Representation of Women's Bodies on TikTok Social Media

Siti Uswatun Khasanah[1*], Sutinah[2], Tuti Budirahayu[3]

[1]Magister of Sociology, Faculty of Social and Political Sciences, Universitas Airlangga
[2,3]Department of Sociology, Faculty of Social and Political Sciences, Universitas Airlangga
email: siti.uswatun.khasanah-2021@fisip.unair.ac.id

Abstract
A TikTok media is a popular social media platform for sharing educational and health information. In April 2023, Indonesia became the second-largest user of TikTok media globally, with 113 million users. Social media has become a popular tool for individuals to express themselves through content, such as beauty products, skincare, and diet advice. This study aims to understand the role of TikTok users in presenting their bodies through qualitative research. The research uses qualitative methods to explain and understand the research results, focusing on body types, body goals, and positive vibes. Many TikTok users use the platform to express themselves and consume body products, making them a consumer. The study highlights the importance of body representation as a representation of a person's identity in various aspects of life, as society lacks a clear body image for individuals, affecting their performance and performance. The digital representation of TikTok users is influenced by aesthetic norms and internal social effects of the platform.

Keywords: *TikTok media, body representation, beauty standards, visual symbols*

Abstrak
Media TikTok adalah platform media sosial yang populer untuk berbagi informasi pendidikan dan kesehatan. Pada bulan April 2023, Indonesia menjadi negara dengan pengguna media TikTok terbesar kedua di dunia, dengan 113 juta pengguna. Media sosial telah menjadi alat yang populer bagi individu untuk mengekspresikan diri mereka melalui konten, seperti produk kecantikan, perawatan kulit, dan saran diet. Penelitian ini bertujuan untuk memahami peran pengguna TikTok dalam mempresentasikan tubuh mereka melalui penelitian kualitatif. Penelitian ini menggunakan metode kualitatif untuk menjelaskan dan memahami hasil penelitian, dengan fokus pada tipe tubuh, body goals, dan positive vibes. Banyak pengguna TikTok menggunakan platform ini untuk mengekspresikan diri mereka dan mengonsumsi produk tubuh, menjadikan mereka sebagai konsumen. Penelitian ini menyoroti pentingnya representasi tubuh sebagai representasi identitas seseorang dalam berbagai aspek kehidupan, karena masyarakat tidak memiliki citra tubuh yang jelas bagi individu, yang memengaruhi performa dan kinerja mereka. Representasi digital pengguna TikTok dipengaruhi oleh norma-norma estetika dan efek sosial internal dari platform tersebut.

Kata Kunci : *media TikTok, representasi tubuh, standar kecantikan, simbol visual*

---

*Corresponding Author: Siti Uswatun Khasanah (siti.uswatun.khasanah-2021@fisip.unair.ac.id). Magister of Sociology, Faculty of Social and Political Sciences, Universitas Airlangga. Kampus B UNAIR Jl. Airlangga 4-6, Surabaya, Indonesia

Introduction

The social media platform TikTok has become so popular among the community, both among teenagers and adults. On the social media platform TikTok, users can create short videos with various types of content, such as dances, lip-syncing, and challenges. There are also several uses of TikTok for TikTok users in Indonesia, such as serving as an educational information medium for the community. The many features available on TikTok serve as criteria for delivering educational information. (Salirawati, 2023). Then, as a business promotion medium, TikTok users can build a brand image by uploading business videos on TikTok. TikTok can also be used as an effective business medium by utilizing hashtags to promote content well (Indonesiana.id, 2023). Also primarily as an entertaining medium that is appealing to its users. In the TikTok app, there is a lot of funny and interesting content that can entertain when your mind is full of work. The features provided by TikTok and the free interaction between users allow users to freely express themselves in the comment sections of each post and present themselves as they wish.

Representation also involves several elements to depict the position of women in social media, such as the use of words, sentences, accentuation, language, photos, and videos used by social media to support the depicted reality. "Representations are also constructed through the media used." what is meant is written or visual language" (Mukti & Asriadi, 2023).

Burton stated that the media holds an important role in constructing and subsequently representing women's bodies, and the media has its own interests, namely commercial interests. The media tends to create images of women that are consumptive in terms of the use of beauty products.

With the rapid and dynamic cycle of social change, society has become one of the beauty objects offered by the mass media. Accompanied by technology that plays a role in all activities that can be seen simply by connecting to the internet and being able to surf social media, it causes women to become more ambitious to appear to have a good image and impression on their social media accounts. The rapid posting of photos or videos on social media that showcase certain beauty standards causes women to also follow those standards. The influence of social media is one of the factors that can affect an individual's internalization of the ideal concept of beauty (Wilcox, 2000).

