

The Influence of Miss Universe Indonesia's Image on Perceptions of Sexual Harassment Among Generation Z Jabodetabek

Eka Supriyanti¹, Muhammad Reza^{2*}, Sabila Adinda Puri Andarini³

^{1,2,3} Universitas Pakuan

^{*)}muhammadreza@unpak.ac.id

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Abstrak

Kontes kecantikan telah lama menjadi bagian dari budaya populer, terkait erat dengan citra yang mereka tampilkan, yang dapat memengaruhi persepsi publik tentang kecantikan dan peran gender, serta memengaruhi sikap terhadap isu-isu sosial seperti pelecehan seksual. Penelitian ini bertujuan untuk mengkaji bagaimana citra yang ditampilkan oleh Miss Universe Indonesia mempengaruhi persepsi pelecehan seksual di kalangan Generasi Z di Jabodetabek. Menggunakan metode kuantitatif yang berfokus pada data berupa angka, dilakukan di wilayah Jabodetabek sejak Januari hingga Juni 2024. Populasi penelitian adalah seluruh Generasi Z di Jabodetabek, dengan sampel diambil menggunakan teknik pengambilan sampel probabilitas melalui metode simple random sampling. Hasil penelitian ini menunjukkan bahwa indikator nilai pada variabel gambar memperoleh nilai rata-rata sebesar 3,77%, yang termasuk dalam kategori tinggi. Sementara itu, indikator pelaku pada variabel persepsi memperoleh nilai rata-rata sebesar 3,74%, yang juga termasuk dalam kategori tinggi. Dari hasil penelitian yang telah dilakukan, dapat disimpulkan bahwa ada pengaruh antara Citra dan persepsi, artinya H_a diterima sedangkan H_o ditolak. Berdasarkan uji determinasi, hasil citra adalah 59,9% pada persepsi, sedangkan sisanya adalah variabel lain yang tidak dijelaskan dalam penelitian ini.

Kata Kunci: citra; generasi z; kekerasan seksual; persepsi.

Abstract

Beauty contests have long been part of popular culture, closely related to the image they display, which can influence public perceptions of beauty and gender roles, as well as influencing attitudes towards social issues such as sexual harassment. This study aims to examine how the image displayed by Miss Universe Indonesia influences perceptions of sexual harassment among Generation Z in Jabodetabek. Using a quantitative method that focuses on data in the form of numbers, it was conducted in the Jabodetabek area from January to June 2024. The study population was all Generation Z in Jabodetabek, with samples taken using probability sampling techniques through the simple random sampling method. The results of this study indicate that the value indicator on the image variable obtained an average value of 3.77%, which is included in the high category. Meanwhile, the perpetrator indicator on the perception variable obtained an average value of 3.74%, which is also included in the high category. From the results of the research that has been carried out, it can be concluded that there is an influence between Image and perception, meaning that H_a is accepted while H_o is rejected. Based on the determination test, the image results were 59.9% on perception, while the rest were other variables not explained in this study.

Keywords: generation z; image, perception; sexual harassment.

Introduction

Generation Z, known as the Internet generation, is becoming increasingly strong and evolving in the digital world across various fields. They possess skills in utilizing digital technology and have multitasking abilities that set them apart from previous generations. Research conducted by Bencsik and Machova (2016) in (Ramadani, 2023) indicates that the development of Generation Z aligns with the process of digitalization, allowing them to access information quickly and comprehend it effectively. One of the main factors that differentiate them from other generations is their mastery in the field of information and technology. Naturally, the various internet activities carried out by Generation Z, such as social media use, enable them to gather vast amounts of information. This generation has a unique characteristic, namely the ability to multitask which distinguishes them from previous generations. David Stillman and Jonah Stillman explain that generation Z has seven characteristics, namely phigital, hyper-custom, realistic, FOMO (Fear of Missing Out) which causes them to feel anxious because they are afraid of being left behind by the latest information or trends, weconomist, DIY (Do It Yourself), and Driven (Octavia & Sari, 2024).

