an interview. The interview can be conducted directly with the informant or by providing a list of interview questions and can be answered when there is an opportunity. It is best to have an interview guide before conducting the interview so that the interview process runs smoothly. (Umar Hamdan Nasution, Listya Devi Junaidi, 2024:74) This research will be conducted through Google Meet and face-to-face meetings. Meeting directly with Khirana who is the Key Informant and Google meet with Khirana, Lusya, Atika, and Radha, Krista. In qualitative research, this process is carried out through systematic data collection, including observation notes, interviews, and literature reviews. The coding process involves breaking down data, developing concepts, and reorganizing information using a more structured and up-to-date approach.

## **RESULTS AND DISCUSSION**

### **Research result**

In-depth interviews with five informants, all Gen Z women living in Jakarta, revealed variations in how they interpret the beauty standards constructed through the TikTok account @dosenkecantikan. Through a qualitative approach, they found that perceptions of beauty content are influenced by personal experiences, urban cultural backgrounds, and individual levels of media literacy. Some informants felt that the account opened up space for a more inclusive and empowering understanding of beauty. However, others still felt pressure to adhere to the particular aesthetics often portrayed, even though they were packaged within a progressive narrative. In this study, the qualitative data analysis process involved open coding, axial coding, and selective coding, aiming to formulate central themes emerging from the in-depth interview data. Each theme will be comprehensively described, accompanied by direct quotes from the informants to strengthen the interpretation and meaning of the narratives presented.

#### **a. Externalization**

In the context of social reality construction, externalization refers to the process by which individuals or groups are able to express their subjective ideas, values, and perceptions in the social world. Regarding beauty standards among Gen Z women, externalization occurs when views on what is considered "beautiful" are expressed through various media, particularly social media like TikTok. This externalization process makes these beauty standards socially available, allowing a wider audience to view and interpret



them. Through continuous interaction on platforms like TikTok, initially subjective ideas about beauty become part of the mainstream discourse, influencing Gen Z women's perceptions and behaviors about their bodies and appearance.

Khirana said, "I often watch her content. She's famous on TikTok. Initially, I was attracted to her videos because she was honest and open about the beauty products she uses and the treatments she does. That's why I was interested." The interviewee's testimony indicated that she was drawn to @dosenkecantikan's content because she was considered honest and open in sharing her experiences using beauty products and treatments. This demonstrates that the creator has externalized, expressing her experiences and knowledge publicly through TikTok content. This process creates an impression of authenticity that is then accepted and appreciated by audiences, such as the interviewee. Similar to Khirana, Atika also said something similar, "Yes, it's ideal, especially when I'm feeling insecure. Even though she sometimes just explains or discusses beauty standards, it still indirectly shapes my perception that beauty has to be like that, because I often watch her content, I just get carried away." Atika's statement indicates that she has experienced a process of externalizing the beauty standards conveyed through the content of the TikTok account @dosenkecantikan. This is evident in her admission that although the content "only explains or discusses beauty standards," it indirectly influences her perspective on the definition of beauty. Atika stated that, "beautiful means having to be like that," indicating that beauty standards, which were initially external constructs, have now become part of how she views herself.

Radha also said, "You could say that I personally haven't quite reached all of those standards, so right now, I'm diligently watching her content to be able to gradually reach the standards that match this beauty lecturer." In this case, Radha isn't just a passive consumer of the information and visuals presented, but has instead embraced these standards as a personal guide for evaluating and shaping herself. She admits she hasn't met these standards, but that's precisely why she's driven to continue following and engaging with the account's content in an effort to approach the ideal image she sees. This process demonstrates that the construction of beauty presented through social media, particularly TikTok, has transformed into a subjective reality for Radha. What was initially external namely the appearance and narrative of beauty conveyed by beauty lecturers has become accepted, believed, and used as a reference in her personal life. Radha gradually internalized these beauty values, which is reflected in her desire to imitate or conform, whether through product consumption, changes in appearance, or by consistently accessing similar content. Next, Lusia said, "I personally use her as my reference for how to take care of my face and do good makeup, so I look up to her."

