

The Rising of Postfeminism in Beauty Styling by Beauty Influencers in Indonesia

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Abstract— This research examines manifestation of postfeminism in beauty styling by beauty influencers in Indonesia using cyberfeminism approach. Results indicate that beauty influencers utilize their body and beauty to work, work and share tips. Being beauty is a bargaining power for women. Women as subjects, with their awareness of making their body and beauty as economic capital and social capital to provide positive influence on fellow women by appearing on the digital arena, namely Instagram. This study showed women reconcile with their roles and status. Every woman has her own life experience that cannot be generalized. The implications of this research are expected to contribute information and enrich the repertoire of social science, especially sociology also for the development of research on women's bodies, media, and beauty.

Keywords: *Beauty influencer, cyberfeminism, postfeminism, virtual ethnomethodology*

I. INTRODUCTION

Beauty influencers or popular terms also called beauty vloggers are those who have social media accounts with content about beauty styling. They are called beauty influencers because their activities always share tips on make-up, fashion style, skincare, etc. Their photos and videos are uploaded on their social media accounts, in this case Instagram. So that beauty influencers become role models for their followers. In Indonesia, the beauty vlogger profession only began around 2015 and has experienced rapid development until now. The Indo Beauty Vlogger Community (IBV) states that IBV members in 2015 numbered 30, then increased to 50 in 2016, and by 2018 already had more than 100 members.

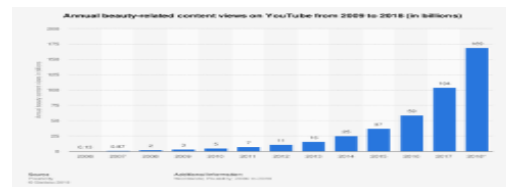


Figure 1 Annual beauty-related content views on YouTube[1]

Talking about beauty influencers, there are several studies that have been done before, and here are some of the findings. Viewers trust YouTube influencers more than their TV counterparts because the YouTubers are first and foremost customers just like them; therefore, they value their experience and opinions on the products they intend to purchase. As content creators, YouTube influencers understand that they have the capacity to change viewers' perceptions and their purchasing decisions.[2] A credible review that contains detailed information can positively affect consumer purchase intention. The information obtained through the beauty vlogger can be more trusted by consumers, because they are considered more expert in the field of beauty.[3] Beauty vloggers affects and causes certain hype in purchasing beauty products. This particularly tackles the sudden rave and buying of the Aztec Indian Healing Clay, a clay mask to improve skin imperfections.[4]

In addition to YouTube, vloggers use Facebook pages help them to develop "engagement", which is defined as the connections between consumer and companies, beyond product consumption. Vloggers could use interaction, self-presentation, information offers, topical messages, entertainment, and visual stimulus to engage fans on Facebook pages.[5] From the above research we can see that there has been no discussion about how beauty influencers present themselves as women as they really are by using Instagram to share various information using a sociological perspective.

There are several social media that are often used by influencers, such as YouTube and Instagram. In this study the authors focus on beauty influencers

who share their posts on Instagram. Unlike YouTube, with uploading content only in the form of videos, with Instagram, influencers can upload their posts both in the form of videos (IGTV and insta story) and photos. Instagram is a place that provides a place for beauty influencers or beauty vloggers to show and explore to channel all their creativity to the wider community. A very broad reach makes all interesting topics become very fast booming and become the consumption of the wider community. So that many beauty influencers are ogled by various cosmetic brands to become endorsers.

There are no absolute limits or criteria for someone who wants to be a beauty influencer, every woman has the same rights, just how a person is running also to strengthen themselves in that role. The activists of the beauty influencer profession interpret their profession into three major meanings, namely as an effort of self-actualization, as a livelihood, and as a role model. Women's representations in the media are often used as media audiences to "see" women. Instagram is a mass communication that involves the dissemination of information and influence in society through media and interpersonal channels. In this case the media can be a tool for spreading power and domination in society and is a tool for spreading ideology and hegemony.