Research related to body representation issues for women is not the first to be conducted in a study. Here are some previous studies that discuss this topic. First, a study by Putri and Sabila titled "Representation of the Ideal Female Body in WRP Limited Edition Advertisements," which found that the ideal female body is tall, slim, and fair-skinned. (Putri et al., 2021). Second, this research by Ratih Puspa is related to the issue of race and skin color in the construction of ideal beauty. In her research, Ratih focuses on skin tanning lotion advertisements selected from two foreign women's magazines, namely Marie Claire and Glamour. (Puspa, 2010). Third, this research by Okta Pratiwi and Luthfianiza is related to the representation of the ideal Indonesian women's skin identity in Citra advertisements. In this study, it is concluded that the representation of white-skinned women's identities, deliberately shaped by the media, remains very strong. (Pratiwi & Luthfianiza, 2020).

Based on the background that has been presented above, the researcher is interested in studying the representation of women's bodies on the social media platform TikTok. Seeing how women show their bodies through the social media platform TikTok. Previous studies focused more on the phenomena that developed during that time, whereas this research focuses on the new platform, which will later provide significant differences due to the features and dynamics possessed by each study. Over time, social norms related to body, beauty, and self-image can change; previous research reflects the conditions of that time, while new research has the potential to show new changes and uniqueness. These differences indicate adaptation and evolution related to body representation, with newer studies providing a more up-to-date and relevant perspective in uncovering the dynamics of social change.

The phenomenon of becoming perfect, becoming beautiful, becoming ideal is a driving force behind the occurrence of that reality. Women feel more confident in socializing within their environment, especially as they age,

needing to feel beautiful and have an ideal body to attract a partner. Along with that, the strong influence of peers on appearance makes women present themselves as best as possible so that they can be accepted in their own group (Hurlock, 1999). Having an attractive appearance and an ideal body is an advantage for oneself because it will be easier to be accepted in their social environment. Therefore, women often make their social circles a reference group, which serves as a guide for individuals in making decisions about how to represent their bodies.

From this phenomenon, meaning emerges; female TikTok users attribute meaning to their bodies through social interactions with others. other people here are other TikTok users who actively comment, give likes, and respond to body content posts on TikTok social media, which can also influence how users view their own bodies. TikTok users, in posting and responding to body-related content, attribute symbolic meanings to body representations, which then influence their own body identity and perception. From the phenomenon above and several previous studies that have been presented, the researcher is interested in examining how active female TikTok users represent their bodies and how female TikTok users interpret their bodies.

Methods

This study uses qualitative research methods to uncover the representation of women's bodies among TikTok users. Qualitative methods are more suitable for delving deeper into complex social phenomena. Qualitative research is a research method that prioritizes the process of interpreting social reality through observation, in-depth interviews, and interaction (Denzin & Lincoln, 2009). The reason the researcher uses qualitative research is to explain and understand the research reality in order to achieve optimal results. This type of research explains the meaning within events and the details of those events, and provides a direct depiction of the events in an effort to portray them as they truly are. This research answers the question of how women who are active users of TikTok represent their bodies. This qualitative research can help researchers gain a deeper understanding of the reality behind the occurring reality.

Results and Discussion

Body and embodiment as part of a study are actually never absent from sociological discussions. Sociological studies on race and ethnicity, sexuality, health and medicine, sports, death and dying, essentially talk about the body (Maftuhin, 2017). Sociologists have actually been making provocative statements about the body and body-related experiences for quite some time. However, as Shilling said, "the body has historically been something of an absent presence in sociology," something that exists but does not exist (Shilling, 2007). The body is both the subject and object of analysis that is simultaneously "at the very heart of the sociological imagination" and "absent" in the sense that "sociology has rarely focused in a sustained manner on the embodied human as an object of importance in its own right" (sociology rarely pays attention to the embodied human experience as an object worthy of serious study in its own right) (Waskul & Vannini, 2016). In other words, although sociologists have worked around the "site" of the body, they treat it as something that is "just there," taken for granted: on the radar, but not considered important in their studies.

This condition changed especially since Bryan S. Turner and several of his colleagues in the early 1990s introduced various aspects of body studies that allowed the body to take center stage in sociological studies. Turner's book, The Body and Society (1984), can be considered the first book to specifically sociologize the body. This book was then followed by several books from Turner's colleagues, such as the one edited by Featherstone, The Body: Social Process and Cultural Theory (1991), Falk in The Consuming Body (1994), and other edited volumes by Burroughs and Ehrenreich, Reading Social Body (1993), which can serve as a foundation for the development of the sociology of the body (Turner, 2012).

This section explains the representation of women's bodies among TikTok users, including: the urge to represent bodies on TikTok, the use of features to represent bodies on TikTok, and the urge to consume beauty products.