From this statement, it is clear that Lusia does not only watch content for entertainment or information, but she has adopted the values and visualizations of beauty displayed to be used as guidelines in her daily life. And finally, Krista's statement was "because indirectly, she really displays the beauty standards that I really want, and from her sharp nose, then like her thick lips, white skin, thin face, it really makes me feel, oh, being beautiful is like this." This statement clearly reveals that the beauty standards displayed on TikTok are projected onto her own understanding of "beauty" and then used as a benchmark. KM's statement in the interview shows that she experienced a process of externalization of the beauty standards



displayed through the TikTok account @dosenkecantikan. This externalization process is evident when Krista not only internally adopts these beauty standards but actively expresses desires, views, and concrete plans to conform to them. Thus, Krista actively becomes part of the process of reproducing circulating beauty discourse, reinforcing the cycle of social construction through the externalization of the ideas of beauty she absorbs from the media. Based on interviews with several respondents, it can be concluded that beauty content on TikTok, particularly that featured by accounts like @dosenkecantikan, has significantly changed the views and behaviors of Gen Z women regarding beauty. The beauty standards portrayed, such as fair skin, a high nose, thin cheeks, and the use of cosmetic procedures like Botox and plastic surgery, are considered ideal images that many women in Indonesia desire. Many respondents felt compelled to emulate these looks and even planned to undergo similar beauty treatments in the future.

Overall, these interviews reveal that social media, particularly TikTok, plays a significant role in shaping and reinforcing beauty standards, which not only influence self-perception but also influence the decision to follow certain beauty trends. However, these portrayed beauty is often unrealistic and only attainable by those with access to sufficient financial resources.

#### **b. Objectivation**

Objectivation is the process by which the results of externalization, such as ideas, norms, knowledge, or meanings that were initially subjective, are then widely accepted as something objective, real, and considered part of "reality" in society. This process occurs through the continuous repetition, dissemination, and reinforcement of these meanings, until what was originally only a product of individual or group consciousness becomes a collectively accepted "social fact." In the context of beauty standards, the process of objectification is evident when certain images of beauty, such as fair skin, a high nose, a slim body, a thin face, or long, straight hair, are gradually considered the true and ideal standard of beauty. However, initially, these images were merely social constructs formed through media representation and the influence of popular culture. Over time, these representations have been continuously reproduced and accepted by the wider community, so that women, including Generation Z, have begun to view these beauty standards not as mere personal preferences, but as guidelines that are considered normal and should be followed.

Khirana points out that there is acceptance of the objectification of beauty standards circulating on social media, particularly through the @dosenkecantikan account on TikTok. Khirana revealed: "Oh, yes, I have, because nowadays there are many people whose beauty is truly unreal, but actually behind that is because they have undergone surgery, so many people use it as a general reference, so it's like the beauty standard is actually generally applied to others. That's why this dosenkecantikan account is a supporting factor for people to achieve that beauty standard." This statement demonstrates Khirana's understanding of how ideas about beauty, initially a result of personal choice (surgery), have now become accepted standards. She also believes that the dosenkecantikan account not only shares personal experiences but also reinforces and supports the notion that beauty standards are perceived as a reality that must be adhered to. Therefore, Khirana's opinion suggests that she agrees with and accepts the process of objectification, even considering it a natural reference for personal beauty enhancement.



Similar to Khirana, Atika also said, "I totally agree, especially if the people who agree are in the comments column, so it's like it's validated if it has become a general standard and over time I thought it was a fact, when in fact, it's just a social construct." This statement shows that Atika is aware that the beauty standards circulating on social media, including those displayed by the dosenkentikan account, are gradually being perceived by society as something that is factual or objective reality, no longer just an opinion or mere construction. This process is in line with the objectification stage according to Berger & Lucmann, namely when knowledge or values that were initially subjective are considered objective realities that apply to everyone, especially when they receive social validation (through the comments column).

Radha also revealed, "Oh, that means beauty according to current standards is what suits her." Radha's view reflects how societal beauty standards are often distorted into a single reference that is considered truth. Radha emphasized that the ideal beauty she believes in today is no longer something that can be relative. Instead, it has become a personalized object, where the assessment of beauty depends entirely on one figure, namely the Beauty Lecturer. This shows how beauty standards in the world of social media, such as TikTok, have led to objectification, where all women indirectly feel they must conform to the appearance portrayed by the influencer to be recognized or accepted in society. Next, Lusia expressed, "I think the beauty standards she displays are truly beautiful, and who wouldn't want to be like her? Like, she has a slim face, long hair, and a high nose, even though we know she's had plastic surgery."

