

## Skin Care and Women's Identity: The Role of Digital Media in the Formation of Self-Confidence

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### ABSTRACT

*The use of skincare is not only a part of self-care, but also forms the identity and self-confidence of women in the digital era. Digital media plays a significant role in shaping perceptions and standards of beauty through the content consumed daily (Tiggemann & Zaccardo, 2018). Exposure to beauty influencers, skincare product advertisements, and beauty trends on social media influence the construction of women's identity and increase the drive to meet ideal beauty standards (Perloff, 2014). This phenomenon is closely related to the concept of self-objectification, where women begin to judge themselves based on external standards displayed by digital media (Moradi, 2010). Studies show that regular use of skincare, influenced by digital media, can increase self-confidence because of feelings of better appearance (McNeill & Venter, 2019). Thus, digital media becomes an important mediator in the relationship between the use of skincare and the formation of women's self-confidence in the modern era.*

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## 1. INTRODUCTION

The rapid development of the beauty industry along with advances in digital technology, has driven significant changes in women's consumption behavior, especially in the use of skin care products. According to Euromonitor International (2021), the global skin care industry has experienced a significant increase and is projected to continue to grow along with increasing public awareness of the importance of physical appearance. Skin care is no longer just about meeting skin care needs, but has also become part of the lifestyle and self-representation of modern women in building their self-image in society. In the context of women's identity, skin care has a deeper meaning, namely as a medium to form and affirm self-identity.

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Beauty practices such as the use of skin care and makeup can strengthen self-concept and provide space for women to express their identities personally and socially (McNeill and Venter, 2019). Thus, skin care not only has an impact on the physical aspect but also influences the formation of women's self-identity and self-confidence. In the digital era, social media has become the main space for women to be exposed to various beauty standards that are constructed visually and narratively. Digital media, especially social media such as Instagram, YouTube, and TikTok, play a major role in shaping women's perceptions of their bodies and beauty (Perloff, 2014).

Massive exposure to beauty content, both from beauty influencers and beauty brands, has influenced the way women see themselves and encouraged more intensive consumption of skincare products. Digital media also acts as a new socialization agent in introducing modern beauty values that are full of commercial value. Content with the theme of "fitspiration" and beauty on social media creates ideal body and face standards that are often unrealistic (Tiggemann and Zaccardo, 2018). As a result, many women feel compelled to pursue these beauty standards in order to gain social validation and increase their self-confidence.

This phenomenon is closely related to the theory of self-objectification, where women begin to judge and perceive their bodies based on external standards constructed by the media (Moradi, 2010). Women are not only the subject, but also the object of social views, thus increasing the focus on physical appearance as the main source of building self-confidence. This makes skin care an important ritual that not only functions to care for the skin, but also as an effort to improve self-image in front of the digital public. Furthermore, the intensity of social media use is positively correlated with the level of women's involvement in beauty rituals, including skin care (Chae, 2017).

The more often exposed to beauty content, the greater the urge for women to buy and use skincare products as a form of self-investment. This condition strengthens the argument that digital media is not only a channel for information, but also a determining factor in the formation of women's identity and self-confidence. In addition, the use of social media contributes to the formation of body image dissatisfaction which has an impact on decreasing self-esteem (Dhir et al., 2021). However, on the other hand, regular use of skincare can create positive feelings about oneself because of increased control over one's appearance.

In other words, although digital media can have a negative impact, self-care practices such as skincare can also function as a coping mechanism that increases women's self-confidence. Modern women today view skincare as a form of self-care that has psychological and social dimensions. Skincare not only improves skin health but also contributes to increased psychological well-being because of feelings of satisfaction with oneself (Li et al., 2022). When women feel comfortable with their appearance, they tend to have higher self-confidence in various aspects of life, including social and professional.