Encouragement to Represent the Body on TikTok

This study found that among female TikTok users, there are varying motivations in body representation (Table 1). First, body representation is depicted through body goals. Female TikTok users illustrate body representation by showing body goals, which refer to the physical goals individuals aim to achieve. This is represented through content that highlights the process and results of physical training, such as gym movements like weightlifting, strength training, and "golds," an informal term often used to refer to exercises targeting the gluteal muscles or buttocks. This is shown through movements like squats, lunges, or weightlifting to build muscles. Lastly, boxing has recently become popular among TikTok users because it not only improves physical fitness but also provides mental and emotional benefits, such as increased self-confidence. As stated by RRZ:

> "…Well, if you're already grown up, it's okay, but if it's from a young age to adulthood, it kind of feels weird. So, what I really want to enhance is my butt and thighs. As for my arms, umm… I actually just want to show off an ideal body. For now, it's enough, not too much as long as my butt looks good. If my butt is already lifted, it looks really nice, haha (laughs). So for certain movements, I'll definitely tell my coach, 'I want to shape my butt,' and then the exercises will be like up and down, up and down again. From bottom to top, bottom to top. Maybe some people find those movements kind of sensational, but in the gym, you have to look at your body goals what your goals are. If it's to increase strength, then do boxing adjust it to your goal. Oh, and when it comes to dance, I definitely like strong, manly moves not the Korean cover dances. I prefer more Western-style dancing". (RRZ, 25 years old)".

Second, the flexibility that includes dance videos with strong movements that show masculinity, meaning that female TikTok users perform dance movements with firm and strong gestures, usually emphasizing masculinity. Often, this dance is performed in the hip-hop or breakdance genre, where those doing the cover dance showcase outstanding physical skills such as jumping or spinning. Next, it includes Korean cover dance, where users imitate the dance moves from famous K-pop songs. From the observation results, it shows that cover dance is very popular on TikTok and often appears on the For You Page on the platform. Next, fluidity is also demonstrated through dance attributes when representing their bodies, which include clothing, accessories, or props according to the dance being covered. Then, flexibility is also demonstrated through the dance templates that will be used to represent the body. Dance templates are existing choreographies that are widely used by TikTok users. The templates come from anywhere, whether from professional dances or movements created by other users. This dance template makes it easy for users to follow trends without having to create their own choreography. In addition, flexibility is demonstrated through group dances on TikTok, where the creation of group dances involves several individuals dancing together, often with synchronized choreography. This dance shows good collaboration and coordination among group members.

> "Umm, not really. I don't take it too seriously or anything. Maybe when I'm dancing—yeah, that's when I really follow the dance moves for the dance video, and I use certain attributes or outfits so it looks on point (suitable), and I can perform it more fluidly." (DAS, 19 years old)

Third, there are positive vibes (positive energy), female TikTok users want to showcase their positive energy by creating content like "a day in my life" and story time. a day in my life is often related to how users present themselves in a positive, enjoyable, and inspiring way; this content often takes the form of vlogs that showcase the daily activities of TikTok users. A day in my life gives other users a glimpse of daily routines, hobbies, health, makeup, and other personal moments. Through videos like this, users often highlight enjoyable and productive activities, showcasing themselves and their bodies in a positive light (inner beauty) and sharing experiences that can inspire. Then,

during story time, users can show their authentic side, providing deeper insights into body and beauty tips or delving deeper into their personality and value.

> "I feel really motivated to post on TikTok, but it's not always about showing off my body. It's more because I'm kind of narcissistic and confident haha (laughs). Sometimes I also make story time videos like sharing what I do at the office or when I'm hanging out. Oh, Gen Z calls it 'a day in my life,' right? I just tell my stories so the positive vibes come through. But not in an overly open way. I'm just naturally confident… maybe my friends would say my confidence level is above average (laughs)." (NTA, 25 years old)

Fourth, glowing, women want to showcase themselves on the social media platform TikTok with a glowing appearance, so they use makeup to look fresh, skincare to take care of their facial skin, and body care to stay healthy and fair when they upload content on TikTok and look glowing.

> "When I make content, I make sure first, sis, that the outfit isn't just something ordinary. I wear nice clothes not home clothes, but more like good hangout outfits. Because people will see the content, right? So, outfit and makeup are definitely things I consider before creating content. Even though I don't want my makeup to look too much, I still want it to look glowing. That's why I also use skincare and lotion to make my skin look brighter." (TYN, 27 years old)

Fifth, jedag jedug content, "jedag jedug" on TikTok refers to videos that have a fast rhythm, dynamic transition effects, and are often paired with energetic music. Users often showcase themselves in various poses or movements synchronized with the beat of the music. Videos that use this template often feature changes in poses or facial expressions that follow the rhythm of the music, creating a dynamic and engaging effect. This allows TikTok users to express themselves creatively, showcase their personal style, or display specific skills such as makeup or

fashion, and also CapCut is a popular video editing application often used by TikTok to create fast-paced videos. This application offers various features to add transitions, effects, and filters that enhance the video's aesthetics. In the jeg jedug content, CapCut allows TikTok users to manipulate their videos so that each transition is dynamic and engaging.