Lusia explicitly links beauty standards to very specific physical traits, such as a thin face, long hair, and a high nose. Here, objectification occurs when Lusia believes that ideal beauty can only be achieved through certain physical changes that, even if they are known to be medical procedures (such as plastic surgery), are still considered "really beautiful." Lusia's opinion reflects how beauty standards displayed on social media, particularly on TikTok, can lead to objectification, where physical appearance becomes the primary measure of beauty. Lusia agrees with the view that being beautiful is closely linked to certain physical traits, and physical changes such as plastic surgery or beauty treatments are a means to achieve these standards. Next, Krista revealed, "Yes, it's true. There's a drive to be as beautiful as her." Krista stated that after viewing the Beauty Lecturer's content, she felt compelled to achieve the same beauty standards, which is a form of objectification of physical appearance. This statement also reflects the strong urge felt by someone to follow the beauty standards displayed by someone they admire. This sentence describes the feeling of being inspired and driven by impressive visual appeal, where one's appearance becomes the main reference for achieving the beauty that is considered ideal. In this context, beauty is not only about physical appearance, but also about an aspiration that stirs the heart and mind, as if becoming more beautiful is an achievement that is desired to be realized to gain attention and social recognition.

### **c. Internalization**

Internalization in the context of beauty standards refers to the process by which an individual accepts and adopts societal values, norms, or views about what constitutes "beautiful." This process leads individuals to subconsciously view these beauty standards as legitimate and important, leading them to feel the need to adjust their appearance to achieve



them. In other words, beauty standards portrayed by the media or their environment can become part of a person's self-perception and personal goals. Khirana said, "Nowadays, there are many people whose beauty is truly unreal, but actually, behind that, it's because they've undergone surgery, so many people use it as a general reference." Khirana describes the current beauty phenomenon with an honest and critical view. According to her, many people now use the seemingly perfect beauty standards on social media as a general reference, even though behind that appearance, many people have undergone cosmetic procedures, such as plastic surgery. For Khirana, beauty that looks "unreal" on platforms like TikTok has become commonplace, because many people now consider it a standard to be achieved. She realizes that although this beauty is seen as ideal, it takes a lot of effort and money to achieve it, and that has become an inevitable reality in today's modern life.

Atika also stated, "Even though she sometimes only explains or discusses beauty standards, it still indirectly shapes my perception that beauty has to be like that, because I often watch her content, I just take it in." This shows how the content Atika often watches. Even though it doesn't explicitly teach beauty standards, it still shapes her perception of what is considered beautiful and ideal. This interview describes how content on TikTok, particularly from the dosenkecantik account, changed Atika's views on beauty and how she began to internalize these beauty standards, even though she also recognized the unrealistic nature of these beauty standards for some people. Lusia further stated that the beauty standards displayed on the dosenkecantikan account were considered "really beautiful" and became a reference for her. She stated, "What woman wouldn't want to be like her?" This demonstrates her implicit acceptance that beauty should be as portrayed in the content. This suggests an internalization of the beauty portrayed in the content as desirable. Behind her admiration, there's an implicit acceptance that beauty should be as portrayed in the content a slim face, a high nose, and perfect appearance. This sentence demonstrates a subtle yet powerful internalization process: it's no longer just admiration, but rather the fostering of the belief that to be beautiful, one must meet the standards displayed. In this context, social media plays an active role in creating collective aspirations among Gen Z women, unwittingly encouraging them to adopt and pursue narrow definitions of beauty.

Radha also demonstrated a process of internalizing the beauty standards portrayed on the dosenkecantik account quite clearly throughout the interview. She explicitly acknowledged that the beauty portrayed by dosenkecantik represents an ideal image that she considers to align with current beauty standards. "Yes, sis, because as women, you definitely think 'she is beautiful, according to today's beauty standards', so when you see her, you think oh" This means that beauty according to current standards is what suits her." In other words, Radha began to judge and measure beauty, including her own, based on the standards she saw on TikTok. This is the essence of internalization: when individuals begin to perceive reality (in this case, beauty) according to the construct presented by the media.