Based on the description above, this study aims to analyze the role of digital media in shaping women's identity. The use of skin care by most women as a means of increasing self-confidence. Understanding the relationship between digital media, skin care, and self-identity is expected to contribute in many fields. Among others, theoretically and practically in the study of gender, media, and women's consumption behavior in the digital era..

## 2. LITERATURE REVIEW

### 2.1 Skin Care

Skin care has developed into a global phenomenon that is not only related to skin health, but also to women's identity and self-confidence. The beauty industry, especially skin care products, is experiencing rapid growth along with increasing public awareness of the importance of physical appearance (Euromonitor International, 2021). This trend shows that skin care is not only seen as a functional need to keep skin healthy, but also as a form of self-investment in building self-image and increasing self-confidence. Skin care is part of a daily routine that can provide positive psychological effects for its users.

Routine skin care activities contribute to increased psychological well-being because they provide feelings of relaxation and satisfaction with oneself (Li et al., 2022). Women who regularly care for their skin tend to feel more confident and comfortable with their appearance. This shows that skin care not only provides physical benefits but also strengthens the psychological aspect in the formation of self-identity. Furthermore, skin care also functions as a medium for women to express their identity and personal values. Women use beauty activities, including skin care, as a way to build self-concept and show their self-image to the social environment, especially in digital media (McNeill and Venter, 2019). The products chosen, the brands used, and how to share skin care routines on social media are part of the self-representation that shapes women's identity in the modern era. On the other hand, the development of digital media has strengthened the dominance of the skin care industry in women's lives. Social media and digital platforms are the main channels in distributing beauty narratives that encourage women to engage in skin care practices (Chae, 2017).

The content presented by beauty influencers, celebrities, and beauty brands indirectly forms new beauty standards that encourage women to continue to try to care for and improve their physical appearance. This phenomenon is also in line with the concept of self-objectification, where women begin to view themselves based on external perspectives constructed by the media and society (Moradi, 2010). Skin care practices are one of the real forms of this process, where women try to meet the beauty standards consumed from digital media as a form of self-validation. Skin care is no longer just about skin health, but has become a symbol of women's efforts to gain social recognition.

However, it is undeniable that skincare practices also have a positive impact on increasing women's self-confidence. Women who consistently carry out skincare routines experience increased self-confidence because they feel more able to control their body condition (Li et al., 2022). Regular skincare activities create feelings of satisfaction and comfort with their appearance, thus encouraging women to be more confident in social and professional interactions. Overall, skincare is an important practice in the lives of modern women that not only has an impact on skin health, but also shapes identity and increases self-confidence.

With the influence of digital media today being so massive. Skincare products are now part of popular culture for women today. The use of skincare defines how women view themselves and perceive beauty. Therefore, it is important to understand the role of skincare in the dynamics of women's identity in the digital era as an effort to maintain a balance between physical and psychological health.

## 2.2 Identity

Identity is a multidimensional concept that reflects how individuals view themselves and how they want to be perceived by others. Identity is formed through ongoing social processes and interactions with the surrounding environment (Jenkins, 2014). The identity of modern women is increasingly complex, especially with the presence of digital media and visual culture that strengthen the role of physical appearance as part of self-representation. In the context of women, identity is often associated with the social construction of beauty standards created by the media and the beauty industry.

Women build their self-concept through beauty practices, including the use of skin care and makeup (McNeill and Venter, 2019). This activity is a medium for women to show personal values, preferences, and self-image that they want to present to the public, especially in digital spaces such as social media. Self-presentation theory also explains that individuals try to form certain perceptions of others through the appearance and behavior displayed (Goffman, 1959). For women, skin care practices can be part of a self-presentation strategy used to improve self-image, gain social recognition, and strengthen identity as individuals who care about themselves and their appearance.

This is in line with the phenomenon of increasing beauty content on social media which is often associated with women's efforts to build their identity. The development of technology and digital media is increasingly strengthening the role of visuals in the formation of women's identity. According to Marwick (2015), social media has created a space where women's identities are continuously constructed and negotiated through images, videos, and visual narratives. Women are encouraged to build an ideal image of themselves that fits the beauty standards that develop in the media, so that physical appearance, including skin health, becomes an important part of identity formation.