> "For me, sis, I prefer posting those 'jedag-jedug' type of videos the ones with the beats. There's a template from TikTok, then I use the CapCut app to edit it, and ta-da, it becomes a 'jedag-jedug' video (laughs). But my movements aren't that great because I'm kind of stiff, sis. Sometimes I do like dancing too my friends dance a lot, so sometimes they invite me to join in for dance content." (FEA, 20 years old).

Sixth, cuteness that can be identified with the use of the "gemas" effect. The cute effect in this study is a way for someone to present themselves by evoking empathy or admiration from their audience. Like the current trend on social media, especially TikTok, it is evident that features such as the cute effect are widely used to represent oneself. Examples of cute effects include expressions such as big shining eyes, wide smiles, or shy smile expressions.

> "I prefer the bare face but glowing look, you know what I mean, sis? I usually use those cute filters too so I look a bit adorable, but not with heavy makeup just like the girls in skincare commercials." *(IAM, 19 years old).*

In this context, the urge for women to represent their bodies on TikTok social media as body goals, use TikTok Shop features, and purchase beauty products to appear healthy and sexy, is a manifestation of how bodies are constructed and showcased within a broader social and cultural framework. Women users of TikTok represent themselves by showcasing bodies that meet body goals standards. These body goals are achieved through activities such as gym workouts, golds, and boxing, which aim to meet the ideal beauty standards. This aligns with Turner's view, which states that the body is

not a natural phenomenon, but rather a result of social construction. This perspective rejects the essentialist view that gender differences are solely the result of biological anatomy. On the contrary, the body is understood as a product of social and cultural norms shaped and maintained by society through various means, including through the media (Thalia, et al, 2024). These norms then create definitions of what is considered attractive and acceptable within society (Turner, 2012).

Table 1 Encouragement to Represent the Body on TikTok

No.	Body Representation	Body Representation on TikTok
1.	Body Goals	- Gym movement - Gulds - Boxing
2.	Flexibility	- Dance video with strong movement that show masculinity - Cover dance korea - Atribut dance - TikTok dance trend/ currently viral - Dance templates - Group dance
3.	Positif Vibes	- Video *"a day in my life"* that shows daily activities - *Story time*
4.	*Glowing*	- Makeup - *Skincare* - *Body care*
5.	Content jedag jedug	- The use of jedag jedug templates from TikTok and the CapCut editing app
6.	Cute	- Cute effect

Source: Research data

From field findings, it also shows that female TikTok users represent their bodies by demonstrating flexibility through dance and strong, manly movements, which illustrates a shift in gender norms in displaying women's bodies. This research supports the study by Lee (2020), which found that digital platforms allow women to express both masculinity and femininity simultaneously through dance movements, blurring the boundaries between the two. TikTok, known for its dance trends, also provides space for more flexible body expression that is not bound by traditional gender stereotypes.

The body has become the center of attention in modern consumer culture, where beauty and health standards are determined by the beauty industry, media, and advertisements (Turner, 2012). In this case, the representation of women's bodies on TikTok as "positive vibes" shows how women use their bodies to express optimism, happiness, and a positive spirit. This representation is supported by the use of TikTok templates that highlight certain aspects of the body or desired personality traits. Like field findings where the use of templates to create vlogs like "a day in my life" or moments of happiness in daily life. Content uploads with themes like "a day in my life" or "story time" often highlight relaxed daily activities, depicting a more natural and unpretentious body. This research aligns with the study by Jones & Stephenson (2022), which highlights that this content helps create an authentic narrative related to women's lives, where they prefer to present a relaxed and positive version of themselves in response to social pressures demanding perfection.

As Lau said, self-representation in public is an effort to showcase our "best face." In the realm of TikTok, users strive to showcase the best version of themselves that aligns with the current beauty standards, which is glowing skin. This trend is supported by the numerous filters and effects provided by TikTok that can be used to smooth the appearance of the skin and give an instant glowing effect. (Lau, 2021)

Furthermore, TikTok as a digital platform reinforces this power relation by providing features that encourage its users to adhere to certain beauty standards, thereby indirectly regulating users through algorithms and trends determined by the TikTok platform. In other words, these field findings show how TikTok media becomes an arena where power relations over women's bodies are articulated and maintained. Foucault's perspective provides a strong theoretical framework for understanding how power operates through bodies on the social media platform TikTok (Foucault, 1990)

When female TikTok users create or use jedag-jedug content, it illustrates how TikTok users utilize editing techniques and filters to present their bodies in a more aesthetic and appealing way. Women users of TikTok not only showcase their bodies in a natural form but also

transform them into visual representations that align more with current social expectations and trends. This shows that bodies on TikTok social media are not only showcased physically but also digitally, where TikTok serves as a platform to optimize body representation.

