



REFERENCES

- Aggarwal, Raghav & Ranjan, Dr & Chandola, Rupali. (2023). Effect of Body Image on Self Esteem: A Systematic Literature Review and Future Implication. *European Chemical Bulletin*. 12. 6087-6095. [10.48047/ecb/2023.12.si4.5412023.09/05/2023](https://doi.org/10.48047/ecb/2023.12.si4.5412023.09/05/2023).
- Amatullah, F., & Noor Rosa, R. (n.d.). E-Journal of English Language & Literature AN ANALYSIS OF MULTIMODAL IN BEAUTY PRODUCT ADVERTISEMENTS. *E-Journal of English Language and Literature*, 8(1). <http://ejournal.unp.ac.id/index.php/jell>
- Ambrosi-Randi, N. (2000). Perception of Current and Ideal Body Size in Preschool Age Children. *Perceptual and Motor Skills*, 90(3), 885-889. <https://doi.org/10.2466/pms.2000.90.3.885>
- Barthes, R., & Heath, S. (1977). *Image, music, text: Essays* (13. [Dr.]). Fontana.
- Bila, Desti Salsa (2023). Representation of women's beauty in several cosmetic ads on YouTube. <https://etheses.uinsgd.ac.id/id/eprint/65544>
- Cornwall, A. (2016). Women's Empowerment: What Works? *Journal of International Development*, 28(3), 342-359. <https://doi.org/10.1002/jid.3210>
- Craddock, N., Spotswood, F., Rumsey, N., & Diedrichs, P. C. (2022). "We should educate the public that cosmetic procedures are as safe as normal medicine": Understanding corporate social responsibility from the perspective of the cosmetic procedures industry. *Body Image*, 43, 75-86. <https://doi.org/10.1016/j.bodyim.2022.08.011>
- Dijkmans, Corné & Kerkhof, Peter & Beukeboom, Camiel. (2015). A Stage to Engage: Social Media Use and Corporate Reputation. *Tourism Management*. 47. 58-67. [10.1016/j.tourman.2014.09.005](https://doi.org/10.1016/j.tourman.2014.09.005).
- Faigley, L., Kress, G., & Leeuwen, T. (2002). Multimodal discourse: the modes and media of contemporary communication. *College Composition and Communication*, 54(2), 318. <https://doi.org/10.2307/1512155>
- Firdaus, M. (2018). Makna kecantikan dalam iklan: analisis semiotika Roland Barthes iklan Citra Sakura Fair UV versi Febby Rastanty. Thesis. Doctoral dissertation, UIN Sunan Ampel Surabaya.
- Forceville, Charles. (1994). Pictorial Metaphor in Advertisements. *Metaphor & Symbolic Activity*. 9. 1-29. [10.1207/s15327868ms0901_1](https://doi.org/10.1207/s15327868ms0901_1).
- Foy, C. (2023, June 9). Unrealistic beauty standards and mental health. *FHE Health – Addiction & Mental Health Care*. <https://fherehab.com/learning/beauty-standards-mental-health>
- Free, O. (2019). How Fashion and Beauty Advertising Negatively Effects Women. *WRIT: Journal of First-Year Writing*, 2(2). <https://doi.org/10.25035/writ.02.02.06>
- Morgan, Samantha, *From White to Very White to Kinda Brown: Analysis of Racist Practices in Cosmetics*. (n.d.).
- Gold, Stella. (2024, January 10). The Rare Impact: "Rare Beauty Is as Real as It Can Get on Social Media". *Media & Creative Industries*. Retrieved from <http://hdl.handle.net/2105/74950>
- Gomez, S. (2020). Rare Beauty: About Us. Rare Beauty Website. <https://www.rarebeauty.com/pages/about>