Furthermore, women's exposure to beauty standards on social media has an impact on increasing anxiety about their appearance and the urge to continue to improve themselves (Tiggemann and Zaccardo, 2018). In this case, women's identities are not only formed from within themselves, but are also greatly influenced by social and media constructions that demand physical perfection. Skin care practices are one of the mechanisms for women to meet these demands while building self-confidence. The concept of objectified body consciousness is also relevant in understanding how women begin to internalize other people's views of their bodies (Moradi, 2010).

Women tend to see their bodies as objects that must always be fixed and displayed perfectly, so that their identities are closely tied to physical performance. Therefore, skin care becomes a symbol of women's efforts to manage their identities amidst social and media pressures. The identity of modern women is no longer separated from self-care practices such as skin care mediated by digital media. Identity is not only about who someone is, but also how they present themselves to the outside world, especially in the digital space that is all visual.

## 2.3 Women

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This is in line with the phenomenon of increasing beauty content on social media which is often associated with women's efforts to build their identity. The development of technology and digital media has further strengthened the role of visuals in the formation of women's identity. Social media has created a space where women's identities are continuously constructed and negotiated through images, videos, and visual narratives (Marwick, 2015). Women are encouraged to build an ideal image of themselves that is in accordance with the beauty standards that develop in the media, so that physical appearance, including skin health, becomes an important part of identity formation.

Women tend to see their bodies as objects that must always be fixed and displayed perfectly, so that their identity is closely tied to physical performance. Therefore, skin care is a symbol of women's efforts to manage their identity amidst social and media pressures. Modern women are no longer free from self-care practices such as skin care mediated by digital media. Identity is not only about who someone is, but also how they present themselves to the outside world, especially in the digital space that is all visual. Understanding this dynamic is important in seeing the role of skin care and digital media as factors in forming the identity and self-confidence of today's women.

#### **2.4 Digital Media**

Digital media has become an integral part of modern human life, providing new space for social interaction, identity construction, and self-representation. Digital media refers to platforms that allow individuals to share, interact, and create content online in various forms such as text, images, audio, and video (Kaplan and Haenlein, 2010). The presence of digital media expands social space from the real world to the virtual world, where individuals can form and negotiate their identities more flexibly. From the perspective of women, digital media provides opportunities as well as challenges in building identity and self-confidence.

Social media such as Instagram, YouTube, and TikTok have become the main arena for women to present themselves, share beauty experiences, including skincare routines (Marwick, 2015). Through digital media, women are not only consumers of information but also producers of content that can influence perceptions of beauty and social standards in society. Digital media also accelerates the spread of global beauty standards that are often homogeneous and difficult to reach. Women in various parts of the world are exposed to ideal images constructed by the beauty industry and influencers on social media.

Continuous exposure to such content can increase social comparison and trigger body dissatisfaction, prompting women to undertake various self-care efforts to conform to prevailing standards (Perloff, 2014). However, digital media also opens up space for women to find supportive communities and champion diverse self-representations. Women actively use social media not only to follow beauty trends, but also to seek social validation and increase self-confidence through positive interactions in cyberspace (Fox and Vendemia, 2016). This shows that digital media has an ambivalent role—at the same time reinforcing beauty standards and becoming a space for women's empowerment. The phenomenon of beauty influencers in digital media is one clear evidence of how digital media influences women's behavior and identity. Influencers often share skincare tips, product reviews, and build personal narratives about beauty that are relatable to their audiences. Young women tend to trust beauty influencers because they are considered authentic and able to shape preferences and self-confidence in choosing skincare products (Djafarova and Rushworth, 2017). In addition, digital media also strengthens the practice of self-monitoring and self-presentation among women.

