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THE EFFECTS OF REFERENCE GROUP AND MASCULINITY-FEMININITY ON MEN'S FACIAL SKINCARE USAGE

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Abstract. Men are the newest enthusiast of skincare products, marked by their continual increase of interest in this industry. Previous studies have revealed that there are many factors that influence the usage of skincare products in men, including reference group and masculinity-femininity level. This study involved male individuals (N=420) aged 18-40 to examine the effect of reference groups and masculinity-femininity on men's skincare usage in Indonesia. The result shows that there is a positive correlation between both Masculinity-Femininity and male skincare usage ($r = .209$; $p < .01$) as well as Reference Group and male skincare usage ($r = .098$; $p < .05$). It is also found that 5.2% of male skincare usage can be explained by masculinity-femininity and reference group ($R^2 = .052$).

Keywords: men's skincare usage, reference group, masculinity, femininity, cosmetics

Abstrak. Pria adalah penggemar terbaru dari produk perawatan kulit, ditandai dengan minat mereka yang terus meningkat di industri ini. Penelitian sebelumnya mengungkapkan bahwa ada banyak faktor yang mempengaruhi penggunaan produk perawatan kulit pada pria, termasuk kelompok referensi dan tingkat maskulinitas-feminitas. Penelitian ini melibatkan individu laki-laki (N=420) berusia 18-40 tahun untuk menguji pengaruh kelompok referensi dan maskulinitas-feminitas terhadap penggunaan perawatan kulit pria di Indonesia. Hasil penelitian menunjukkan bahwa terdapat hubungan positif antara maskulinitas-feminitas dengan penggunaan perawatan kulit pria ($r = .209$; $p < .01$) serta kelompok referensi dan penggunaan perawatan kulit pria ($r = .098$; $p < .05$). Ditemukan juga bahwa 5,2% penggunaan perawatan kulit pria dapat dijelaskan oleh maskulinitas-feminitas dan kelompok referensi ($R^2 = 0.052$).

Kata Kunci: penggunaan perawatan kulit pria, kelompok referensi, maskulinitas, feminitas, kosmetik