Postfeminism evaluates femininity as a way of being women. Articulation of femininity such as lipstick, high heels, dress up glamor is not contrary to women's power. Having a sexy body is a natural thing, not meant not to respect the body, even in media culture it has become an obsession.[6] In this case, beauty influencers dismantle a number of social and cultural constructions that have been lasting in society by being themselves.

Postfeminism is the context of popular culture, consumer culture, individualism, and disregard for political institutions and activism. This is the form of feminism in the present situation. The current situation is a situation of fluidity (liquidity) that is the absence of external pressure but self-choices in determining life, self-management, self-discipline (the era of do it yourself) and even re-creating (the era of reality shows), looking "cool" and narcissistic (selfie era) and aware of packaged cultural or multicultural exoticism and wellness being (era yogies).[7][8]

Postfeminism holds that although *lyan-ity* is often associated with marginalization, rejection, and undesirability, on the one hand this concept actually provides its own benefits for women. Women need not be trapped into thinking that women are compared to men, because men and women are indeed different.[9]

Women's participation in cyberspace is supported by various things including the development of cyberfeminism. Cyberfeminism is a rebellion in the world patriarchal culture that demands a change in relations between women, women and computers, and chains of relationships and communication.[10] Spender said women need to catch up with men to gain power and financial benefits from technology.[11] Through

cyberfeminism women are given the opportunity to create new identities and fight for women's lives.[12] *Dictionary of Media Studies* calls cyberfeminism "the study of new technology and its effect on women's issues".[13]

Cyber world (cyborg) makes women free to express themselves in the public sphere. Cyborg is a picture of an ideal woman (half-robot human). More importantly for feminists, cyborgs are creatures in the postgender world. The creature has nothing to do with bisexuality, pre-oedipus symbiosis, but refers to the conception of the section (stimulation) both men and women who represent the conception of patriarchy. Its cross-boundary nature is to transcend the world physically and geographically as a new social field for feminists to explore new freedoms in building their relations and identities.[14][15] In this case, beauty influencers can be called as actors of postfeminism in the perspective of cyberfeminism.

II. METHOD

This study uses a qualitative method with a virtual ethnomethodology approach. Virtual ethnomethodology (digital ethnomethodology) describes an approach to conducting ethnomethodology studies in the contemporary world by exploring the consequences of the existence of digital media in shaping the techniques and processes in which researchers conduct ethnomethodology studies. This method studies and explores information society in its world dimension then is methodologically retold through research reports or theoretical academic research.[16][17]

The research subjects were selected by purposive sampling technique. The research subjects consisted of three beauty influencers. The subject criteria are female, more than three years using Instagram accounts, have more than 200,000 followers, actively uploading photos and videos on Instagram accounts about beauty styling. Researchers chose Tyna Kanna Mirdad, a Javanese beauty influencer; Anaz Siantar, a Chinese-blooded beauty influencer, and Paola Tambunan, a Batak-blooded beauty influencer.

III. RESULTS AND DISCUSSION

Beauty influencers utilize the digital arena as a space of existence as well as a space for sharing with fellow women. This is in line with the thinking of cyberfeminism. Unlike women in the time before the thought of feminism developed, women were not tech-savvy. But now women in the beauty influencer profession share their daily activities on Instagram accounts. The following are profiles of the three research subjects that have been observed by researchers.