Lastly, there was an opinion from Krista who said, "I also have plans to be like her, for example, if I have a job and have my own money, I want to get facial botox, because I think facial botox is what makes me beautiful, because who doesn't want to be slim, right?" This statement demonstrates that Krista not only admires the beauty standards portrayed by the dosenkecantik account, but has also internalized them into her own plans and desires. She has begun to view procedures like Botox not as a simple aesthetic choice, but as a path to



achieving her idealized beauty. This internalization process is evident when Krista states that she plans to follow the same path (botox), hoping to gain similar beauty validation. This reflects how standards constructed through social media have influenced personal perceptions and decisions regarding body and appearance.

### **Discussion**

In the research conducted, it certainly found analytical results related to previous research. In research conducted by (Sihotang et al., 2023) it was found that there was an educational account that constructed beauty standards that developed on social media, especially for Generation Z. This finding views that knowledge and social reality are not objective or absolute, but rather are constructed through the process of interaction, experience, and communication between individuals in certain social contexts. In this case, social media functions as an arena where the meaning of beauty is constructed collectively through dialogue between content creators and their followers, and is reinforced by the platform's algorithmic mechanisms that determine the exposure and popularity of certain content. Next, there is a study conducted by (Fransiska, 2024) discussing the meaning of beauty formed through Wardah cosmetic advertisements in the #AkuWajahIndonesia campaign, with it being found that the process of constructing the meaning of beauty that occurs in the #AkuWajahIndonesia advertising campaign shows how mass media and digital media can be important agents in shaping public perceptions of beauty. This is in line with the findings in this study, which show that beauty standards circulating on social media, especially through the @dosenkecantikan account on TikTok, are also actively constructed through visual narratives and language displayed in its contents.

While the approaches used differ corporate advertising campaigns vs. personal educational content both demonstrate that the definition of beauty is neither neutral nor universal, but rather the result of a social process involving the production, dissemination, and internalization of meaning by audiences. While the #AkuWajahIndonesia campaign attempts to offer a more inclusive beauty narrative, the findings in this study instead show that much of the content on the @dosenkecantikan account tends to reinforce specific and narrow beauty standards, which ultimately impact Gen Z women's self-confidence and behavior in viewing and caring for their bodies. Thus, both advertising and social media content play an important role as channels in the process of constructing beauty realities in the digital age, and this study emphasizes the need for a critical understanding of the influence of media in shaping the beauty standards accepted and internalized by young audiences.

Then, research conducted by (Niki Anartia et al., 2023) The phenomenon of beauty privilege revealed in this study highlights that beauty is not just a physical attribute, but a social meaning constructed through interactions on social media. Through a constructivist paradigm and based on the theory of reality construction (Berger & Luckmann, 1966), the study shows that the meaning of beauty privilege is actively formed by influencers through strategic self-image presentation on Instagram, and is perceived by the audience as an ideal standard of beauty. This process runs through the stages of externalization (presentation of beauty images), objectivation (collective acceptance of beauty norms), and internalization (adoption of norms by individuals), creating a new social reality in the digital realm. These findings are strongly relevant to my research on beauty standards among Gen Z women on



the TikTok account @dosenkecantikan. Although the platforms and actors studied are different (Instagram influencers vs. TikTok educational content), both studies show that social media is a very useful space in the process of constructing beauty realities. While on Instagram, influencers actively shape their self-images to gain beauty privilege, on TikTok, Gen Z women as audiences are exposed to and internalize the displayed beauty standards, which in my research has been shown to have an impact on decreased self-confidence and changes in physical behavior. Thus, these two studies both confirm that beauty realities on social media are the result of a powerful social construction, which can influence both the creators and recipients of messages in the digital space.

