



## Skincare consumption behavior: Study of beauty discourse and consumerism among Gen-Z women of Javanese ethnicity

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### ABSTRACT

A significant surge of interest in skincare occurred due to growing awareness of maintaining skin health and beauty. This indicates a change in skincare as a necessity which contains complexity behind it. This study aims to unveil the involvement of various elements that produce and continuously encourage consumerism lifestyles among Javanese Gen-Z women using Herbert Marcuse's theory of one-dimensional man, alongside the concept of beauty discourse. This study uses qualitative methods with a phenomenological approach. This study shows that the development of consumerism lifestyle is influenced by the entire experience in consuming skincare. This includes the internalization of beauty discourse, the existence of financial strategies in the consumption process until the establishment of repressive tolerance which determines consumers' integration into the capitalist's repressively established system. Therefore, the degree of consumerism lifestyle determines consumers into certain dimensions, such as one-dimensional, semi-one-dimensional, and multi-dimensional consumers which gradually indicates a lower consumerism lifestyle.

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## INTRODUCTION

Skincare is a skin care product which promises benefits in the form of repair, protection, and improvement of skin quality (De Groot & White, [2001](#)). Today, skincare is experiencing a significant surge of interest as a result of the popular awareness to maintain skin health and beauty. This popularity then continues to increase along with the development of skincare variations that become more diverse and specific following the ever-expanding market scope. This surge is marked by the high level of skincare consumption by the community which indicates a change in skincare as a necessity. Skincare consumption by the community is dominated by women with the percentage difference in consumption of one of skincare product reaching 35% higher than that of men (Jakpat, [2021](#)). This makes women the main target market for the skincare industry. Skincare, which is part of the cosmetic industry, continues to show its popularity through its rapid growth which the government optimistically believe will maintain to increasingly grow (Herdyanti & Mansoor, [2020](#)).

One of the increasing skincare consumptions can be found among Javanese ethnicity. Java is the region in Indonesia with the largest purchase and sale of beauty products (Post, [2022](#)). The high number of transactions indicate skincare transformation as a necessity for various groups in society. This transformation is also influenced by external stimulation in the form of marketing strategies from the skincare industry (Ferdinand & Ciptono, [2022](#)). This marketing strategy taking form in the "appeal" of skincare products efficacy that can realize certain physical appearance in accordance to visual aesthetic image attached as a certain standard (Martínez Otero, [2021](#)). This then continues to encourage consumers to do massive consumption towards skincare as their "need" or can also be referred to as consumptive behavior and its emergence provides validation to companies who encourage and facilitate consumption towards their product. Capitalistic companies are ensured that their product is indeed one of the needs that must be fulfilled by consumers therefore becomes a profitable field. Further evidence of this phenomenon is the promising worth of skincare market in Indonesia during year 2020 according to McKinsey's projection (2019) which is an impressive \$1,98 billion and is expected to continuously grows (Khairani et al., [2021](#)).



The emergence of a consumerism lifestyle in modern society one of which is strongly influenced by technological developments (Octaviana, [2020](#)). Technology facilitates the spread of discourses which then continue to encourage people towards excessive consumption. Consumption is a core element of modern society with its capitalistic tendencies (Alawiyah & Liata, [2020](#)). Therefore, modern society, which is very attached to the use of technology, allows capitalism to continue to exist. Technology was originally intended to facilitate the lives of the general public in the modern era. Unfortunately, the original purpose of technology to serve the general public, namely regarding its production process, was eventually exploited by the capitalist system as a way to solely reap profits (Klur & Nies, [2023](#)). Technology then became the foundation for modern society's rationality making the main focus of their thinking centered on efficiency to only achieve shallow goals that are dictated to them by capitalists (Faozi & Nugraha, [2022](#)). Such an instance can be found in the rapidly rising popularity of beauty influencers. These influencers utilize the internet as their media to build personas, gain loyalty from certain groups, and turn them into consumers through self-commodification. Beauty influencers oftentimes create a relatable or ideal persona through their videos or other social media posts to persuade their viewers to take them as an example and purchase certain products that they currently collaborate with. In other words, these influencers become the pawns of capitalist industry in spreading discourses which then encourage people towards excessive consumption (Matheson & Sedgwick, [2021](#)).

Discourses spread via technology tend to follow the current trend or even thrive to create one to achieve maximum consumption. The aforementioned trend generally leans towards certain dictation of a lifestyle. One of the cases can be found in a particular "excessive self-care lifestyle" which trends during the Covid-19 pandemic. The pandemic caused precarity among society as people were required to upkeep their physical and mental condition, whilst being put in a pressing condition of quarantine and other limitations. This occasion became a promising chance for the capitalist industry to create products which enable the maintenance of physical and mental health. The capitalist industry then created a plethora of self-care products, including but not limited to skincare products. Therefore, the current discourse borne from the dire pandemic situation combined with capitalists' cunning strategy managed to raise excessive self-care product consumption in society (Wood, [2024](#)).

