

DAFTAR PUSTAKA

Sumber karya ilmiah

- Alpianto, A., Abidin, Z., & Susanto, T. (2026). *Konstruksi Makna Penggunaan Avatar Oleh Mahasiswa Pengguna Aplikasi X Berdomisili Karawang (Studi Fenomenologi Tentang Motif dan Pengalaman Komunikasi)*. 3, 353–362. <https://doi.org/10.56799/j-ceki.v5i3.14811>
- Ananda, A. M., Putri, A. R., & Andriany, D. (2024). Preferences for the use of skincare products in Gen Z women from the perspective of marketing communication. *Indonesian Journal of Multidisciplinary Science*, 3(10). <https://doi.org/10.55324/ijoms.v3i10.944>
- Belk, R. W. (1988). Possessions and the extended self. *Journal of Consumer Research*, 15(2), 139–168. <https://doi.org/10.1086/209154>
- Djafarova, E., & Rushworth, C. (2017). Exploring the Credibility of Online Celebrities' Instagram Profiles in Influencing the Purchase Decisions of Young Female Users. *Computers in Human Behavior*, 68, 1–7. <https://doi.org/10.1016/j.chb.2016.11.009>
- Fadiyah Cahya Amelia, Arfian Suryasuciramdhan, Ika Choirunnissa, Risti Septyani, & Mario Maulana. (2025). Pemanfaatan Media Sosial Instagram dalam Membangun Brand Image Wardah sebagai Produk Kosmetik Halal di Indonesia. *Jurnal Riset Rumpun Ilmu Sosial, Politik dan Humaniora*, 4(2), 353–366. <https://doi.org/10.55606/jurish.v4i2.4876>
- Geandra, I., Lubis, R. A., Albiyan, F., & Nurbaiti. (2026). Pemaknaan Digital Customer Experience dalam Pengembangan Strategi E- Marketing: Studi Penomologis pada Generasi Z. *Surplus: Jurnal Ekonomi Dan Bisnis*, 4(2), 159–168. <https://doi.org/10.71456/sur.v4i2.1578>
- Husna, A. H., & Mairita, D. (2024). Gen Z dan Perilaku Konsumsi Konten Influencer pada TikTok. *Jurnal Riset Komunikasi*, 7(1), 86–100. <https://doi.org/10.38194/jurkom.v7i1.1002>
- Ibrahim, I., Mangkoma, S., & Imaduddin, I. (n.d.). *Makna Loyalitas Konsumen Brand Lokal di Era Digital: Studi Fenomenologi terhadap Pengguna Media Sosial*. 21, 58–75. <https://doi.org/10.30603/ab.v21i1.6386>
- Ilham Ansori Hasibuan, Muhammad Zen, F. (2024). Strategi Pemasaran Wardah Di Indonesia. *Institercom*, 2(2), 126–131.
- Jovanka, A., & Putri, K. (2024). Analysis of Generation Z's Consumer Behavior Towards Purchasing Beauty Products. *International Journal of Finance, Insurance and Risk Management*, XIV(3), 99–104.
- Khazanah, D., Kusumaningputri, R., Sampurna, H., & Setiarini, R., Anam, S. (2023). The 'Face' of Indonesian Cosmetics: Investigating Language Choices in Local Brand Advertisement Boards and Consumers' Preferences. *Indonesian Journal of EFL and Linguistics*, 8(1), 55-55. <https://doi.org/10.21462/ijefl.v8i1.579>
- Lubis, R. O. (2025). Persepsi Dan Preferensi Generasi Z Terhadap Konten Pemasaran TikTok: Analisis Tematik Konten Kreator Lokal (Pt. 243 - 254). *Jurnal Administrasi Bisnis Modern*, 1(2).
- Maharani, A., Maella, N., Sugeng, D., & Slow, A. (2025). *Konstruksi Makna Budaya Komunikasi di Perusahaan (Studi Fenomenologi Kosntruksi Makna Budaya*