Previous research by Garcia & Winduwati (2023) also showed that standards of female beauty are constructed through visual representation on social media, where symbols of ideal bodies, skin color, and facial expressions are repeatedly presented in Instagram content. Using a semiotic approach, they revealed that these visual messages contain beauty myths that subtly shape society's perception of what constitutes a "beautiful woman." In the context of reality construction theory (Berger & Luckmann, 1966), it is important to understand that representations of beauty in the media are not neutral, but rather constitute a social reality constructed collectively through communication processes. Social media, as a mass communication channel, enables the processes of externalization (the presentation of beauty images by creators), objectivation (the collective acceptance of beauty standards), and internalization (the adoption of these standards by individuals). Therefore, the beauty that society considers ideal is actually the result of a social construction that is continuously produced in the digital space. From a sociocultural perspective, this process demonstrates that symbolic interactions on social media play a crucial role in the formation of values, norms, and social identities. When women are continually exposed to homogenous images of beauty such as slim bodies, fair skin, or certain facial features they not only learn about these standards but also internalize them as part of their identity and the social norms they should adhere to. Within the interpretive paradigm, beauty is viewed as a meaning that is continuously negotiated in the interaction between content creators and audiences. Social media has become an arena where beauty standards are not only reproduced by those with symbolic power (such as fashion or beauty accounts), but also maintained or even reinforced by audiences through engagement processes (likes, comments, and shares).

This is highly relevant to my research on how beauty standards are constructed in educational content on TikTok @dosenkecantikan. Despite using a different platform and a more dynamic content format (short videos), the process of constructing the meaning of beauty that occurs on TikTok shows a similar pattern: repeated content about ideal beauty slowly shapes perceptions, reduces self-confidence, and even encourages physical changes among Gen Z women. This reinforces the understanding that across various social media platforms, beauty standards are constructed through a complex process of social construction, and have a real impact on people's perceptions and behavior. Furthermore, research by (Kasusilaningrum & Sutanto, 2024) is based on Berger and Luckmann's (1966) theory of reality construction, which views beauty standards as not something natural, but rather formed through social and communication processes. In this context, social media particularly TikTok becomes a space where the meaning of beauty is produced, disseminated, and internalized by audiences, including Gen Z women.



By referring to sociocultural traditions, this study observes that communication on TikTok not only conveys messages but also shapes social norms and perceptions of beauty. Through repeated exposure, Gen Z women learn and internalize certain beauty standards, which then influence how they view and care for themselves. Next, there's research from Syerly Martiza & Grace Apriani Sihombing (2024). This research is based on the theory of reality construction (Berger & Luckmann, 1966), which explains that beauty standards circulating on social media are socially constructed, not objective. Through interactions on platforms like TikTok, these standards are produced, reinforced, and accepted as norms by audiences. Through the lens of sociocultural traditions, this research observes that communication on social media not only influences perceptions but also constructs social norms and expectations. When beauty standards are continuously reproduced in media content, this directly impacts the mental health and self-esteem of audiences, who strive to conform to these constructed standards. Finally, there is previous research from (Joshi, 2023). This research refers to the theory of reality construction to explain how exposure to content on TikTok shapes users' social body perceptions. Ideal body standards, often portrayed through fitness videos or slim public figures, can trigger negative impacts, such as body dissatisfaction. However, TikTok also contains body-positive content that disrupts dominant narratives and forms a more inclusive construction of beauty. In this context, social media becomes a dialectical space, a place where body perceptions are constructed, negotiated, and can change, depending on the type of content consumed.

## CONCLUSION

Based on the results of the research that has been conducted, this study aims to answer the problem formulation "How do Generation Z as an audience interpret and respond to the beauty narrative conveyed by the @dosenkecantikan account?" It can be concluded that this study shows that Generation Z women are not only passive audiences of the beauty narrative conveyed by the TikTok account @dosenkecantikan, but also play an active role in interpreting, filtering, and responding to the messages they receive. The narrative conveyed by the account, although packaged in an educational and persuasive manner, still carries certain values regarding ideal beauty standards, such as bright skin, a clean face, a well-groomed body, and an appearance that is considered "appearable" in the digital public space. Through these findings, it can be concluded that beauty standards are not something neutral or natural, but rather the result of social construction that continues to be formed, disseminated, and reinterpreted both by the media, by content creators such as @dosenkecantikan, and by the audience itself, especially Gen Z women who now live in a fast-paced visual cultural landscape full of demands for appearance.

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