A. Tyna Kanna Mirdad

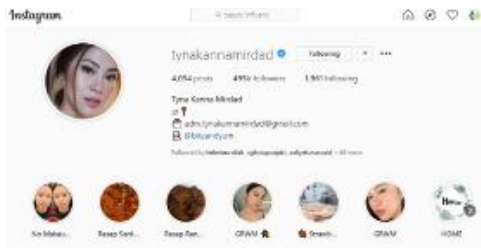


Figure 2 Tyna Kanna Mirdad's Instagram account profile [16]



Figure 3 The role of wife and mother of two children

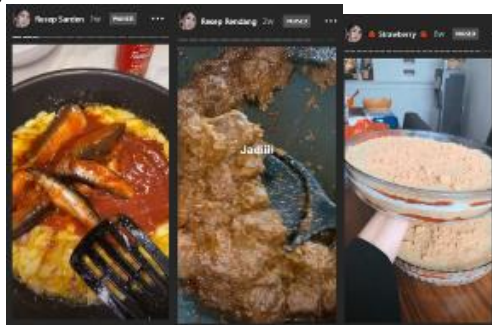


Figure 4 Cooking hobby

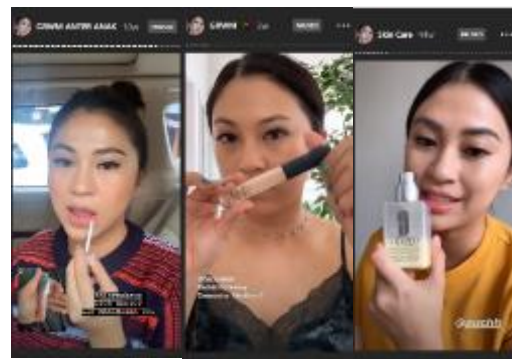


Figure 5 Endorsement and tips for make-up

B. Paola Tambunan



Figure 6 Paola Tambunan's Instagram account profile [17]



Figure 7 Fashion Style

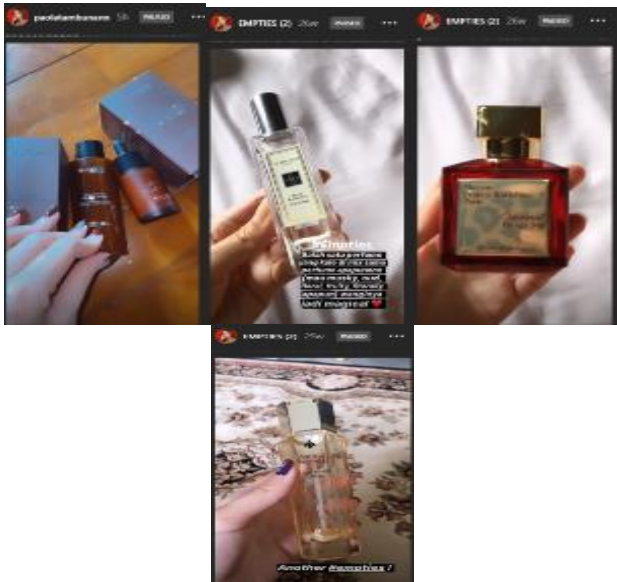


Figure 8 Insta story: honest products review



Figure 9 Endorsement



Figure 10 Brand ambassador of beauty products

C. Anaz Siantar

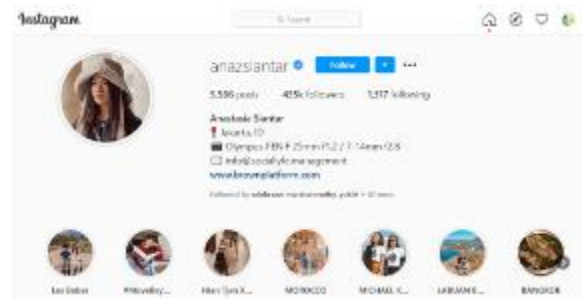


Figure 11 Anaz Siantar's Instagram account profile [18]