According to data from the Central Statistics Agency (BPS), Generation Z includes individuals born between 1997 and 2012. The phenomenon of sexual harassment continues to occur frequently today. The subjects of sexual harassment do not discriminate based on age or gender, as anyone can become a victim, although the majority of victims are women. Sexual harassment is not merely a personal issue but has become a criminal problem that impacts cultural, social, economic, and political values in society. Various actions can be classified as sexual harassment, such as the perpetrator flirting with the victim, whistling, making sexual comments, telling sexual jokes, touching specific parts of the victim's body, or even committing rape

(Ainaya, 2021). Data from the National Commission on Violence Against Women (Perempuan, 2024). and service agencies reveal alarming statistics about violence against women. Electronic-based sexual violence has reached its peak with 991 cases, accounting for 35.4% of the total cases. Sexual harassment ranks second with 711 cases. The data also records 180 cases of molestation, 143 cases of rape, and 72 cases of sexual intercourse. Meanwhile, there are 575 other cases involving sexual violence.

Cases of sexual violence are often reported in various media around the world, including in Indonesia. Among the various forms of sexual violence, sexual harassment and rape are the most common. Although women are usually the victims, men are also not immune from the possibility of experiencing the same thing. Sexual harassment of children, both male and female, is a form of gender injustice. In this context, children as victims do not have a stronger position. This gender injustice has encouraged the emergence of the feminist movement, which focuses on how both men and women can be empowered or weakened (Juwita et al., 2024).

In the context of communication, perception is defined as the process through which each individual or group recognizes and understands their environment with the help of the five senses. Perception is the main key in communication. In order for the communication process to take place effectively, a person needs to have the right perception (Muhlas et al., 2023).

According to Robbin (Felicia, 2019) in (Sulis Mariyanti et al., 2022), the perception process involves cognitive and affective aspects that are used to manage, evaluate and interpret information or objects from the environment, as well as giving meaning to the information or objects by organizing and interpreting them, which in turn will influence behavior. individual. Furthermore, Robbin (Felicia, 2019) in (Sulis Mariyanti et al., 2022) states that positive perceptions can arise when individuals feel satisfied with the

information or object that is the source of their perception, and believe that they will gain valuable experiences from the object being perceived. On the other hand, negative perceptions can arise when individuals feel they do not get anything positive from the information or object and do not gain any experience from what they perceive.

Image can be defined as something abstract. It cannot be seen, is not tangible, cannot be physically described, and cannot be measured numerically. An image exists only in the mind, and its existence is felt based on good or bad judgments, such as positive or negative responses from the audience. Therefore, the completeness of an image depends on the public relations (PR) manager's ability to create perceptions based on existing realities. Although these perceptions may not align with the apparent reality, they cannot be constructed without a clear foundation. Additionally, an image must be developed in accordance with the commercial needs of the organization. Emerging organizations require a different image compared to established ones (Susanti, 2014).

Beauty is often defined as someone with fair skin, a slim and sexy figure, and beautiful, flowing long hair. This definition of beauty is understood in a narrow sense, emphasizing ideas that can influence societal perceptions. In this context, it seems that the existence of the concept of beauty ultimately leads to certain norms, which then become limitations for society in appreciating and assessing how beautiful someone is. One aspect that further reinforces the concept of beauty is the trend still present in society, which can be observed through the emergence of various beauty contests frequently featured in the media (R. Z. B. Pratiwi & Susilowati, 2020).

Beauty pageants capture the attention of many viewers around the world. The purpose of this competition is to select women who are not only beautiful but also intelligent and talented, who will serve as ambassadors for an organization, region, or country at the international level. In

Indonesia, there are many beauty contests supported by various foundations or organizations; however, amidst all this, various dynamics arise in society, such as rejection, government bans, and negative social perceptions. Beauty pageants are often considered incompatible with Eastern culture, as they are associated with women who walk in a coquettish manner (Januar, 2022).