This study reinforces previous findings that the representation of cute bodies in TikTok media can be seen as a response to social pressure to appear attractive in a softer and less threatening manner. This cute image is often associated with innocence and vulnerability, which have historically been characteristics attributed to femininity. Women who present themselves in this way find it easier to be socially accepted and receive positive attention on social media (Aini & Hartati, 2022).

The Use of Features to Represent the Body on TikTok

Women TikTok users utilize features to represent themselves. This study found four representations of women's bodies on the social media platform TikTok. First, the use of filters, the use of filters on TikTok media has become an important part for female TikTok users to present themselves. Filters not only change the visual appearance but can also strengthen the message or theme in the video content. The filters used include beauty filters, which are designed to enhance facial appearance by smoothing the skin, brightening skin tone, clarifying facial features, and adding makeup elements such as lipstick, eyeliner, or blush (red coloring on the face). Then there's the funny filter (filter lucu), which adds a funny effect to the face or body, such as enlarging certain parts of the face, nose, etc. This filter is used to showcase cuteness and charm on the face.

Then there are accessory filters, which add virtual elements like glasses, hats, crowns, and even full costumes in the video. This filter is often interactive, allowing users to wear accessories that move according to their head movements. Accessory filters are used to add decorative elements or sunglasses to content, such as Christmas hats or sunglasses that provide a relaxed vibe. These accessory filters allow TikTok users to express themselves more freely and creatively, expanding visuals without the need for physical accessories.

"Yeah, because in my opinion, filters really help especially when I'm making content. Like, lazy content but still want to upload it, you know? Usually when I'm too lazy to do makeup or anything, I just want to look fresh, so I pick my favorite filters. Mostly the ones that look like full makeup filters. And there's also that filter that makes your cheeks look slimmer I use that too when I'm feeling chubby. Basically, it's all about looking prettier. Honestly, sis, I can't live without filters!" (DAS, 19 years old).

Second, the use of template features, templates are often used in posts by female TikTok users. Like the jedag jedug template, jedag jedug is a popular term on TikTok that refers to a video style with strong beat music and a fast rhythm. These jedag jedug videos are often produced using the CapCut video editing app, which provides special templates for this style. This style creates content that quickly grabs attention. Then, the transformation template involves dynamic visual changes in the video, mostly from ordinary or less appealing states to attractive or glamorous ones. This often includes changes in physical appearance, such as makeup, clothing, or hairstyles. This transformation video reinforces the idea that appearance can be changed with effort and skill; users of the transformation template can also boost their self-confidence and pride. The template feature used by TikTok users also includes vlogs. Vlog templates on TikTok are mostly used to create more relaxed and personal content, where users share snippets of their daily lives, and there is also additional music included.

"Hmm, I mostly use filters and CapCut templates, sis. For filters, I go for the ones that can transform your face you know, the trending ones. And for CapCut, it's definitely those 'jedag-jedug' edits. Right, Nar? (talking to her friend while laughing) 'Jedag-jedug' for life live or die, it's all about 'jedag-jedug' (laughs)." (FEA, 20 years old)

Third, the use of the TikTok Shop feature to support the need to represent their body. Among them are accessories, makeup, skincare, bodycare, clothing, where clothing refers to

various outfits that can be used on different occasions. TikTok users use these outfits as part of their content, and these clothes help them create their style and persona appearance, as well as health needs, where health products include supplements, exercise equipment, and other health products. Many TikTok social media users show how they maintain their physical and mental health by using health products purchased from TikTok Shop.

"I mostly use filters and TikTok Shop features. For filters, I choose the ones that make me look fresh. As for TikTok Shop, I buy things like skincare, body care, and makeup. Even though they can't change my body to be exactly how I want it, at least I'm taking care of it. So when I'm vlogging, there's a good aura coming from within. Beauty isn't always about having flawless skin or a perfect body beauty can also come from within." (NTA, 25 years old)

Fourth, women on TikTok often use visual effects and beauty indicators to represent their bodies according to the standards deemed attractive in society. The aesthetic is cute, such as the eyelash effect that highlights femininity by giving the impression of larger and more expressive eyes, while lip blush is used to emphasize sensuality and sexual appeal. Additionally, filters that make the face appear slimmer are used to adhere to modern beauty standards that idealize a slim face shape. Women who use these various effects illustrate how women utilize digital technology to shape their self-image on social media, adjusting their appearance to align with social expectations and how they are perceived by other TikTok users.

The TikTok platform provides various features that allow users to edit and enhance their appearance, one of which is the cute effect. This effect often involves filters that make users' faces appear smoother, eyes larger, and smiles brighter, thus creating a cute and adorable impression. Women who use this effect can present an idealized self-image according to certain beauty standards.

"A lot, but for filters, it's definitely the ones that make my skin look lighter, sis.

