

**KORELASI KONTEN AKUN INSTAGRAM *BEAUTY INFLUENCER*
@TASYAFARASYA TERHADAP PERSEPSI *BEAUTY PRIVILEGE* DI
KALANGAN REMAJA PEREMPUAN**

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ABSTRAK

Maraknya konten-konten Instagram berupa gambar, audio, dan video menjadi komponen penting bagi para *beauty influencer*. Hal ini menimbulkan persepsi tersendiri mengenai hak istimewa kecantikan di kalangan remaja perempuan. Masalah dalam penelitian ini adalah ada atau tidaknya korelasi konten akun Instagram *beauty influencer @tasyafarasya* terhadap persepsi *beauty privilege*. Penelitian ini bertujuan untuk mengetahui bagaimana korelasi konten akun Instagram *beauty influencer @tasyafarasya* terhadap persepsi *beauty privilege* di kalangan remaja perempuan berusia 18-24 tahun. Metode penelitian yang digunakan adalah metode kuantitatif korelasional. Sumber data penelitian ini adalah data primer yang diperoleh melalui penyebaran kuesioner melalui *google form* dan data sekunder melalui dokumentasi dan studi literatur. Sampel dalam penelitian ini sebanyak 100 orang. Penelitian ini mengacu pada dua teori yaitu teori Instagram dengan indikator *hashtag, like, follow, comment, dan mention* serta teori persepsi dengan indikator objek, pemahaman, dan penilaian. Berdasarkan hasil analisis data statistik menggunakan SPSS menunjukkan bahwa terdapat hubungan yang kuat atau saling mempengaruhi antara konten akun Instagram *beauty influencer @tasyafarasya* terhadap persepsi *beauty privilege* di kalangan remaja perempuan.

Kata kunci : Konten, Instagram, *Beauty Influencer, Beauty Privilege*

***CORRELATION OF CONTENT INSTAGRAM BEAUTY INFLUENCER
@TASYAFARASYA ACCOUNT TOWARDS PERCEPTIONS OF BEAUTY
PRIVILEGE IN YOUTH WOMEN***

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ABSTRACT

The rise of Instagram content in the form of images, audio, and videos is an important component for beauty influencers. This gives rise to a distinct perception of the privilege of beauty among young girls. The problem in this study is whether or not there is a correlation between the content of the Instagram beauty influencer @tasyafarasya account on the perception of beauty privilege. This study aims to determine how the content of the Instagram beauty influencer @tasyafarasya account correlates with the perception of beauty privilege among adolescent girls aged 18-24 years. The research method used is correlational quantitative method. The data sources of this research are primary data obtained by distributing questionnaires through google form and secondary data through documentation and literature study. The sample in this study were 100 people. This study refers to two theories, namely Instagram theory with hashtag, like, follow, comment, and mention indicators and perception theory with object, understanding, and assessment indicators. Based on the results of statistical data analysis using SPSS, it shows that there is a strong or mutually influencing relationship between the content of the Instagram beauty influencer @tasyafarasya account on the perception of beauty privilege among adolescent girls.

Keywords : Content, Instagram, Beauty Influencer, Beauty Privilege