A person's beauty is showcased through various beauty contests and competitions, including the Miss Universe pageant. Miss Universe is a national and international beauty competition held annually. Some women who are declared winners in this event demonstrate that the selected contestants possess true qualities, which include brain, beauty, behavior, and brave (Hermansyah, 2011).

Miss Universe Indonesia was established on February 8, 2023, but just a few months after its inception, a case of sexual harassment occurred during the beauty contest, shocking many and drawing widespread attention. The victim was one of the finalists who was asked to pose without clothing during a body inspection. This incident of harassment took place on August 1, 2023, just a few days before the final of Miss Universe Indonesia 2023. Following the incident, the victim reported it to the Polda Metro Jaya on Monday, August 7, 2023, with the report registration number LP/B/4598/VII/2023 SPKT POLDA METRO JAYA. In this case, the reported party is PT Capella Swastika Karya, and the victim filed a report of sexual violence based on Articles 4, 5, and 6 of Law Number 12 of 2022 (Detikcom, 2023).

Previous research relevant to the title of this thesis, among others, was conducted by Dwi Safitri (2022) entitled "Perceptions of Students of SMAN 4 Pekanbaru Regarding Online Media News About Sexual Harassment at Riau University Fisip". The results showed that the process of forming student perceptions of online media coverage of sexual harassment was influenced by sensations or information

spread across various media platforms. This indicates that people's perceptions, in this case students, can be formed through exposure to the information they receive, including related to the issue of sexual harassment. Another study conducted by (Ainaya, 2021) entitled "The Effect of Perceptions of Sexual Harassment on the Anxiety of Sexual Harassment in Women in Denpasar City" shows that the perception of sexual harassment does not have a significant effect on the anxiety of sexual harassment. Meanwhile, research conducted by (Taufandra & Rahanatha, 2014) with the title "The Effect of Brand Image on Perceptions of Quality and Brand Loyalty" revealed that brand image has a direct effect on perceived quality and brand loyalty. Based on the findings of these previous studies, it can be concluded that public perception of an issue or phenomenon has a significant influence on the image of the organization or brand concerned. Therefore, research entitled "The Influence of Miss Universe Indonesia's Image on Perceptions of Sexual Harassment Among Generation Z in Jabodetabek" is important to do, in order to find out the extent to which the image of Miss Universe Indonesia can influence the perception of sexual harassment among Generation Z in Jabodetabek.

Although there have been several studies that discuss image or perception or its relationship with sexual harassment, there has yet to be research specifically examining how the image of Miss Universe Indonesia influences perceptions of sexual harassment among Generation Z in the Greater Jakarta area (Jabodetabek). Additionally, previous studies have not specifically targeted Generation Z as the analyzed group, particularly regarding how the Miss Universe image affects their perceptions of sensitive issues. This research contributes to the development of public image and perceptions of sexual harassment by adding a new perspective that has not been extensively explored in prior studies. Its novelty lies in its specific focus on Miss Universe Indonesia and its influence on the

youth, particularly Generation Z in Indonesia, in evaluating and responding to issues of sexual harassment.

Understanding Generation Z's perceptions of beauty contests and issues of sexual harassment is essential because this age group is highly active and critical in responding to social issues, making them the future generation that will influence the direction of societal development. Therefore, the findings of this research can have a significant impact on the reputation and trust of the public towards beauty contests, as well as provide valuable insights for organizers in formulating effective communication strategies to manage issues and maintain a positive organization. Based on the background presented, this research aims to: 1) identify the influence of the Miss Universe Indonesia image, 2) understand perceptions of sexual harassment among Generation Z in Jabodetabek, and 3) examine the impact of the Miss Universe Indonesia image on perceptions of sexual harassment among Generation Z in Jabodetabek.