And also ones that add lipstick to the lips. Like, using the Belle filter with the beauty effect so good! Sometimes I also use accessories and clothes that I bought from TikTok Shop, just to make sure the look is on point for the content. I match everything first, and if it doesn't fit, I change the accessories or the filter. But yeah, the filters I use are the ones that make the skin look lighter, add some lipstick, and even eyelashes but still look natural, sis." (TYN, 27 years old)

Table 2 Usage of TikTok Features

No.	Usage of TikTok Feature	Froms of TikTok Feature Usage
1.	Filter	- Filter beauty - Filter funny - Filter accsessoris
2.	Template	- Jedag jedug (CapCut) - Transformation - Vlog - Music
3.	TikTok Shop	- Accsessoris - Makeup - Skincare - Bodycare - Clothing - Health needs
4.	Effect	- Gemas - Curled eyelashes - Lip rouge - Thin face

Source: Research data

As shown in Table 2, the urge for women to represent their bodies on the social media platform TikTok using the features provided by TikTok. First, the use of filter features on TikTok, whether beauty filters, funny filters, or accessory filters, shows TikTok users, especially women, striving to instantly perfect their appearance. Like the beauty filter used by female TikTok users to enhance their facial appearance and provide an ideal facial effect according to current beauty standards. This is in line with the research by Zhang & Fung, which shows that beauty filters provided by social media platforms reinforce beauty standards for women to always look attractive in the virtual world (Zhang & Fang, 2021).

Second, templates, usage The jedag-jedug template, transformation, vlog, and music make it easier for female TikTok users to create

content. The use of this template allows users to participate in global trends in a way that is easy to access and create. A study by Lee & Cho (2022) emphasizes that these templates will provide users with a visual framework to align their content with current trending topics, thereby allowing TikTok users to be more quickly accepted within the TikTok community. Just like the jump-cut content that reinforces a dynamic and energetic impression, the transformation template is used for dramatic physical changes through fashion and makeup.

Thirdly, TikTok Shop, this feature allows users to purchase items such as accessories, makeup, skincare, body care, clothing, and health necessities to enhance their appearance while creating content on TikTok. The results are supported by previous research highlighting the commodification of women's bodies on social media (Jones & Stephenson, 2022). Products sold through the TikTok Shop feature are often positioned as a way to achieve the ideal body image, in line with body care trends popular among women (Park, 2021).

Fourth, using cute effects, long eyelashes, lip blush, and a slim face shows how the use of visual effects on TikTok facilitates more specific body representations that align with societal beauty standards. As in the findings, the use of eyelash curling effects and a slim face enhances the image of the ideal female face: feminism, slimness, and a soft facial appearance. This study supports the findings of Aini & Hartati (2022), who found that such effects play a role in promoting narrow beauty standards, which then require women to appear perfect in the eyes of the public. The cute effect is also often used to create an impression of cuteness and non-threatening.

Encouragement to Consume Beauty Products

Consuming body beauty products is driven by empathy. Four data findings from consuming body beauty products are as follows: first, the desire to look beautiful. Female TikTok users who want to look beautiful on TikTok will buy lipstick to enhance their appearance when creating content to be uploaded on TikTok. Lipstick is often used to highlight the lips and give a more attractive impression to the appearance. Lipstick is one of the most commonly used beauty products because it can

easily change one's appearance. The use of this lipstick can boost self-confidence and help you be more camera-ready.

In addition, women who use TikTok also buy powder; powder is used to conceal imperfections on the skin, control shine, and provide a smoother and more even appearance on the face. This powder is often used as a base for makeup to create perfect skin. The use of powder also helps them feel more confident about their appearance, especially when faced with lighting that highlights skin imperfections. Then, to look beautiful, women TikTok users buy skincare and bodycare products. Skincare itself includes various skin care products designed to cleanse, moisturize, and repair the skin, including cleansers, toners, serums, moisturizers, and sunscreen. TikTok users often share their skincare routines, showing how these products help them achieve healthy and glowing skin. This skincare becomes an important part before starting makeup. Meanwhile, bodycare includes products such as lotions, scrubs, serums, and body oils that are used to treat the skin of the entire body. TikTok users also often showcase their bodycare routines, demonstrating how they care for their bodies to achieve healthy, moisturized, and glowing skin. This includes the use of hydrating lotions, scrubs for exfoliation, and oils for shine. The use of skincare and bodycare highlights the importance of facial and body skincare as the foundation of beauty, also reflecting awareness of skin health and its impact on body appearance.

> "Well, I do get tempted, sis, mostly by skincare, you know, typical college student stuff (laughs). I want to fix my skin barrier, brighten my face so it looks glowing and pretty just being realistic. But my budget's tight, so especially during live sessions, I keep watching closely to grab free shipping. And if there's a discount too? Even better!" (FEA, 20 years old)

Secondly, female TikTok users consume body beauty products, specifically to look healthy and sexy, thus purchasing protein milk products. This shows that TikTok users are inspired by the fitness and healthy lifestyle trends popular on the TikTok platform. Protein milk has become a popular choice among TikTok users

who want to improve their physical fitness. This product is often promoted as a supplement that helps build muscle, recover after exercise, and increase protein intake as part of a diet to achieve specific body goals.