Women who are active on social media tend to pay more attention to their physical appearance and engage in self-care activities, including skin care, as a form of impression management (Kim and Chock, 2017). This shows that digital media is not only a communication platform, but also a medium that shapes women's mindsets and behaviors towards their bodies and identities. On the one hand, digital media expands women's access to information and supportive communities, but on the other hand, it also strengthens social expectations that are sometimes oppressive. Therefore, it is important to understand digital media not only as a communication tool, but also as a social space that shapes the way women view themselves and care for themselves, including through skin care practices.

#### **2.5 Self Confidence**

Self-confidence is an individual's belief in their ability to face various situations and challenges in life. In his theory of self-efficacy Self-confidence is closely related to a person's perception of their ability to control their actions and expected outcomes (Bandura, 1997). Individuals with high self-confidence tend to be more optimistic, dare to take risks, and are better able to deal with social pressure. In the context of women, self-confidence is often influenced by social and cultural factors that shape beauty standards and gender roles.

Women are more susceptible to decreased self-confidence due to social expectations that require them to appear according to ideal beauty standards (Gentile et al., 2009). This pressure encourages women to engage in various activities aimed at improving their physical appearance, including the use of skin care products. The relationship between physical appearance and women's self-confidence has been widely discussed in various studies. Positive body image is one of the important factors in building women's self-confidence (Tiggemann and Slater, 2014).

Skin care as part of a body care routine is believed to be able to increase positive feelings about oneself, thereby strengthening self-confidence in social interactions and in public spaces. Digital media plays a significant role in shaping and influencing the self-confidence of modern women. It is stated that social media is a space where women can present themselves and gain validation from their social environment (Marwick, 2015). Activities such as sharing selfies or videos of skin care routines on digital platforms can provide a sense of achievement and increase self-confidence through positive feedback from the audience.

However, digital media also has a negative side in influencing women's self-confidence (Papacharissi, 2010). Continuous exposure to unrealistic beauty standards on social media can trigger social comparison and lead to decreased self-confidence. This creates a dilemma for women in utilizing digital media as a means of building self-confidence amid high social pressure. Self-care strategies such as skin care are one form of coping mechanism used by women to increase their self-confidence.

Self-care activities not only provide physical benefits but also have psychological impacts in the form of increased self-esteem and self-confidence (Kamarudin and Mokhlis, 2003). When women feel comfortable and satisfied with their appearance, their self-confidence will increase significantly. Women's self-confidence is a psychological construct that is influenced by various factors, including culture, digital media, and self-care activities such as skin care. A comprehensive understanding of the factors that shape self-confidence is important in seeing how modern women build their identity and self-confidence amidst the ever-evolving social dynamics, especially in today's digital era.

### **3. RESEARCH METHOD**

This study uses a qualitative approach with a phenomenological study method to explore in depth the subjective experiences of women in using skin care and utilizing digital media in shaping their self-confidence. This approach was chosen because it is appropriate for understanding the meaning and construction of identity formed from personal experiences and social interactions in digital media (Creswell & Poth, 2018). Data were collected through semi-structured interviews with 8 female informants aged 18-35 years who actively use social media and routinely use skin care products, in order to obtain rich and detailed narratives (Moustakas, 1994). Informants were selected using purposive sampling techniques based on certain criteria relevant to the focus of the study. The data obtained were analyzed using interpretative phenomenological analysis (IPA) techniques to find the main themes related to self-confidence, skin care, and the role of digital media in shaping women's identity (Smith, Flowers, & Larkin, 2009).

### **4. FINDINGS AND DISCUSSION**

#### **4.1 Skin care and Women's Identity**

The results of the study show that skin care activities have a significant role in shaping the identity of modern women, especially in the context of social life in digital media. Most informants stated that skin care is not only a skin care routine, but also a symbol of self-care and self-representation as a woman who cares about health and appearance. This is in line with research that confirms that self-care practices through skin care directly contribute to increasing positive body image and women's self-confidence in facing social demands (Kwon and Lee, 2021). Furthermore, the findings show that skin care is also interpreted as a form of self-control amid high social pressure on beauty standards.