Research Method

The research design to be used in this study is quantitative. Quantitative research is a process for discovering knowledge that utilizes numerical data as a tool to analyze information regarding what is to be understood (Djollong, 2014). This study employs both primary and secondary data as research materials. Primary data is obtained through the distribution of questionnaires to respondents, while secondary data is gathered from sources such as journals, articles, and other references related to the research topic.

The research will be conducted in the Jabodetabek area from January 2024 to June 2024. The population for this study consists of all Generation Z individuals in Jabodetabek, which, according to the Central Statistics Agency, totals 6,049,801. The sample used in this research consists of 399 individuals. the sampling technique employed is probability sampling using the

simple random sampling method. The sample size is determined using Slovin's formula with a precision level of 5%.

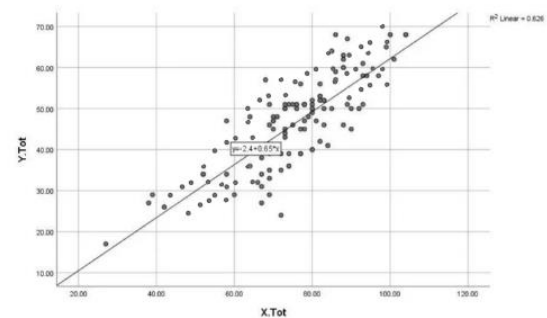
The research instrument used is a questionnaire containing statements related to the variables of Image (X) and Perception (Y). Before being utilized, the research instrument is first tested for validity and reliability to ensure that the measuring tool effectively measures what it intends to measure and is consistent in its measurements.

The data analysis technique employed is simple linear regression analysis to determine the effect of the Image variable (X) on the Perception variable (Y). Additionally, classical assumption tests, hypothesis tests (t-test and F-test), and the coefficient of determination are conducted to assess the extent of the effect of the Image variable on the Perception variable.

Results and Discussion

The linearity test aims to determine whether there is a significant and linear relationship between two or more variables being tested. This test is generally used as a requirement in correlation or linear regression analysis (Setiawan & Yosepha, 2020). The results of the linearity test show that the linearity significance value (sig. linearity) is 0.00, which is smaller than 0.05. This indicates that the relationship between the Image (X) variable and the Perception (Y) variable in this study is linear. This finding is reinforced by the results of the scatterplot graph analysis in Figure 1, which shows that the data plot points form a straight line from the lower left to the upper right, indicating a positive relationship between the two variables. With the fulfillment of the linearity assumption based on statistical and visual tests, simple linear regression analysis can be carried out to determine the effect of the Image variable on the Perception variable accurately and accountably.

Figure 1 : Linearity test results



(Scatterplot Test)

Source : Primary Data (2024)

The normality test aims to evaluate whether the dependent variable and independent variables in the regression method have a normal distribution or not (Ghozali, 2013) in (Ginting & Silitonga, 2019). A good regression model is one that has data that is normally or close to normal distribution. The results of the normality test presented in Table 2 indicate that the Asymp. Sig. (2-tailed) value is 0.210. This significance value is greater than 0.05, which means that the residual data in this study are normally distributed. With the assumption of normality met, it can be concluded that the regression model used in this research has satisfied the normality requirement. The implication of fulfilling this normality assumption is that the sample used in this study can be considered representative of the population accurately. This means that the research findings obtained can be generalized or applied to a broader population, not just limited to the sampled participants.

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		399
Normal Parameters^{a,b}	Mean	.0000000
	Std. Deviation	3.37976067
Most Extreme Differences	Absolute	.150
	Positive	.136
	Negative	-.150
Test Statistic		.150
Asymp. Sig. (2-tailed)		.210^c

Heteroscedasticity aims to test whether in the regression model there are similarities or differences in variance. A good regression model is one that shows homoscedasticity. To detect the presence or absence of heteroscedasticity, this can be done by looking at the graph plot between the predicted values of the dependent variable (Sabrudin & Suhendra, 2019). If the points are scattered without a clear pattern above and below the zero mark on the Y-axis, it indicates that there are no heteroskedasticity issues (Priyatno, 2013). The results of the heteroskedasticity test using the scatterplot in Figure 2 show that the points do not form a distinct pattern. The points are dispersed above and below or around the zero mark. Therefore, it can be concluded that there is no heteroskedasticity problem. This indicates that the distribution of data over time remains consistent or stable.