> "Totally, there are so many influencers it's like they just pop up on the homepage or on the FYP. I never even follow them, but somehow they just show up. The products I usually use are more like, um, lipstick and powder so basically facial care stuff, like skincare to feel fresh and look pretty. And when I'm really into working out and need extra protein, I buy protein shakes too so I can be pretty and healthy at the same time. The bonus? Sexy! (laughs) For me, it's a must: healthy, yes; pretty, yes pretty in my own way." (RRZ, 25 years old).

Third, female TikTok users consume body beauty products to look adorable and cute, so they buy cute accessories like. TikTok users are often inspired by the "kawaii" culture from Japan, which has spread widely around the world. This culture emphasizes a sweet and cute image, which can be seen in their clothing style, makeup, and accessories. The desire to look sweet and cute is driven by the wish to highlight a soft and sweet side of feminism, with cute accessories such as hair clips, headbands, and large-framed glasses to enhance the adorable and cute image.

> "Yeah, sometimes I feel tempted to buy, especially when there are a lot of convincing testimonial videos. For example, deodorant sprays or skincare used by popular influencers. Sometimes I also buy cute accessories, like those adorable rings." (NTA, 25 years old).

Fourth, female TikTok users consume beauty products because they want to look stylish and trendy, so they buy fashionable clothes and fashion accessories. Looking stylish and trendy refers to women's efforts to present a fashionable appearance and keep up with the latest fashion trends. This involves selecting clothing and fashion accessories that not only reflect personal style but also align with the trends currently popular on the TikTok platform. The desire to

appear stylish and trendy is driven by the aspiration to follow the latest fashion trends. Female TikTok users are often inspired by fashion influencers and celebrities they follow on the TikTok platform. Adopting the same clothing styles and accessories allows female TikTok users to feel more confident. Fashionable clothing and accessories play an important role in shaping a stylish and trendy body representation. These include clothing with the latest designs, trendy colors, or unique cuts. The accessories include hats, sunglasses, jewelry, and bags, which also play an important role in the look and provide a stunning finishing touch.

> "Like I said earlier, I also buy clothes and accessories to support my content. I choose ones that match the content stylish, trendy, and up to date. Sorry, but I'm the type who doesn't want to be left behind!" (TYN, 25 years old)

Table 3 explains the motivations behind the consumption of beauty products, revealing the underlying reasons for women in choosing and using various beauty products. Each motivation reflects various aspects related to beauty standards and how women try to conform to social expectations through the consumption of beauty products. Here is the discussion based on previous.

Table 3 Encouragement to Consume Beauty Products

No.	Encouragement to Consume Beauty Products	The Form of Encouragement to Consume Beauty Products
1.	Looks cantik	- Lipstick - Powder - Skincare - bodycare
2.	Looks healty and sexy	- Protein milk - Self care
3.	Look adorable and cute	- Cute accessories
4.	Look stylish and trendy	- Fashionable cothes - Fashion accessories

Source: Research data

First, the use of lipstick, powder, skincare, and bodycare products reflects the pressure on women to meet socially accepted beauty standards. These products are used to improve

appearance and keep the skin looking smoother and more perfect. According to research conducted by Jones & Kramer (2021), beauty products such as lipsticks and skincare are often used to boost self-confidence and create the ideal feminine impression. The study also explains that skincare, in particular, is becoming increasingly important in beauty routines due to a shift towards aesthetics that emphasize natural beauty and clean skin.

Second, the urge to appear healthy and sexy, the use of products such as protein milk and self-care plays an important role in meeting social expectations so that women not only look beautiful but also healthy and sexy. In line with the research by Miller & Thompson (2020), there is a connection between modern beauty standards and physical fitness, where women are encouraged not only to have attractive faces but also healthy and athletic bodies. For example, the consumption of protein milk has become part of the dietary pattern to support an ideal body shape that is slim yet muscular, while self-care routines help maintain physical and mental balance, ultimately supporting a better physical appearance.

Third, the urge to look adorable or cute by buying and using cute accessories becomes a tool to fulfill the desire to appear cute, which is part of a beauty trend popular among female TikTok users. The cute image is often associated with innocence and gentleness, a concept that is popular in Japanese and Korean beauty culture. As stated by Lee & Yoon (2022), cute accessories such as hairpins shaped like cute characters or clothing with pastel designs serve as visual tools to create a lighter appearance and are socially appealing. The cute image is considered a safer and more easily accepted alternative among the public.

Fourth, the urge to look stylish and trendy, The use of fashionable clothing and accessories reflects the need to appear stylish and also up-to-date with the latest trends. In the world of fashion and beauty, there is immense pressure on women to always look fashionable and keep up with rapidly changing trends. This aligns with what Smith & Brown (2021) identified, stating that social media plays a significant role in creating the desire to look trendy, as many women are inspired by influencers showcasing the latest fashion styles.

