

DAFTAR PUSTAKA

- Abdullah, I. M., Widiasmara, H., & Fajirul Ulum, M. S. F. (2022). Representasi Kulit Putih Perempuan dalam Iklan MS Glow. *Jurnal Audiens*, 3(2), 63–71. <https://doi.org/10.18196/jas.v3i2.11959>
- Abrahams, F. G., Puspita, V., Arief, A. A., & Marco, A. C. (2024). Globalisasi dan Representasi Budaya: Mengkaji Kontes Kecantikan Puteri Indonesia dari Mata Publik. *INNOVATIVE: Journal Of Social Science Research*, (2), 7616–7632.
- Andyaputri, P. N. (2016). *Hubungan Antara Internalisasi Standar Kecantikan Kulit Putih, Kepuasan Warna Kulit, dan Kepuasan Tubuh Pada Remaja Perempuan*. Universitas Indonesia.
- Anjani Nurdin, A., Alejendra Anjani, A., Alvaro Achmad Rabbani, R., Mahardika, A., & Prasetyo, H. (2024). Pengaruh Negatif Standar Kecantikan Dalam Media Sosial Terhadap Citra Diri Remaja Perempuan. *Jurnal Ilmu Sosial Dan Humaniora Kultu Ra 2985*, 2(7), 366–372. <http://jurnal.kolibi.org/index.php/kultura>
- Aprelliani, F., & Arum Sary, K. (2023). Analysis of Audience Reception to the Concept of Masculinity in the ‘Beauty Is Universal’ Campaign. *Daengku: Journal of Humanities and Social Sciences Innovation*, 3(4), 676–683. <https://doi.org/10.35877/454ri.daengku1924>
- Asosiasi Penyelenggara Jasa Internet Indonesia. (2025). *Survei Penetrasi Internet Dan Perilaku Penggunaan Internet*.
- Atzori, L., Iera, A., & Morabito, G. (2010). The Internet of Things: A survey. *Computer Networks*, 54(15), 2787–2805. <https://doi.org/10.1016/j.comnet.2010.05.010>
- Ayu, R. D. (2024, June 20). *Arti Aura Magrib yang Viral di Medsos, Sering Digunakan untuk Mengejek* | tempo.co. TEMPO. <https://www.tempo.co/gaya-hidup/arti-aura-magrib-yang-viral-di-medsos-sering-digunakan-untuk-mengejek-47355>
- Basir, N. S. D., Tsalatsa, S. L., & Kresna, T. M. (2022). Persepsi Wanita dalam Menentukan Standar Kecantikan di Tiktok dan Instagram. *Prosiding Seminar Nasional Ilmu Ilmu Sosial (SNIIS)*, 1, 566–575.
- Basiroen, V. J., Permatasakti, D., & Paath, R. E. (2022). Interactive AR Books As Media For Educating Children About Colorism In Jakarta. *Ultimart: Jurnal Komunikasi Visual*, XV(2).
- Bouvier, G., & Rosenbaum, J. E. (2020). Twitter, the Public Sphere, and the Chaos of Online Deliberation. In *Twitter, the Public Sphere, and the Chaos of Online Deliberation*. Springer International Publishing. <https://doi.org/10.1007/978-3-030-41421-4>
- Butsi, F. I. (2019). Memahami Pendekatan Positivistis, Konstruktivistis, Dan Kritis Dalam Metode Penelitian Komunikasi. *Jurnal Ilmiah Ilmu Komunikasi Communique*, 2(1), 2, 48–55. <https://doi.org/https://doi.org/https://doi.org/10.62144/jikq.v2i1.27>
- Cahyani, R. S. (2019). *Konstruksi Kecantikan Pada Iklan Wardah Versi “Halal Dari Awal.”* Universitas Islam Negeri Sultan Syarif Kasim Riau.

- Craddock, N., Dlova, N., & Diedrichs, P. C. (2018). Colourism: A Global Adolescent Health Concern. *Current Opinion in Pediatrics*, 30(4), 472–477. <https://doi.org/10.1097/MOP.0000000000000638>
- Darby, N. A. (2020). *Peran Iklan Kecantikan Dalam Membentuk Konsep Diri Dan Memperkuat Colorism Di Kalangan Perempuan*. Universitas Indonesia.