- Griffiths, S., Hay, P., Mitchison, D., Mond, J. M., McLean, S. A., Rodgers, B., Massey, R., & Paxton, S. J. (2016). Sex differences in the relationships between body dissatisfaction, quality of life, and psychological distress. *Australian and New Zealand Journal of Public Health*, 40(6), 518-522. <https://doi.org/10.1111/1753-6405.12538>
- Handford, M., & Gee, J.P. (Eds.). (2023). *The Routledge Handbook of Discourse Analysis* (2nd ed.). Routledge. <https://doi.org/10.4324/9781003035244>
- Hartono, D., Prima, S., & Dewobroto, W. (2022). A multimodal critical discourse analysis of Garnier green beauty advertisement. *International Journal of English and Applied Linguistics (Ijeal)*, 2(2), 301-312. <https://doi.org/10.47709/ijeal.v2i2.1654>
- Henriques, M., & Patnaik, D. (2021). *Social Media and Its Effects on Beauty*. IntechOpen. doi: 10.5772/intechopen.93322
- Hidayat, D. N., Kusuma, D., Alek, A., Defianty, M., & Purwahida, R. (2020). Beauty Advertisement Products in Forming the Reality of Society: A Critical Discourse Analysis. *VELES Voices of English Language Education Society*, 4(2), 191-198. <https://doi.org/10.29408/veles.v4i2.2393>
- Holt, D. B. (2002). Why Do Brands Cause Trouble? A Dialectical Theory of Consumer Culture and Branding. *Journal of Consumer Research*, 29(1), 70-90. <https://doi.org/10.1086/339922>
- Hornby, A., S. Oxford Advanced Learner's Dictionary of International Student Edition (Ninth Edition). Oxford University Press, United Kingdom, p. 33, 2015.
- Kapferer, J. N. (2012). *The New Strategic Brand Management: Advanced Insights and New Thinking*. Kogan Page.
- Keller, Jessalynn. (2013). New Femininities: Postfeminism, Neoliberalism and Subjectivity. *Feminist Media Studies*. 13. 10.1080/14680777.2013.786274.
- Lestari, E. (2020). A critical discourse analysis of the advertisement of Japanese beauty products. *Izumi*, 9(1), 58-74. <https://doi.org/10.14710/izumi.9.1.58-74>
- MacCallum F, Widdows H. Altered Images: Understanding the Influence of Unrealistic Images and Beauty Aspirations. *Health Care Anal.* 2018 Sep;26(3):235-245. doi: 10.1007/s10728-016-0327-1. PMID: 27432005; PMCID: PMC6061013.
- Merino, M., Tornero-Aguilera, J. F., Rubio-Zarapuz, A., Villanueva-Tobaldo, C. V., Martín-Rodríguez, A., & Clemente-Suárez, V. J. (2024). Body Perceptions and Psychological Well-Being: A Review of the Impact of Social Media and Physical Measurements on Self-Esteem and Mental Health with a Focus on Body Image Satisfaction and Its Relationship with Cultural and Gender Factors. *Healthcare (Basel, Switzerland)*, 12(14), 1396. <https://doi.org/10.3390/healthcare12141396>
- N. Vedula et al., "Multimodal Content Analysis for Effective Advertisements on YouTube," 2017 IEEE International Conference on Data Mining (ICDM), New Orleans, LA, USA, 2017, pp. 1123-1128, doi: 10.1109/ICDM.2017.149
- Napoli, L. (2014). Social media and the value of authenticity. *Journal of Interactive Advertising*, 14(2), 51-61.
- Pateman, T. (2002). How is understanding an advertisement possible? <http://www.selectedworks.co.uk/advertisement.html>



- Pinto, Ana & Lamarca, Giovanni & Arbaiza, Francisco. (2024). Celebrity Endorsement: How 'Rare Beauty' Capitalizes on Selena Gomez's Emotional Bond with Millennials. 10.2991/978-94-6463-596-6_27.
- Porter, M. E., & Kramer, M. R. (2006). Strategy and society: The link between competitive advantage and corporate social responsibility. *Harvard Business Review*, 84(12), 78-92.
- Putri, N.A. and Junaedi, F. (2023) 'Representation of women's beauty identity in rare beauty cosmetics advertising videos - only at Sephora on YouTube', *Symposium of Literature, Culture, and Communication (SYLECTION)* 2022, 3(1), p. 28. doi:10.12928/sylection.v3i1.13919.
- Shepherd, T. (2020). *Instagram for business: One hour a day*. John Wiley & Sons.
- Swasty, W., Utami, L. A., Ronggowarsito, B. I., & Yudiarti, D. (2025). Identifying the Meaning of Colors as Design Information for Design Tools: A Systematic Literature Review. *Journal of Visual Art and Design*, 16(2), 205-228. <https://doi.org/10.5614/j.vad.2024.16.2.5>