- Komunikasi di Perusahaan pada Karyawan Suara Surabaya Media*). 3, 965–969. <https://doi.org/10.59435/gjmi.v3i1.1348>
- Maulana, Z. A., & Budiyo, A. (2024). Kajian komunikasi dalam sudut pandang studi fenomenologi: Literatur review. *Translitera: Jurnal Kajian Komunikasi Dan Studi Media*, 13(2), 98–110. <https://doi.org/10.35457/translitera.v13i2.3645>
- Novellia, B., Wulandari, H., Mailani, J., & Suyatno, A. (2026). *Persepsi Generasi Z Terhadap Peran Media Sosial Ulasan Pelanggan dan Influencer Marketing dalam Keputusan Pembelian Produk Wardah di Wilayah Solo Raya*. 6.
- Ramadhana, R., & Syam, A. (2025). *Strategi Komunikasi Pemasaran Digital Dalam Meningkatkan Brand Awareness Pada Brand Wardah Beauty*. 9, 1063–1071. <https://doi.org/10.31604/jim.v9i2.2025.1063-1071>
- Sagar, A., Jyothi, A., & Ranjith, P. V. (2025). GenZ Prefers Cosmetic Brands That Are Focused on Sustainability and Environmental Issues. *BIO Web of Conferences*, 151, 04007. <https://doi.org/10.1051/bioconf/202515104007>
- Salma, A. P. T., & Yusanto, F. (2025). Konstruksi Pesan Pada Konten Media Sosial Instagram @Naturebridgeid. *Jurnal PIKMA : Publikasi Ilmu Komunikasi Media Dan Cinema*, 8(1), 234–255. <https://doi.org/10.24076/r6mpa764>
- Schmitt, B. (1999). Experiential marketing. *Journal of Marketing Management*, 15(1–3), 53–67. <https://doi.org/10.1362/026725799784870496>
- Shim, J., Woo, J., Yeo, H., Kang, S., Kwon, B., Jung Lee, E., Oh, J., Jeong, E., Lim, J., & Gyoo Park, S. (2024). The Clean Beauty Trend Among Millennial and Generation Z Consumers: Assessing the Safety, Ethicality, and Sustainability Attributes of Cosmetic Products. *Sage Open*, 14(2), 21582440241255430. <https://doi.org/10.1177/21582440241255430>
- Shosha, G. (2012). *Employment of Colaizzi's Strategy in Descriptive Phenomenology: A Reflection of a Researcher*. 8.
- Tembo, A. C., Gullick, J., & Pendon, J. F. (2023). Philosophical Underpinnings of Intersubjectivity and Its Significance to Phenomenological Research: A discussion paper. *Nursing Philosophy*, 24(1), e12416. <https://doi.org/10.1111/nup.12416>
- Toruan, C. A. E., Mahardini, S., Hidayat, M., & Kurniawan, L. (2024). Peran Digital Marketing, Content Creator, Dan Kualitas Konten Wardah Terhadap Minat Beli Gen Z. *IKRAITH-EKONOMIKA*, 7(3), 240–248. <https://doi.org/10.37817/ikraith-ekonomika.v7i3.4270>
- Travianti, E. L., & Mayasari, M. (2025). Komunikasi Mahasiswa Pengguna Brand Minded: Studi Fenomenologi di Universitas Singaperbangsa Karawang. *Jurnal Dinamika Ilmu Komunikasi*, 11(2), 230–239. <https://doi.org/10.32509/dinamika.v11i2.5697>
- Universitas Negeri Makassar, Indonesia, Ashdaq, M., Alam, S., Universitas Negeri Makassar, Indonesia, Aris, V., Universitas Negeri Makassar, Indonesia, Mandasari, N. F., & Universitas Sulawesi Barat, Indonesia. (2023). The Impact of Marketing through Social Media on Brand Attitudes: A Study of Cosmetics Products in Female Generation Z. *JOURNAL OF ECONOMICS, FINANCE AND MANAGEMENT STUDIES*, 06(08). <https://doi.org/10.47191/jefms/v6-i8-19>