- Darma, Y. (2009). *Analisis Wacana Kritis* (1st ed.). YRMA WIDYA.
- Deviona, E., & Alamiyah, S. S. (2024). *Hiperrealitas dan Perubahan Gaya Komunikasi Gen Z pada TikTok*. 7, 13412. <http://Jiip.stkipyapisdampu.ac.id>
- Dixon, A. R., & Telles, E. E. (2017). *Skin Color and Colorism: Global Research, Concepts, and Measurement*. <https://doi.org/https://doi.org/10.1146/annurev-soc-060116-053315>
- Elvira, B. L., Firdaus, R., & Setijowati, A. (2023). The Influence of POV Trend as a Branding Image Content Creator on TikTok. *International Journal of Innovative Science and Research Technology*, 8(9). <https://databoks.katadata.co.id/datapublish/2023/02/27/indo>
- Facca, D., Jacob, A., Kim, J., King, J. P., Ozceylan, M., & Grimes, S. M. (2022). *Academic TikTok report*. <http://hdl.handle.net/1807/124170>
- Faidlatul, A. H., & Irwansyah. (2021). Era Masyarakat Informasi sebagai Dampak Media Baru. *Jurnal Teknologi Dan Sistem Informasi Bisnis*, 3(2), 350–363. <https://doi.org/10.47233/jteksis.v3i2.255>
- Fairclough, N. (2010). *Critical Discourse Analysis: The Critical Study of Language*. Routledge.
- Fairclough, N. (2013a). *Critical Discourse Analysis: The Critical Study of Language*. Routledge.
- Fairclough, N. (2013b). *Language and Power Second edition* (2nd ed.). Routledge.
- Fairclough, Norman. (2003). *Analysing Discourse: Textual Analysis for Social Research*. Routledge.
- Fan, X., Luo, J., & Wang, X. (2023). Understanding TikTok Usage: Communication Strategy of ByteDance Based on the Background of New Media. In *Proceedings of the 2022 4th International Conference on Literature, Art and Human Development (ICLAHD 2022)* (pp. 226–236). Atlantis Press SARL. https://doi.org/10.2991/978-2-494069-97-8_29
- Felicia. (2021, July). IDENTITAS PEREMPUAN INDO DALAM GERAKAN BERSAMA SISTERS PADA INSTAGRAM OMROEP BERSAMA. *Konferensi Linguistik Tahunan Atma Jaya 19*.
- Ginting, Rahmanita., Yuistiyono, Agus., Rauf, Abdul., Manullang, S. Orba., Sentosa, A. L. Siahaan., Kussanti, D. Putri., P. S., T. E. Ardiansyah., Djaya, T. Ristia., Ayu, A. Suminar., & Effendy, Farried. (2021). Etika Komunikasi dalam Media Sosial: Saring Sebelum Sharing. In *Insania* (1st ed.). Insania. https://books.google.co.id/books?hl=en&lr=&id=DUIyEAAAQBAJ&oi=fnd&pg=PA78&dq=new+media+internet+of+things++di+indonesia+&ots=qZPFiRasAs&sig=6DDZx0-gA4WVUEVv9rOqBATVx44&redir_esc=y#v=onepage&q&f=false
- Guzman, A. (2022). *TikTok and The Public Sphere: Examining The Structure of Online Discourse*. Texas State University.

- Hall, J. C. (2017). No Longer Invisible: Understanding the Psychosocial Impact of Skin Color Stratification in the Lives of African American Women. *Health and Social Work, 42*(2), 71–78. <https://doi.org/10.1093/hsw/hlx001>
- Haryatmoko, J. (2015). Kondisi Ideologis Dan Derajat Keteramalan Analisa Wacana Kritis Norman Fairclough. *DISKURSUS - JURNAL FILSAFAT DAN TEOLOGI STF DRIYARKARA, 14*(2), 153–192.
