

DAFTAR PUSTAKA

- Agustina, S. B. (2022). Men with gender minority as a beauty influencer on TikTok. *Journal of Development and Social Change*, 5(2), 114–128.
- Anderson, E., & McCormack, M. (2018). Inclusive Masculinity Theory: overview, reflection and refinement. *Journal of Gender Studies*, 27(5), 547–561. <https://doi.org/10.1080/09589236.2016.1245605>
- Apriliansyah, E., Nusantara, P., & Chairil, A. M. (2025). Skincare dalam Kacamata Laki-Laki: Analisis Resepsi Pesan Maskulinitas pada Akun @glowupwithfalih. *Jurnal Komunikasi Universitas Garut: Hasil Pemikiran Dan Penelitian*, 11(2), 666–684.
- Giddens, A. (1991). *Inklusifity and Self-Identity: Self and Society in the Late Inklusif Age*. (A. Giddens, Ed.). Stanford University Press.
- Hall, S. (1980). Reception Theory Encoding and Decoding (Stuart Hall)Encoding and Decoding. *NBER Working Papers*, 89. <http://www.nber.org/papers/w16019>
- Hall, S. (1997). *Representation: Cultural Representations and Signifying Practices*. (S. Hall, Ed.). Sage Publications.
- Handayani, F., Fadhil, A. A., & Widyatmoko, R. N. (2025). Representasi maskulinitas dalam iklan Kahf versi wajah cerah dan berenergi. *Jurnal Audiens*, 6(Vol. 6 No. 1 (2025): March). <https://doi.org/https://doi.org/10.18196/jas.v6i1.564>
- Jewkes, R., Morrell, R., Hearn, J., Lundqvist, E., Blackbeard, D., Lindegger, G., ... & Gottzén, L. (2015). *Hegemonic masculinity: combining theory and practice in gender interventions*. *Culture, health & sexuality*. Routledge. <http://dx.doi.org/10.1080/13691058.2015.1085094>
- Kinasih, D. R., & Azwar, A. (2025). Representasi maskulinitas pada iklan Kahf (Analisis semiotika Roland Barthes pada iklan# DetikDetikBerkahf). *Jayapangus Press*, 8.
- McCrindle, M. (2020). Understanding Generation Z: Characteristics and Trends. *Academia.Edu*.
- Nengsi Nur Padilah, J. K. (2025). *Representasi Dan Penerimaan Audiens*. 6(1), 46–57.
- Parker Kim and Igielnik Ruth. (2020, May 14). On the Cusp of Adulthood and Facing an Uncertain Future: What We Know About Gen Z So Far. *Pew Research Center*.
- Riza Dwiatmaja, A., & Setiosuci Perbawani, P. (2021). Endorser Laki-Laki Produk Kosmetik Perempuan Dan Pengaruhnya Terhadap Sikap Khalayak.

Jurnal Komunikasi, 15(2), 79–90.

<https://doi.org/10.20885/komunikasi.vol15.iss2.art1>

Rizkany Indah Putri, R. (2024). *Persepsi penggunaan skincare pada laki-laki*.

Sugiyono. (2022). *Metode Penelitian Kualitatif, Kuantitatif, dan R&D*. Bandung: Alfabeta.

We Are Social & Hootsuite. (2024). *Digital 2024: Global Overview Report*. Wearesocial.Com.