Informants revealed that skin care routines provide a sense of security and comfort, while also emphasizing their identity as empowered women who are able to manage themselves. Self-care activities such as skin care can be a strategy for women to deal with social stress and strengthen their self-identity as productive and controlled individuals in social spaces (Kim and Kim, 2020). Digital media, especially social media, strengthens the relationship between skin care and the formation of women's identity. Through platforms such as Instagram and TikTok, women not only practice skin care privately, but also publish these routines as part of their personal branding and self-actualization.

Social media allows women to negotiate their identities by gaining social validation from digital interactions, such as likes and positive comments that further strengthen their self-confidence (Marwick, 2015). In addition to being a space for self-expression, digital media is also an arena for social competition that indirectly encourages women to continue to improve their appearance through skincare. Informants admitted to often being exposed to beauty content that triggers feelings of not being good enough, so they are motivated to be more diligent in carrying out skincare routines in order to meet the beauty standards displayed on social media.

This phenomenon is in line with findings that state that exposure to social media can increase self-objectification and body surveillance in women (Tiggemann and Slater, 2014).

On the other hand, women's involvement in digital communities that discuss skin care also influences the formation of their identity. Based on interviews, several informants felt more confident and gained a sense of belonging when connected to communities that share the same interests in the world of beauty and skin care. This is in accordance with the opinion that digital communities play an important role in shaping women's social identity and increasing self-confidence through supportive interactions (Nasrullah et al., 2021). However, although skin care and digital media make a positive contribution to the formation of women's identity and self-confidence, this study also found a negative side.

Several informants felt trapped in a cycle of consuming beauty products due to social pressure on digital media, so that skin care activities were no longer purely a form of self-care, but rather an obligation to be socially accepted. This condition reflects the paradox of digital media which on the one hand provides space for expression, but on the other hand creates new standards that limit individual freedom (Papacharissi, 2010). From an identity perspective, skin care activities also show a change in women's paradigm in viewing beauty. If beauty was previously seen as a purely physical attribute, now beauty is interpreted as part of holistic health and self-care.

Modern women are beginning to reconstruct the meaning of beauty by emphasizing the importance of agency and self-control over their own bodies, including through routine skincare rituals (Gill, 2007). Overall, this study confirms that skincare cannot be separated from the process of forming women's identity in the digital era. This self-care practice not only has an impact on physical appearance, but also plays an important role in building women's self-confidence and social identity. Digital media is a catalyst that accelerates this process, creating a space where women can explore, negotiate, and assert their identity through seemingly simple but meaningful activities in everyday life.

Skincare in the context of modern women is not only about meeting beauty standards. However, it is also part of an effort to fight for self-identity. In addition, to achieve self-confidence in the midst of the ever-growing flow of digital media. Therefore, it is important to see skincare as a complex and multidimensional social phenomenon in women's lives today.

#### **4.2 Skin Care and Women's Identity and the Role of Digital Media**

Current facts show that skin care practices are not only related to efforts to care for the skin, but also become an important part of building the identity of modern women. For most informants, skin care is a form of self-care that provides a sense of comfort, control over oneself, and a symbol of attention to health and appearance. This finding is in line with the opinion that self-care practices through skin care contribute to forming a positive body image and increasing women's self-esteem, especially amidst social demands for beauty standards (Kwon and Lee, 2021). Furthermore, skin care routines are also considered as activities that represent the values of modern femininity.

Women feel more confident and have better self-esteem when they are able to take care of themselves. Self-care activities such as skin care not only have an impact on the physical, but also become an important form of self-affirmation for women in maintaining their personal identity, especially in the modern era full of social pressure and expectations (Kim and Kim, 2020). Digital media, especially social media, strengthens the role of skin care in shaping women's identity. Informants stated that social media has become a space to show off skincare routines and gain social validation through likes and positive comments.