- Hasna, K., & Hadiyansyah, D. (2025, September 18). THE USE OF “MAGHRIB” AS A FORM OF SKIN COLOR DISCRIMINATION. *Konferensi Linguistik Tahunan Atma Jaya* 23. <https://doi.org/https://doi.org/10.25170/kolita.v23i23.7154>
- Hunter, M. (2007). The Persistent Problem of Colorism: Skin Tone, Status, and Inequality. *Sociology Compass, 1*(1), 237–254. <https://doi.org/10.1111/j.1751-9020.2007.00006.x>
- Hunter, M. L. (2005). *Race, Gender, and the Politics of Skin Tone*. Great Britain by Routledge.
- Ifa, K., Sudrajat, A., & Tedjomurti, F. (2025). Warna Kulit dan Stratifikasi Sosial: Perjuangan Representasi di Ruang Media Sosial TikTok. *Dimensia: Jurnal Kajian Sosiologi, 14*(2), 58–66. <https://doi.org/10.21831/dimensia.v14i2.81746>
- Islamiyah, A. B., Ningsih, S. E., Rahmawati, A. D., Setiawan, A. F., & Purwanto, E. (2025). Media Tradisional vs Media Baru dalam Mempromosikan Budaya Berkelanjutan. *CONVERSE Journal Communication Science, 2*(1), 13. <https://doi.org/10.47134/converse.v2i1.4249>
- Isnaeni, D., Windyaningrum, R., & Reza, F. (2021). Analisis Isi Pesan Colorism Pada Tayangan Channel Youtube Gitasav Berjudul “Ketika Warna Kulit Bikin Hidup Sulit” | Beropini Episode 59. *In Search – Informatic, Science, Entrepreneur, Applied Art, Research, Humanism, 20*(1), 65–73.
- Izotova, N., Polishchuk, M., & Taranik-Tkachuk, K. (2021). Discourse analysis and digital technologies: (TikTok, hashtags, Instagram, YouTube): universal and specific aspects in international practice. *Revista Amazonia Investiga, 10*(44), 198–206. <https://doi.org/10.34069/ai/2021.44.08.19>
- Izzati, R. A., Sari, M. N., Amin, E. Q., Aulida, N. A., Siahaan, R. V. Br., Krisnawati, M., & Maghfiroh, A. (2025). Triwikrama: Jurnal Ilmu Sosial ESTETIKA KOLONIALISME : BAGAIMANA WARNA KULIT PUTIH TERINTERNALISASI DI TENGAH TREN KECANTIKAN DI INDONESIA. *Triwikrama: Jurnal Ilmu Sosial, 11*(8). <https://share.google/images/gsx09CLsz7w3BHwHV>
- Jablonski, N. G. (2021). Skin color and race. *American Journal of Physical Anthropology, 175*(2), 437–447. <https://doi.org/10.1002/ajpa.24200>
- Jones, T. (2000). Shades Of Brown: The Law Of Skin Color. *Duke Law, 49*, 1487–1556.
- Jorgensen, M. W., & Philips, L. J. (2007). *Analisis Wacana: Teori & Metode* (A. S. Ibrahim, Ed.; 1st ed.). PUSTAKA PELAJAR.
- Junus, F. G. (2019). *VARIASI BAHASA DALAM SOSIAL MEDIA : SEBUAH KONSTRUKSI IDENTITAS*.

- Kalalo, A. C., Gerungan, L. K. F. R., & Sinaga, T. B. (2024). Perlindungan Hukum Terhadap Diskriminasi Warna Kulit (Colorism) berdasarkan perspektif Hak Asasi Manusia. *Lex Administratum*, 12. [https://tirto.id/mahasiswa-](https://tirto.id/mahasiswa)
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/J.BUSHOR.2009.09.003>
- Karunia, D. S., & Permana, A. (2022). *Colorism “Ideology”: The Legacy of Colonial Mentality in The Jakarta’s Gen-Z Mixed-Race*. (45), 11480.
