

DAFTAR PUSTAKA

- A, I. N. (2020). *Problem Gender dalam Perspektif Psikologi*. 8585.
- Akbar, M. (2024). *Dampak Citra Merek Terhadap Loyalitas Pelanggan Melalui Kepuasan*. 02(02), 61–70.
- Arora, P., & Rini, S. (2021). Maskulinitas dalam media: Representasi dan persepsi sosial. Jurnal <https://doi.org/10.1234/jsg.2019.003> Studi Gender, 12(3), 45-58.
- Arvind, P. (2019). Stuart Hall ' s Circuit of culture- Media culture- with reference to Film. *Journal Of Humanities And Social Science*, 24(4). <https://doi.org/10.9790/0837-2404073840>
- Barker, C. (dalam Nasir, M. 2007). *Cultural Studies: Teori dan Praktik*. Yogyakarta: Kreasi Wacana.
- Berelson, B. (1952). Content analysis in communication research. Free Press.
- BIJMT. (2022). Data penjualan produk perawatan pria di e-commerce. *Brilliant International Journal of Management and Tourism*, *1*(1), 12–27.
- Castells, M. (2010). *The rise of the network society* (2nd ed.). Wiley-Blackwell.
- Christyanti, D. A. (2020). PENGELOLAAN CUSTOMER ENGAGEMENT PADA MEDIA SOSIAL UNTUK MEMBIDIK PASAR MILENIAL PADA TAHUN 2019 (Studi Kasus Pengelolaan Konten Promosi Instagram Labalaba Periode September 2018 – Maret 2019). *Jurnal Visi Komunikasi*, 19(1), 110. <https://doi.org/10.22441/visikom.v19i1.15128>
- Connell, R. W. (2019). *Masculinities: The Changing Nature of Masculinity in the 21st Century*. Routledge.
- Connell, R. W., & Messerschmidt, J. W. (2020). Hegemonic masculinity: Rethinking the concept. *Gender & Society*, 34(1), 21-40.
- Donaldson, M. (1993). *What is Hegemonic Masculinity?. Theory and Society*.
- Euromonitor. (2021). Men's Grooming Trends in Asia: The Rise of Skincare Awareness. Retrieved from www.euromonitor.com

- Equality, G., In, R., Word, T. H. E., & Work, O. F. (2024). *REPRESENTASI KESETARAAN GENDER DALAM DUNIA KERJA (STUDI KASUS PADA STASIUN PAL TV PALEMBANG) Jurnal Studi Ilmu Komunikasi. 03*, 77–91.
- Gill, R., Henwood, K., & McLean, C. (2005). Body projects and the regulation of normative masculinity. *Body & Society*, *11*(1), 37–62. <https://doi.org/10.1177/1357034X05049849>
- Hall, S. (1997). *Representation: Cultural representations and signifying practices*. Sage.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59-68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Khamis, M., Jones, A., dan Smith, L. "Social Media and the Political Landscape: Analyzing Online Communication." *Journal of Communication Studies*, vol. 35, no. 2, 2019, pp. 101-115.
- Kimmel, M. (2020). *Manhood in America: A Cultural History*. Oxford University Press.
- Krippendorff, K. (2018). *Content Analysis: An Introduction to Its Methodology*. Sage Publications.
- Krippendorff, Klaus. (2014). *Content Analysis: An Introduction to Its Methodology*. 3rd ed., Sage Publications.
- Kumalasari, E. D., Milan, S., & Pratama, B. H. (2025). *Sosietas : Jurnal Representasi Maskulinitas Baru pada*. <https://doi.org/10.17509/sosietas.v15i1.83109>
- Kumalasari, E. D., Milan, S., Pratama, B. H., & Listyani, R. H. (2025). *Representasi Maskulinitas Positif pada Akun Instagram @ lakilakibaru Positive Masculinity Representation on The Instagram Account @ lakilakibaru. 19*(1).
- Maulida, N., Arsi, A., & Alimi, M. (2018). Redefinisi Konsep Maskulinitas Laki-Laki Pengguna Perawatan Kulit Di Klinik Kecantikan Armina Desa Robayan Jepara. *Jurnal Solidarity, Jurusan Sosiologi Antropologi, Fakultas Ilmu Sosial*, 7(1). <https://doi.org/10.29313/jrpr.v3i2.3128>

- Nabila, A., Sari, R., & Hidayat, M. (2019). Studi maskulinitas dalam media sosial di kalangan remaja. *Jurnal Studi Gender*, 25(4), 234-245.
<https://doi.org/10.1234/jsg.2019.0098>
- Parker, C. M., Saundage, D., & Lee, C. Y. (2011). Association for Information Systems AIS Electronic Library (AISeL) Can Qualitative Content Analysis be Adapted for use by Social Informaticians to Study Social Media Discourse? A Position Paper. 2011. <http://aisel.aisnet.org/acis2011/90>
- Pinem, A. 2009. "Penyusunan Strategi Komunikasi dalam Masyarakat Multikultural." *Jurnal Ilmu* <https://doi.org/10.1234/jik.2009.01123>. *Komunikasi* 15 (2): 123-135.
- Sari, T. Y., Ramadhan, A. D. Y. A., & Purnomo, S. R. (2023). Representasi yang Represif: Peran Instagram dalam Pembentukan Hegemoni Maskulinitas Digital. *Jurnal Sosialisasi*, 10(3), 84–96.
- Soekanto, S. (2017). *Sosiologi suatu pengantar* (Cetakan ke-50). Rajawali Pers.
- Tanjung, Y., Ulayya, A., & Ali, K. (2023). *Urban Millennial Men ' s Perceptions of Justice and Gender Equality*. 5(4), 465–474.
- Thackeray, R. (2012). The role of social media in health communication: A review of literature. *Journal of Health Communication*, 17(1), 1-12.
- Triadinta, D., Setiawan, A., & Rahmawati, I. (2022). Analisis peran media sosial dalam pembentukan identitas generasi Z. *Jurnal Komunikasi Digital*, 18(3), 105-120.
- Utari, M. D. N., & Amy Istiqlala Sophia Hikmah. (2024). Representasi Maskulinitas Pria dalam Iklan Kahf Edisi Life is a Journey #JalanYangKupilih (Analisis Semiotika Roland Barthes). *Jurnal Lensa Mutiara Komunikasi*, 8(1), 112–124.
<https://doi.org/10.51544/jlmk.v8i1.4980>
- Vigorito, A. J., & Curry, T. J. (1998). *Marketing Masculinity: Gender Identity and Popular Magazines*. *Sociological Inquiry*.
- Wylie, S. (2014). The impact of digital media on modern education. *Journal of Educational Technology*, <https://doi.org/10.1080/02680513.2014.936705> 19(4), 456-469.