Conclusion

Representation of women's bodies on social media TikTok depicts a combination of adaptation to beauty standards driven by the media and portrays different social pressures, from the desire to appear with a bare body, flexible, positive vibes, glowing, to cute. The use of features provided by TikTok helps reinforce that body representation. TikTok as a social media platform serves as a space where women can express themselves. Body representation on TikTok is influenced by evolving social beauty standards and is encouraged by the features provided on the TikTok platform. TikTok has become a medium where body identity is constructed, negotiated, and represented according to the prevailing norms in society

Based on findings that show the influence of body representation on TikTok on women's body image, it is important for educational institutions to develop a more in-depth social media literacy curriculum. The curriculum includes critical analysis of social media content, including platform algorithms, filter usage, and the influence of digital beauty standards. This approach will help TikTok users understand how body representation in digital media can shape self-perception and reduce its negative impact.

References

Aini, F., & Hartati, I. (2022*). Konstruksi Tubuh Perempuan di Media Sosial TikTok.* Jurnal Komunikasi dan Media.

Denzin, N. K., & Lincoln, Y. S. (2009). *Handbook of Qualitative Research: Terjemahan.* Pustaka Pelajar.

Foucault, M. (1990). *The History of Sexuality: Volume 1, The Will to Knowledge.* New York: Vintage

Jones, A., Brown, B. (2022).*The Influence of Beauty Standards and Advertising on Body Image and Self-Perception.* Vol. 15. No. 03.

Jones, A.,&Kramer, L. (2021). Beauty Standards and Self-Image: The Role of Cosmetics and Skincare. Journal of Beauty and Social Identity, 14(3), 78-92.

Lee, S. (2021). Transformation Narratives and the Visual Culture of TikTok. Journal of Media & Cultural Studies, 15(5), 34-50.

Lee, S. & Cho, Y. (2022). *Template-based Content Creation in TikTok: Global Trends and Local Engagement*. Media and Culture Studies, 9(3), 78-94.

Lau, J. (2021). *TikTok Glow Look: The Beauty Effect That's Going Viral*. Retrieved from evoke.ie

Lee, H., & Yoon, S. (2022). *The Kawaii Aesthetic: Representations of Cute in Asian Beauty Culture*. Journal of Cultural Aesthetics, 10(2), 45-60.

Maftuhin, A. (2017). *Sosiologi Tubuh dan Busana Muslim*. Vol. 16. No. 1.

Miller, S., & Thompson, K. (2020).The Healthy and Sexy Ideal: Fitness, Health, and Beauty in the Social Media Era. Journal of Gender Studies, 13(4), 102-115.

Mukti, I., Asriadi, M. (2023). "*Representasi Perempuan Pada Tayangan Video*

Park, H. (2021). *Glowing Skin and the Rise of Skincare Culture in Social Media*. Asian Beauty Journal, 14(2), 22-40.

Putri, A., dkk.(2021).*Representasi Tubuh Ideal Perempuan dalam Iklan Thermolyte Plus*. Jurnal Komunikasi dan Media. Vol. 05. No. 02

Puspa, R. (2010). *Isu Ras dan Warna Kulit didalam Konstruksi Kecantikan Ideal Perempuan*. Vol 23. No. 4.

Pratiwi, O., Luthfianzia. (2020). *Dari Kuning Langsat Menjadi Putih: Representasi Identitas Kulit Perempuan Ideal Indonesia Dalam Iklan Citra*. Vol. 1 No. 20.

Salirawati, D. (2023). *Aplikasi TikTok Sebagai Media Informasi Edukatif Bagi Masyarakat*. : UNY

Shilling, C. (2007). Sociology and the body: Classical traditions and new agendas. *The Sociological Review*, 55(1_suppl), 1–18.

Thalia, V., et al. (2024). The Myth Of Beauty: The Efforts Of The "Unej Cantik" Community To Achieve Ideal Beauty. *HUMANISMA: Journal of Gender Studies*. Vol 8, No. 1, January – June 2024. https://doi.org/10.30983/humanisma.v8i1.8810

Turner, S, Bryan. (2012). *Teori Sosial Dari Klasik Sampai Postmodern*. Yogyakarta: Pustaka Belajar.

Waskul, D. D., & Vannini, P. (2016). Introduction: The body in symbolic interaction. In *Body/embodiment* (pp. 1–18). Routledge.

Wilcox, C. (2000). *"Media Influence on Body Image: Evaluating the Impact of Social Media on Perception of Beauty"*. Journal of Media Psychology, 12(3), 45-56.

Zhang, L., & Fung, S. (2021). *The Impact of Beauty Filters on Self-image and Perception in Social Media Platforms*. Journal of Gender and Media Studies, 14(4), 102-118.