- Kim, H. A. (2020). Understanding “Koreanness”: Racial Stratification and Colorism in Korea and Implications for Korean Multicultural Education. *International Journal of Multicultural Education*, 22(1).
- Lakamau, F., & Husein, R. (2025). Students Perspectives On “Magrib” As A Skin Color metaphor In Indonesian Culture: A Linguistic Study. *Jurnal Pendidikan Indonesia*, 6(4).
- Leary, R. V. (2018). *Colorism in Media Content: A Qualitative Study Focusing on Film and Perception* [Regent University School of Communication and the Arts]. <https://www.proquest.com/openview/7b1c589e25918e90b1ec4fb8c5432c13/1?q-origsite=gscholar&cbl=18750>
- Mondong, T. (2011). Representasi Perempuan Dalam Iklan Pond’s. *INOVASI*, 8. <https://ejurnal.ung.ac.id/index.php/JIN/article/view/758/701>
- Monk E. P., Jr. (2015). The Cost of Color: Skin Color, Discrimination, and Health among African-Americans. *AJS; American Journal of Sociology*, 121(2), 396–444. <https://doi.org/https://doi.org/10.1086/682162>
- Monk E. P., Jr. (2021). The Unceasing Significance of Colorism: Skin Tone Stratification in the United States. *Daedalus*, 150(2), 76–90. https://doi.org/10.1162/DAED_a_01847
- Moore, K. R., Williams, D. R., & Baird, D. D. (2021). Disparities by Skin Color Among Young African-American Women. *Journal of Racial and Ethnic Health Disparities*, 8(4), 1002–1011. <https://doi.org/10.1007/s40615-020-00856-x>
- Munfarida, E. (2014). Analisis Wacana Kritis Dalam Perspektif Norman Fairclough. *Komunika*, 8.
- Musarofah, N., & Noeriman, T. (2024). Pengaruh Fenomena Colorism Di Amerika Serikat Terhadap Citra Kecantikan Wanita Indonesia Abad XXI. *JEJAK | Jurnal Pendidikan Sejarah & Sejarah FKIP Universitas Jambi*, 4(2), 11–19. <https://doi.org/10.22437/jejak.v4i2.29502>
- Nair, S. (2017). Postcolonialism. In S. McGlinchey, R. Walters, & Scheinpflug (Eds.), *International Relations Theory*. E-International Relations Publishing. <http://www.e-ir.info/about/donate/>
- Natalia, T. (2025, January 27). *Makin Kecanduan, Warga RI Pengguna TikTok Terbanyak di Dunia*. CNBC Indonesia. <https://www.cnbcindonesia.com/research/20250126205256-128-606097/makin-kecanduan-warga-ri-pengguna-tiktok-terbanyak-di-dunia>
- Nikmah, K. (2016). Perubahan Konsep Kecantikan Menurut Iklan Kosmetik Di Majalah Femina Tahun 1977-1995. *AVATARA, e-Journal Pendidikan Sejarah*, (1).

- Nouvan. (2025, September 1). *Penduduk Indonesia Semester I 2025 Menurut Agama, Islam Masih Mayoritas* – Dataloka.id. 2025. <https://dataloka.id/humaniora/4599/penduduk-indonesia-semester-i-2025-menurut-agama-islam-masih-mayoritas/>
- Oktaviani, J. (2022). Fenomena “Colorism” Sebagai Bentuk Stratifikasi Sosial Di Kawasan Asia Tenggara. *Jurnal Dinamika Global*, 7(01), 54–83. <https://doi.org/10.36859/jdg.v7i01.1037>
- Paramita, W., & Winahjoe, S. (2014). Analyzing Fundamental Factors of Indonesians’ Skin Color Preference: A Qualitative Approach to Develop Research Framework. *International Journal of Business Anthropology*, 5(1), 106–117. <https://www.researchgate.net/publication/282977059>
- Pilati, F., Sacco, P. L., Scianna, M., & Artime, O. (2025). The broadcasting trap: TikTok and the “democratization” of digital content production. *Humanities and Social Sciences Communications*, 12(1). <https://doi.org/10.1057/s41599-025-04797-w>
- Putri Hasanah, A. (2024). GAYA KOMUNIKASI PENGGUNA MEDIA SOSIAL TIKTOK DALAM BERPENDAPAT MENGENAI KASUS PELECEHAN SEKSUAL. In *eScience Humanity* (Vol. 4, Number 2).
