

Performativitas Gender dalam Konten Endorsement Beauty Influencer @Yudhistirawr = Gender Performativity in Endorsement Content of Beauty Influencer @Yudhistirawr

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Abstrak

Dalam masyarakat yang masih heteronormatif, bentuk ekspresi androgini masih belum umum. Namun beauty influencer @yudhistirawr mengkespresikan sifat androgininya sebagai bentuk identitasnya di media sosial. Penulis ingin memahami bagaimana Yudhistira menegosiasikan identitas gendernya dengan merek yang ia wakili dalam konten endorsement-nya dengan menggunakan konsep performativitas gender. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Data diperoleh melalui studi pustaka dan observasi terhadap akun Instagram @yudhistirawr. Konten yang dianalisis terdiri dari dua konten non-endorsement dan dua konten endorsement paling populer. Hasil penelitian menunjukkan bahwa Yudhistira berhasil mengekspresikan sifat androgini sebagai identitasnya melalui konten-konten Instagram, termasuk konten endorsement bersama merek yang bekerja sama dengannya.

.....In a heteronormative society, androgynous forms of expression are still not common. However, beauty influencer @yudhistirawr expresses her androgynous characteristics as a form of identity on social media. The author wants to understand how Yudhistira negotiates his gender identity with the brand he represents in his endorsement content using the concept of gender performativity. This research uses a qualitative approach with a case study method. Data was obtained through literature study and observation of @yudhistirawr's Instagram account. The analyzed content consists of two most popular non-endorsement contents and two most popular endorsement contents. The results showed that Yudhistira managed to express his androgynous nature as his identity through Instagram content, including endorsement content with the brands he works with.