The Simple Linear Regression Method is a The method used to see the relationship between one independent variable (free) and has a line relationship straight with the dependent (bound) variable. A variable The observation results obtained are very likely to be influenced by other variables (Harsiti et al., 2022). Based on the results of the simple linear regression test presented in Table 3, it can be observed that the significance value is 0.00. This significance value is lower than 0.05. this

indicates that there is a significant effect of the Image variable (X) on the Perception variable (Y). In other words, the changes or variations occurring in the Image variable will have a significant impact on the changes or variations in the Perception variable. these findings suggest that the image of Miss Universe Indonesia, as represented through various elements such as personality, reputation, value, and identity, has a tangible influence on the perception of sexual harassment among Generation Z in the Jabodetabek area. The better the image that is formed, the more it is likely to affect Generation Z's perception regarding sexual harassment issues associated with the event. the results of this simple linear regression test provide empirical evidence that the Image variable is a significant predictor of the Perception variable. Therefore, efforts to build and maintain a positive image of Miss Universe Indonesia are crucial in influencing public perception, especially among Generation

According to Sugiyono (2018:206) in (G. Pratiwi & Lubis, 2021). The t test or partial test is the test used to find out whether the independent variables partially have an effect significant or not for the dependent variable. The partial test aims to determine the extent of the influence of variable X on variable Y. Hypothesis testing is conducted using a significance level of 0.05 ($\alpha = 5\%$). The calculated t-value is then compared with the error level $\alpha = 5\%$ (0.05). The hypotheses are stated as follows:

1. Ho: There is no influence of the image of Miss Universe Indonesia on the perception of sexual harassment among Generation Z in Jabodetabek.
2. Ha: There is an influence of the image of Miss Universe Indonesia on the perception of sexual harassment among Generation Z in Jabodetabek.

In Table 4, the results of the partial test show that the calculated t-value for variable X is 24.333 and the significance value is 0.00. This means that the calculated t-value is greater than the table t-value (24.333 > 1.984) and the significance value

is less than 0.05 ($0.00 < 0.05$). In other words, these results indicate that H_0 is rejected and H_a is accepted. It can be concluded that the Image variable (X) has an effect on the Perception variable (Y).

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6780.214	1	6780.214	592.078	.000 ^b
	Residual	4546.267	397	11.452		
	Total	11326.481	398			

a. Dependent Variable: Persepsi

b. Predictors: (Constant), Citra

The F test or stimulus test presented in Table 5, is conducted to determine whether the independent variable (Image) simultaneously influences the dependent variable (Perception). This f test is used to evaluate whether the independent variables simultaneously have an effect on the variables in the applied linear regression or not (Wahyuni et al., 2023). The results of the F test yielded a significance value of 0.00. This significance value is lower than the established significance level of 0.05 ($\alpha = 5\%$). Therefore, it can be concluded that the alternative hypothesis (H_a) is accepted, indicating that the variable Image (X) has a simultaneous effect on the variable Perception (Y). This means that the independent variable significantly influences the dependent variable. these F test results provide strong empirical evidence that the image of Miss Universe Indonesia plays a crucial role in shaping public perception, particularly among Generation Z, regarding issues of sexual harassment associated with the event. consequently, strategic efforts to build and maintain a positive image of Miss Universe Indonesia are of utmost importance, as they will significantly impact public perception, especially among Generation Z, on sensitive issues such as sexual harassment.