- Quamila, N. (2024). *Istilah “Aura Magrib” Viral di Medsos, Lahir dari Anggapan Standar Kecantikan yang Tidak Realistis*. Beautynesia.Id. <https://www.beautynesia.id/life/istilah-aura-magrib-viral-di-medsos-lahir-dari-anggapan-standar-kecantikan-yang-tidak-realistis/b-291856>
- Rafdeadi. (2015). Representasi Identitas Remaja Perempuan Dalam Sinetron Remaja Indonesia. *Jurnal RISALAH*, 26(1), 33–43.
- Rani Jha, M. (2016). *The Global Beauty Industry*. <http://routledge.customgateway.com/routledge-social-issues.html>.
- Rhubido, D. (2015). Kekerasan Simbolik (Symbolic Violence) Terhadap Warna Kulit Orang Indonesia Pada Iklan Pencerah Kulit Fair And Lovely. In Maman Suryaman, Kusmarwanti, & Dwi Budiyanto (Eds.), *Prosiding Seminar Nasional Bahasa, Sastra, dan Kekuasaan* (1st ed., pp. 298–308). Jurusan Bahasa dan Sastra Indonesia Fakultas Bahasa dan Seni Universitas Negeri Yogyakarta.
- Rohmiatika, H. (2023). Hegemoni Budaya Warna Kulit Wanita Korea Sebagai Standar Kecantikan Wanita Indonesia. *Prosiding Seminar Nasional Komunikasi, Administrasi Negara Dan Hukum*, 1(1), 421–426. <https://doi.org/10.30656/senaskah.v1i1.245>
- Rosyidin, M. (2020). *Teori Hubungan Internasional: Dari Perspektif Klasik Sampai Non-Barat* (Y. S. Hayati, Ed.; 1st ed.). PT RajaGrafindo Persada. [https://books.google.co.id/books?hl=en&lr=&id=FLKtEAAAQBAJ&oi=fnd&pg=PA1&dq=Rosyidin,+M.+\(2020\).+Teori+Hubungan+Internasional:+Dari+Perspektif+Klasik+Sampai+Non-Barat.+PT+RajaGrafindo+Persada.&ots=6ZlGO2eNPG&sig=SLkzk0hxFB3N7KGzAkcvmljRsAY&redir_esc=y#v=onepage&q=Rosyidin%2C%20M.%20\(2020\).%20Teori%20Hubungan%20Internasional%3A%20Dari%20Perspektif%20Klasik%20Sampai%20Non-Barat.%20PT%20RajaGrafindo%20Persada.&f=false](https://books.google.co.id/books?hl=en&lr=&id=FLKtEAAAQBAJ&oi=fnd&pg=PA1&dq=Rosyidin,+M.+(2020).+Teori+Hubungan+Internasional:+Dari+Perspektif+Klasik+Sampai+Non-Barat.+PT+RajaGrafindo+Persada.&ots=6ZlGO2eNPG&sig=SLkzk0hxFB3N7KGzAkcvmljRsAY&redir_esc=y#v=onepage&q=Rosyidin%2C%20M.%20(2020).%20Teori%20Hubungan%20Internasional%3A%20Dari%20Perspektif%20Klasik%20Sampai%20Non-Barat.%20PT%20RajaGrafindo%20Persada.&f=false)

- SA, R. F. (2025, August 14). *Survei APJII: 5 Medsos Terpopuler di Indonesia 2025, TikTok Juara*. Kompas.Com. <https://tekno.kompas.com/read/2025/08/14/08270037/survei-apjii--5-medsos-terpopuler-di-indonesia-2025-tiktok-juara?page=all>
- Sahal, U. (2024, January 31). *Glorifikasi Kulit Putih, Standar Kecantikan, dan Warisan Kolonialisme* | kumparan.com. <https://kumparan.com/uswatun-khasanah-1592734952046002049/glorifikasi-kulit-putih-standar-kecantikan-dan-warisan-kolonialisme-224eQ2pq0Ng>
- Saraharah, Z. D., Ningtyas, S., & Kunci, K. (n.d.). *Change of Beauty Standards in Indonesian Society Through Beauty Product That Improve Lately* (Vol. 18, Number 1).