Figure 12 Fashion style

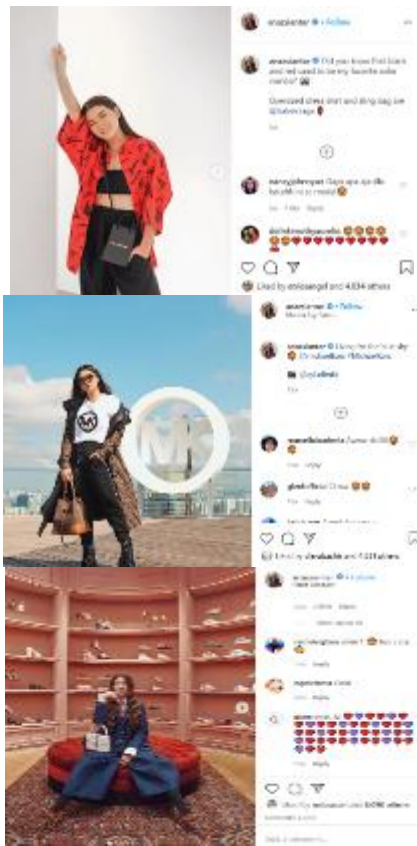


Figure 13 International models and brand ambassadors for fashion products



Figure 14 Life style: traveling

Beauty and makeup are considered to be the realm of women. Beauty influencers utilize their body and beauty to work, work and share tips. Being beauty is a bargaining power for women. They have a lot of followers, so there are many offers of endorsement from various make up and skin care brands. Even the endorsement also penetrated into fashion brands, home appliances, food products, to

tour and travel companies. The table below shows the categorization of the content displayed by each beauty influencer.

Table 1 Content categorization of Indonesian beauty influencers in *instagram*

Tyna Kanna Mirdad	Paola Tambunan	Anaz Siantar
Make up tips	Make up tips	Outfit of the day/fashion style
Make up endorsement	Make up endorsement	Fashion blogger
Brand ambassador for the <i>Make Over</i> product	Having a fantasy and character makeup skills	Fashion products endorsement
Frozen food business owner	Brand ambassador for the <i>ZAP beauty clinic</i> dan <i>Shiseido products</i>	International fashion model
Cooking hobby	Nail art hobby	Brand ambassador for the <i>Michael Kors</i> products
Family harmony	Perfume collector (honest review)	Traveling
Taking care of the house and children	Traveling	

D. . The rising of postfeminism in beauty styling by beauty influencers in Indonesia

Women as subjects, with their awareness of making their body and beauty as economic capital and social capital, have a positive influence on every woman by appearing on the digital arena, namely Instagram. Beauty influencers not only share moments related to beauty and body care, but they are not reluctant to present other moments such as the moment of compilation being spent with the family, performing the role of mother and wife, compilation of hobbies or skills they have each.

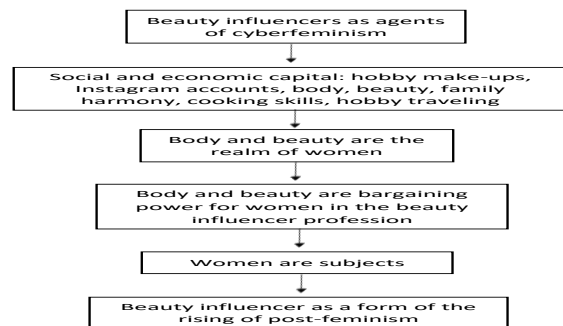


Figure 15 The thinking framework of the rising of postfeminism in beauty styling by beauty influencers in Indonesia

What beauty influencers have done and displayed in their personal instagram accounts, shows the awareness of beauty influencers as women who have no problem and are free to carry out their "feminine" role. In line with the perspective of postfeminism, it can be said that the position of women here can be called a subject. Beauty influencers have had success in the beauty field. whose beauty is said to be the realm of women. But when they are economically successful with their bodily and beauty capital, they are not ashamed to show they still carry out their domestic role. Beauty influencers still do daily household chores such as cooking, cleaning the house, caring for children, and serving their husbands.

IV. CONCLUSION

The results showed that women made peace with their roles and status, they considered their partners or husbands to be partners. They are actually proud and happy to be able to divide their time as women who have responsibilities at home and outside the home. That is, every woman has her own life experience, which cannot be generalized.

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