This phenomenon is considered a form of personal branding, where women build their self-image as individuals who care about their health, are well-groomed, and meet digital beauty standards (Marwick, 2015). The presence of social media also expands women's access to information about the latest skincare products and techniques that support the construction of this identity. However, behind these positive impacts, digital media also creates its own pressures for women. Exposure to beauty content on social media often creates feelings of insecurity and body dissatisfaction, which encourages women to continue to improve the quality of their appearance through skincare.

Exposure to social media content can trigger self-objectification and increase body surveillance in young women, which ultimately results in the formation of an identity that is highly dependent on physical appearance (Tiggemann and Slater, 2014). In addition, researchers have also found that digital communities are an important place for women in the process of finding their identity. Joining an online community that discusses skin care makes women feel like they have a social group that is in line with their interests and needs. Digital communities play a major role in shaping women's social identity, especially in strengthening self-confidence through mutually supportive interactions and providing positive validation (Nasrullah et al., 2021). A paradox arises when skin care, which initially functioned as a form of self-care, actually turns into a form of social obligation due to pressure from digital media. Several informants felt trapped in a cycle of consuming beauty products to meet the standards set by social media. This phenomenon is a consequence of digital life, where women are forced to continue to present themselves perfectly in order to be accepted in virtual social spaces (Papacharissi, 2010). However, the paradigm shift in the meaning of skin care can also be seen from

how modern women no longer view beauty only as a physical aspect, but also as a reflection of health and self-happiness.

Women are beginning to negotiate the meaning of beauty by emphasizing the importance of control and agency over their own bodies, including through consistent and planned skin care routines (Gill, 2007). Overall, these facts confirm that skin care and digital media have a significant role in the process of forming women's identity and self-confidence. Digital media not only expands women's access to information and support communities, but also strengthens the construction of identity as modern women who are able to take care of themselves. However, it is important to understand that behind all of this there are challenges in the form of social pressure and digital beauty standards that can affect women's mental health and self-confidence.

#### **4.3 Digital Media in the Formation of Self-Confidence**

Research findings show that digital media plays a major role in shaping women's self-confidence, especially through exposure to content related to self-care and beauty standards. Social media such as Instagram, TikTok, and YouTube are the main media for women to get information about skin care and beauty tips that are considered to be able to increase their self-confidence. Digital media has become a new space for women to compare themselves to ideal beauty standards, which on the one hand can encourage them to do self-care to increase self-confidence (Perloff, 2014). In addition to being a source of information, digital media is also a place for self-expression that has an impact on the formation of self-confidence.

Through uploading skin care routine content or facial transformation results after treatment, women get social validation in the form of likes, positive comments, or increasing followers. This form of validation encourages women to feel more confident because they get recognition from their digital environment, which then strengthens their self-identity as a well-groomed and attractive person (Marwick, 2015). Furthermore, social media algorithms that continue to display similar content make women increasingly tied to self-care practices as an effort to build self-confidence. This phenomenon is in line with the statement that repeated exposure to beauty content on social media can strengthen body surveillance behavior and increase self-awareness of appearance (Tiggemann and Slater, 2014).

This shows that digital media not only shapes beauty standards but also influences the way women view themselves. However, research also found that digital media does not always have a positive impact on women's self-confidence. Several informants admitted to feeling pressured and less confident when viewing content that displays difficult-to-achieve beauty standards, such as flawless skin or a perfect face. Digital media can be a double-edged sword, where women are trapped in social comparisons that lead to feelings of insecurity and low self-esteem (Perloff, 2014).