The purpose of testing the coefficient of determination in Table 6 is to determine the extent of the influence of

variable X on variable Y. The higher the R^2 value, the greater the proportion of the total variation in variable Y that can be explained

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.774 ^a	.599	.598	3.384

by variable X. The coefficient of determination used in this study is the R-Square value obtained from the SPSS output. Table 6 shows that the R value is 0.774 and the R-Square value is 0.599. Multiplying the R-Square value by 100% ($0.599 \times 100\%$) results in 59.9%, which indicates the degree of influence of the Image variable on Perception. The remaining 40.1% is influenced by other factors outside of this research model.

These findings have important implications for the organizers of Miss Universe Indonesia. Since the organization's image significantly contributes to shaping the public perception, particularly among Generation Z, regarding issues of sexual harassment related to the event, strategic efforts to build and maintain a positive image are crucial. thus, the results of this determination coefficient test emphasize that effective management of the Miss Universe Indonesia image can have a substantial impact on public perception, thereby minimizing the negative effects of sensitive issues such as sexual harassment in the future.

This finding is in line with attribution theory, which states that individual perceptions of an event or behavior are influenced by internal and external factors (Dr. Samsuar, 2019). In the context of this study, the image of Miss Universe Indonesia, which consists of elements such as personality, reputation, value, and identity, is an internal factor that helps shape Generation Z's perception of the sexual harassment issue associated with the

event. value Indicator as the Dominant Image Element.

Descriptive analysis shows that the value indicator obtained the highest average value on the image variable, which amounted to 3.77. This indicates that the values embraced by Miss Universe Indonesia, such as integrity, respect, and responsibility, play an important role in shaping the organization's image in the eyes of the public, especially generation Z. In accordance with the opinion of (Diaz, 2015), the values embedded in an organization become a moral and ethical foundation that guides each member to behave professionally and with dignity. In the context of beauty pageants, strong values can build trust and respect between participants, organizers, and audiences, and encourage participants to develop themselves holistically.

Performer Indicator as the Dominant Perception Element In the perception variables listed the perpetrator indicator obtained the highest average value, which amounted to 3.74. This finding indicates that the internal characteristics of the perpetrator or individual who perceives an event play an important role in shaping perceptions of the issue of sexual harassment. In line with attribution theory when Generation Z assesses the cause of negative behavior, such as sexual harassment, they tend to make internal attributions that attribute it to factors originating from within the perpetrator or related organization. Therefore, understanding the perceivers is key in interpreting the research results accurately.

Managerial Implications the findings of this study provide important implications for the organizers of Miss Universe Indonesia. Strategic efforts to build and maintain a positive image of the organization, especially through strengthening its values, are very important. This is because a good image of Miss Universe Indonesia can have a significant impact on public perceptions, especially generation Z, on sensitive issues such as

sexual harassment. in addition, understanding the characteristics of perception actors is also important to note. The organizers can take proactive steps in educating and preparing generation Z as one of the main stakeholders, so that they will be able to understand the characteristics of the audience

Conclusions

The results showed that the value indicator has the highest value on the image variable by reaching a total score of 3.77, which is included in the high category. This is important because the values associated with Miss Universe Indonesia greatly affect how the public perceives and assesses the participants. This not only improves the reputation of the contest in the eyes of the public, but also provides inspiration and positive impact to the wider community. The results show that values play a key role in shaping and maintaining the image of miss universe Indonesia, as they influence every aspect of actions, communication, and perceptions related to an individual or organization.

Based on the research results, the indicator that has the highest value on the perception variable is the actor indicator with a total score of 3.74 and is included in the high category. this indicates that the perception variable is closely related to the internal characteristics of the perceiver, changes in one of these factors can significantly change a person's perception. That is why perception is very subjective and often differs from one individual to another, even though they see or hear the same thing.

From the results of the research that has been done, it can be concluded that there is an influence between Image (X) on perception, meaning that H_a is accepted while H_o is rejected. Based on the determination test, the image result is 59.9% of the perception, while the rest is another variable that is not explained in this study.

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