

## BIBLIOGRAPHY

- Aprilia, D. R. (2005). Iklan dan Budaya Popular : Pembentukan Identitas Ideologis Kecantikan Perempuan Oleh Iklan. *Ilmu Komunikasi*, 1, 41–68.
- Aprilita, D., & Listyani, R. H. (2016). Representasi kecantikan perempuan dalam media sosial instagram (analisis semiotika roland barthes pada akun @mostbeautyindo, @Bidadarisurga, dan @papuan \_ girl). *Paradigma*, 04(03), 1–13.
- Barthes, R. (1972). Mythologies (myth today). *Books Abroad*, 31(4), 387. <http://www.jstor.org/stable/10.2307/40099594?origin=crossref>
- Chandler, D. (2002). *Semiotics the Basics, Second Edition*. 29–30. [https://doi.org/10.1016/S0378-2166\(02\)00176-5](https://doi.org/10.1016/S0378-2166(02)00176-5)
- Creswell, J. (2014). Research Design Qualitative, Quantitative and Mixed Methods Approaches. In *BMC Public Health* (Vol. 5, Issue 1). <https://ejournal.poltektegal.ac.id/index.php/siklus/article/view/298%0Ahttp://repositorio.unan.edu.ni/2986/1/5624.pdf%0Ahttp://dx.doi.org/10.1016/j.jana.2015.10.005%0Ahttp://www.biomedcentral.com/1471-2458/12/58%0Ahttp://ovidsp.ovid.com/ovidweb.cgi?T=JS&P>
- Duffett, R., Petroșanu, D. M., Negricea, I. C., & Edu, T. (2019). Effect of YouTube marketing communication on converting brand liking into preference among millennials regarding brands in general and sustainable offers in particular. Evidence from South Africa and Romania. *Sustainability (Switzerland)*, 11(3), 1–24. <https://doi.org/10.3390/su11030604>

- Dukut, E. M. (2015). a Popular Culture Research on American Hegemony in Transnational Women Magazine Advertisements. *Rubikon: Journal of Transnational American Studies*, 2(1), 70. <https://doi.org/10.22146/rubikon.v2i1.34243>
- Firdaus chalid, M. (2018). *Makna Kecantikan Dalam Iklan*. 91(5), 43. <https://doi.org/10.1017/CBO9781107415324.004>
- Forbat, E., Al-Niimi, F., & Ali, F. R. (2017). Use of nicotinamide in dermatology. *Clinical and Experimental Dermatology*, 42(2), 137–144. <https://doi.org/10.1111/ced.13021>
- Frolova, S. (2014). *THE ROLE OF ADVERTISING IN PROMOTING A PRODUCT*. May.
- Greenfield, S. (2018). *When Beauty is the Beast: The Effects of Beauty Propaganda on Female Consumers*. 1–34. [https://digitalcommons.unomaha.edu/university\\_honors\\_program/20/](https://digitalcommons.unomaha.edu/university_honors_program/20/)
- ILO. (2016). World Employment Social Outlook: Trends 2016. In 2016/01. [https://doi.org/ISBN\\_978-92-2-129260-9](https://doi.org/ISBN_978-92-2-129260-9)
- Indriastuty. (2015). Adln – perpustakaan universitas airlangga. *Universitas Airlangga, Surabaya, September*, 1–21. <https://doi.org/10.1002/14651858.CD004439.pub2.De>
- Marrinan, K. (2018). *American Beauty Standards: “Paling” in Comparison to the White Norm*. <https://doi.org/10.31235/osf.io/8bnh7>
- Monica, M., & Luzar, L. C. (2011). Efek Warna dalam Dunia Desain dan Periklanan. *Humaniora*, 2(2), 1084.

<https://doi.org/10.21512/humaniora.v2i2.3158>

- Novitri, P. (2014). *Representation of Beautiful Women in Skin-Whitening Cosmetics TV Commercials*. 2(1), 15–21.
- Parera, V. (2018). *THE VISUAL AND TEXTUAL ANALYSIS OF MAKEUP ADVERTISEMENTS IN INDONESIA COSMOPOLITAN NOVEMBER 2015 AND 2016*. 1–6.
- Pradopo, R. (1998). SEMIOTIKA: Teori, Metode, dan Penerapan. *Journal of Visual Languages & Computing*, 7(3), 55.
- Prasetyowicaksono, I. (2012). *Representasi Eksploitasi Perempuan dalam Iklan*. 9(6), 149–167.
- Puspa, R. (2010). *Isu Ras dan Warna Kulit dalam Konstruksi Kecantikan Ideal Perempuan*. 23, 312–323.
- Puspitasari, D., & Suryadi, Y. (2020). Discourse on the shifting of local beauty: Concepts in an Easternization era. *Masyarakat, Kebudayaan Dan Politik*, 33(1), 36. <https://doi.org/10.20473/mkp.v33i12020.36-46>
- Rodriguez, P. R. (2017). *Effectiveness of YouTube Advertising: A Study of Audience Analysis*. 1–45. <http://scholarworks.rit.edu/theses>
- Utami, M., & Endah Sokowati, M. (2021). Konstruksi Identitas Global Dan Lokal Dalam Majalah Gogirl!: Sebuah Hibriditas (Analisis Semiotik Majalah Gogirl! Edisi 101 Bulan Juni Tahun 2013). *Jurnal Komunikasi*, 15(2), 91–108. <https://doi.org/10.20885/komunikasi.voll5.iss2.art2>
- Vannini, P., & McCright, A. (2004). *To Die For: The Semiotic Seductive Power of the Tanned Body*. 27(3), 309–332.

<https://viurrspace.ca/bitstream/handle/10170/160/tanned.pdf?sequence=1>

Wattenhofer, M., Wattenhofer, R., & Zhu, Z. (2012). The you tube social network. *ICWSM 2012 - Proceedings of the 6th International AAAI Conference on Weblogs and Social Media*, 354–361.

Wolf, N. (1991). The beauty myth: how images of beauty are used against women. In *Choice Reviews Online* (Vol. 29, Issue 05). <https://doi.org/10.5860/choice.29-3031>

Wulan, R. R. (2017). The Myth of White Skin: A Postcolonial Review of Cosmetics Ads in Indonesia. *SHS Web of Conferences*, 33, 00048. <https://doi.org/10.1051/shsconf/20173300048>

**Websites video:**

Vaseline Hand Body Uv White – Concert (2021)  
(<https://www.youtube.com/watch?v=PtzWN-nfUU4>)

Vaseline Hand Body UV White Hijab (2019)  
<https://www.youtube.com/watch?v=ck8sM64eo-E>

Vaseline Intensive Care Spray Lotion Commercial (2015)  
<https://www.youtube.com/watch?v=cFA5wpv3ldY>

New Vaseline Clinical Care Extremely Dry Skin Rescue Body Lotion (2018)  
<https://www.youtube.com/watch?v=qdzAWUmIWWs>