



ABSTRACT

In Indonesia, one beauty brand from South Korea called Barenbliss is trying to expand its market by embracing male beauty as its advertising strategy. However, looking at how Indonesian people still embed the traditional concept of femininity and masculinity, the dissemination of the male beauty concept that Barenbliss tries to deliver might potentiate the emergence of gender value conflicts in Indonesia. This study aims to understand Generation Z's reception towards male beauty advertisements that Barenbliss upbringing with Gabriel prince and Jefri Nichol. To gain the information, this study operationalises Schröder's multidimensional model of reception theory. The findings of the study indicate that Barenbliss's portrayal of male beauty—featuring public figures Gabriel Prince and Jefri Nichol—is largely accepted and aligned with the informants' personal definitions of male beauty, which emphasize self-care, authenticity, and expression beyond traditional gender expectations. However, some participants questioned the broader societal relevance of the campaign, citing concerns about the representational figure and the limited inclusivity of Indonesian male features in the ads. The study concludes that while Gen Z audiences demonstrate openness to male beauty and inclusive masculinity, however, wider societal acceptance remains fragmented due to dominant patriarchal norms.

Keywords: Generation Z, male beauty, audience reception analysis