Sumber buku

- Aaker, D. A. (2014). *Aaker on branding: 20 principles that drive success*. Morgan James Publishing.
- Berger, P. L., & Luckmann, T. (1966). *The Social Construction of Reality: A Treatise in the Sociology of Knowledge*. Doubleday.
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). SAGE Publications.
- Eriyanto, Analisis Framing Konstruksi, Ideologi, dan Politik Media, Yogyakarta: Lkis Group cetakan pertama 2011.
- Fill, C., & Turnbull, S. (2016). *Marketing Communications*. Pearson Education
- Francis, T., & Hoefel, F. (n.d.). *'True Gen': Generation Z and its implications for companies*.
- Herdiansyah, H. (2019). *Metodologi penelitian kualitatif untuk ilmu-ilmu sosial: Perspektif konvensional dan kontemporer* (Ed. 2). Salemba Humanika.
- Kaelan. (2012). *Dasar Metodologi Penelitian Kualitatif Interdisipliner*. Paradigma.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from traditional to digital*. John Wiley & Sons, Inc.
- Kuswarno, E. (2009). *Fenomenologi: Metode Penelitian Komunikasi: Konsepsi, Pedoman, dan Contoh Penelitiannya*. Widya Padjadjaran.
- Littlejohn, S. W., & Foss, K. A. (2011). *Theories of human communication* (10th ed). Waveland Press.
- Moustakas, C. E. (2009). *Phenomenological Research Methods* (Nachdr.). Sage.
- Mulyana, D. (2018). *Ilmu Komunikasi: Suatu Pengantar*. PT Remaja Rosdakarya.
- Satori, D., & Komariah, A. (2017). *Metodologi Penelitian Kualitatif*. Alfabeta.
- Schiffman, L. G., & Wisenblit, J. (2015). *Consumer behavior* (11th ed.). Pearson.
- Sudaryono. (2017). *Metodologi Penelitian: Kuantitatif, Kualitatif, dan Mix Method*. Depok: PT Rajagrafindo.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Banfung: Alfabeta.
- Wild, J. (n.d.). *Northwestern University STUDIES IN Phenomenology & Existential Philosophy*.

Sumber Internet

- Aini, N. (2025, Oct 31). *Gen Z Approved! Light+ by Wardah: Halal dan Sesuai Kebutuhan*. Republika. <https://ameera.republika.co.id/berita/t4zrgc425/gen-z-approved-light-by-wardah-halal-dan-sesuai-kebutuhan>
- Dimock, M. (2019, January 17). Defining generations: Where millennials end and post-millennials begin. [https:// www.Pewresearch.Org/Short-Reads/2019/01/17/Where-Millennials-End-and-Generation-z-Begins/](https://www.Pewresearch.Org/Short-Reads/2019/01/17/Where-Millennials-End-and-Generation-z-Begins/).
- Wardah Menjadi Pelopor Kosmetik Halal di Indonesia. (2025, March). PelkuBisnis.com. <https://pelakubisnis.com/2025/03/wardah-menjadi-pelopor-kosmetik-halal-di-indonesia/>
- Memahami Generasi Z: Tantangan, Perilaku, dan Peluang. (2025, February 5). Badan Pusat Statistik Kabupaten Gorontalo. <https://gorontalokab.bps.go.id/id/news/2025/02/05/30/memahami-generasi-z--tantangan--perilaku--dan-peluang.html>

Laporan Wawancara

Aulia, N. (2026, 1 April). Personal Interview.

Raisa, A. (2026, 2 April). Personal Interview.

Kalila, R. (2026, 2 April). Personal Interview.

Saliza, H. (2026, 3 April). Personal Interview.

Zumurrudah, R. S. (2026, 3 April). Personal Interview.