- Saraswati, L. A. (2013a). *Putih: Warna Kulit, Ras, dan Kecantikan di Indonesia Transnasional* (4th ed.). GAJAH HIDUP.
- Saraswati, L. A. (2013b). *Seeing Beauty, Sensing Race in Transnational Indonesia*. Honolulu: University of Hawai'i Press.
- Saraswati, L. A. (2017). Malu: Coloring Shame and Shaming the Color of Beauty. In *Seeing Beauty, Sensing Race in Transnational Indonesia* (5). <https://doi.org/https://doi.org/10.1111/AMAN.12217>
- Sende, I. F., Pramudita, A. W., Salafuddin, M. G., & Yudiantio, E. P. (2020). Peredaran Kosmetik Pemutih Ilegal di Indonesia dan Upaya Penanggulangannya. *ERUDITIO*, 1(1), 48–62.
- Sidiq, U., & Choiri, Moh. M. (2019). *Metode Penelitian Kualitatif Di Bidang Pendidikan*.
- Sukisman, J. M., & Utami, L. S. S. (2021). Perlawanan Stigma Warna Kulit terhadap Standar Kecantikan Perempuan Melalui Iklan. *Koneksi*, 5, 67–75.
- Tamher, R. R. P., Saifulloh, M., & Putri, C. E. (2024). The Influence Of The Digital Campaign “Beauty Is Universal” On Dear Me Beauty Purchase Decision. *ICCD*, 6, 364–368. <https://doi.org/https://doi.org/10.33068/iccd.v6i1.696>
- Tay, E. (2011). *Colony, Nation and Globalisation: Not at Home in Singaporean and Malaysian Literatur*. NUS Press. https://books.google.co.id/books?hl=en&lr=&id=thWdBgAAQBAJ&oi=fnd&pg=PA1&dq=Colony,+Nation+and+Globalisation:+Not+at+Home+in+Singaporean+and+Malaysian+Literature&ots=2FB7N_L8Ni&sig=nVOzIqQQ3ZwT1XtG2smfZutVjsU&redir_esc=y#v=onepage&q=Colony%2C%20Nation%20and%20Globalisation%3A%20Not%20at%20Home%20in%20Singaporean%20and%20Malaysian%20Literature&f=false
- Tiantini, W. B., Afdholy, N., & Puspita, Y. M. (2023). Jamet Stereotyping in Jedag-Jedug Music: An Analysis of Jedag-Jedug Music Stereotype. *Jurnal Seni Musik*. <https://journal.unnes.ac.id/sju/index.php/jsm/index>
- Waliyuddin, M. Naufal. (2024, January 16). *Membongkar Imaji dan Obsesi Cantik Itu Putih di Indonesia*. Mubadah.Id. <https://mubadalah.id/membongkar-imaji-dan-obsesi-cantik-itu-putih-di-indonesia/>
- Wandina, D. N., & Mustain. (2023). Kejamnya Diskriminasi Terhadap Wanita Tidak Cantik (Analisis Isi Komentar Pada Akun TikTok @Dollievision). *EScience Humanity*, 4(1).

- Wismashanti, R. A. (2023). Social Media Content Moderation Challenges For Vulnerable Groups: A Case Study on TikTok Indonesia. *Journal Eduvest*, 3(8), 1449–1464. <http://eduvest.greenvest.co.id>
- Yeung, E. (2015). White and Beautiful: An Examination of Skin Whitening Practices and Female Empowerment in China. *On Our Terms: The Undergraduate Journal of the Athena Center for Leadership Studies*, 3(1), 35–47.
- ZAP BEAUTY INDEX 2024. (2024).