On the other hand, the presence of digital communities such as beauty influencers and beauty discussion forums also has a positive impact on shaping women's self-confidence. Influencers who share personal experiences and realistic skincare tips are considered to provide inspiration and motivation for women to love themselves more. This is reinforced by the statement that states that digital communities are able to create a safe space for women to support each other and build self-confidence collectively (Nasrullah et al., 2021). In addition, digitalization in the beauty industry also opens up wider access for women to beauty products and services that were previously difficult to reach. With a variety of product choices recommended by beauty vloggers or reviews on social media, women feel more confident in choosing products that suit their needs. Women's active involvement in choosing self-care products indirectly increases self-efficacy and self-confidence because they feel they have control over their own appearance and health (Kim and Kim, 2020). Digital media has a very significant role in the process of shaping women's self-confidence, because digital media is not only a source of information and inspiration, but also a space to get social validation that strengthens self-confidence. However, it is important for women to have critical awareness in responding to beauty content on digital media so as not to get caught up in false beauty standards that can have a negative impact on their mental health and self-confidence.

## **5. CONCLUSION AND SUGGESTION**

The researcher's findings show that skin care not only plays a role as a form of physical care, but also becomes an important part in forming the identity of modern women. Self-care activities through skin care are considered a form of self-care that has a positive impact on increasing women's self-confidence. This is in line with the findings that state that self-care practices such as skin care can increase self-efficacy and positive body image, thereby strengthening self-confidence in everyday life (Kim and Kim, 2020). In addition, digital media has proven to be a very influential medium in the process of constructing women's identities related to beauty standards and self-confidence.

Through various digital platforms, women gain access to information, tutorials, and beauty communities that provide social support. Digital media can shape women's perceptions of their bodies and beauty, while creating a space to obtain social validation that has an impact on strengthening self-confidence (Perloff, 2014). However, excessive exposure to beauty content on digital media can also cause social pressure and feelings of

insecurity due to unhealthy social comparisons. Therefore, it is important for women to have critical awareness in responding to beauty standards built by digital media, so that digital media can be utilized positively as a means of empowering women in forming their identities and increasing self-confidence in a healthy and realistic way (Tiggemann & Slater, 2014).

### 5.1 Suggestion

Based on the results of the study, it is recommended that women as digital media users be more selective and critical in consuming content related to beauty standards that are widely spread on social media. Women need to build awareness that the beauty standards displayed are often unrealistic and constructed by the beauty industry and digital media itself (Perloff, 2014). By having good media literacy, women can minimize the negative impacts of excessive social comparisons and focus more on self-care which aims to increase self-confidence in a healthy way. In addition, beauty content creators and influencers are expected to be able to create content that is more realistic, educational, and oriented towards self-love, not just pursuing aesthetics.

Emphasis on the importance of self-care for skin and mental health needs to be increased so that women do not get trapped in social pressure due to unreasonable beauty standards. Self-care practices that focus on health can increase self-efficacy and form a positive self-image, so that women can be more confident in carrying out their daily activities (Kim and Kim, 2020). Finally, it is important for the government and educational institutions to start including media literacy and education about self-confidence in the education curriculum, especially for adolescent girls, because massive exposure to digital media without proper guidance has the potential to form a fragile self-identity that is easily influenced by false beauty standards (Tiggemann & Slater, 2014). With comprehensive education, it is hoped that women will be able to use digital media as a positive space to support self-care and the formation of self-confidence in a healthy and sustainable way.

### 5.2 Gap Research

Research on the relationship between skin care, women's identity, and the role of digital media in the formation of self-confidence is still relatively limited, especially in the cultural context of Southeast Asian societies that have different social constructions and beauty standards than Western culture. Most previous studies have focused more on the influence of social media on women's body image and consumer behavior (Perloff, 2014; Tiggemann & Slater, 2014), but have not specifically examined how skincare practices as a form of self-care can shape women's identity and increase self-confidence in the digital era. In addition, the importance of research that explores the positive role of digital media in encouraging self-efficacy and self-confidence through self-care activities, which is still a research gap to be studied more deeply in the context of local culture and the dynamics of digital media that continue to develop (Kim and Kim, 2020).

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