The spread of discourses, one of them regarding beauty, in increasingly diverse modern society managed to reach various groups. In a recent study, the issue with beauty discourse among young Muslim women is considered an occurring phenomenon in society. Despite their distinctive lifestyle, young Muslim women are not excluded from the beauty market and instead are one of the most exploited targets. The inclusion of young Muslim women in the beauty market is realized through the creation of particularly sharia or halal beauty products and routines by the capitalist industry to accommodate their lifestyle (Listyani & Susanti, [2020](#)). This strategy enables capitalist to expand their market scope thus maintaining or even increasing their profit. Apart from this particular religious group, beauty discourse can also reach a particular culture enthusiast namely Korean culture enthusiast. Much like their name, this particular group of people is easily persuaded into high consumption through the creation of a Korean-related beauty discourse or K-Beauty by the capitalist industry. K-Beauty refers to certain visualizations of ideal beauty which heavily imitate Koreans' idea of perfect physical appearance thus demanding consumptions of a particular Korean beauty products and routine. Despite its Asian origin, K-Beauty manage to not only dominate the market in Asia but also globally as it ascends to become the newest popular culture across the globe (Seo et al., [2020](#)).

The continuous expansion of beauty discourse in society and their obsession to realize it leads to an inevitable negative impact. The negative impact is the extreme discrimination towards those who are not included in the "physically attractive" category. This socially agreed category caused any form of inability to realize the valued standard as an act of social deviance thus causing the discrimination towards this particular group as acceptable or even normal. Discrimination toward

those who are "physically unattractive" pushes them toward the bottom of the social hierarchy which leads to various inequalities affecting the entirety of one's life (Schneickert et al., [2020](#)). This drastic influence of the ability to conform towards a certain ideal physical appearance as dictated by capitalist-made beauty discourse resulted in the emergence of consumptive behavior towards beauty products, one of which being skincare products. The emergence of consumptive behavior towards skincare has a lot of complexity behind its consumption meaning which is interesting to unveil. Based on this background, this study aims to reveal the involvement of various elements that produce and encourage consumerism lifestyles among Javanese Gen-Z women.

In order to achieve the research purposes, research questions were raised to discover behind the lifestyle of Javanese Gen-Z women as consumers of skincare products that aim to do massive consumption towards these products. This study seeks to explore the beauty discourse behind skincare consumption among Javanese Gen-Z women. In addition to that, this study also seeks to reveal the emergence of consumerism culture in skincare consumption patterns among Javanese Gen-Z women. These research questions depart from research gaps obtained from relevant studies conducted by preceding researchers.

Earlier studies have generally analyzed consumerism by focusing only on popular culture and the role of mass media. Popular culture that becomes the target of discussion is generally focused on popular culture from certain countries or even popular culture as a mere abstract concept. One study that specifically discusses consumerism towards Japanese popular culture, namely cosplay, is a study by Firdaus W. Suaheb, et al. who found that there is a certain social construction by Japan as a capitalist country in the form of cosplay culture which later attract people from developing countries that oriented themselves to it. This culture is introduced as something "cool", thus encouraging people to keep up with the latest cosplay looks that can make them become the "coolest" (Suaheb et al., [2021](#)). The same thing was also explained by Imam Nuraryo that popular culture and discourse proceed to encourage consumerism in society. Popular culture creates discourse related to things such as beauty, fashion, to music genres through depictions that are considered "appropriate" as manifestations of said pop culture, and mass media become intermediaries in its distribution in society. This has led to a high tendency to lead people who watch it to submit to the discourse, and this submission means massive consumption of products that are part of the enabling factors (Nuraryo, [2019](#)).

Previous studies have used postmodernist approaches ranging from Jean Baudrillard's theory of hyperreality to Michel Foucault's power relations for mapping consumerism lifestyles in society. This leaves room to seek novelty in the form of more specifically and deeply discussing about skincare as an industry with a high growth rate in the last few years in the context of consumerism which is relevant to the nowadays situation. In addition, the discussion is also carried out by borrowing Herbert Marcuse's structuralist thought about one-dimensional man which criticizes passive modern society. This research also offers richness in its discussion with the selection to focus on Javanese Gen-Z women as skincare consumers. Gen-Z women are the ones who consume the most skincare products compared to others in society (MarkPlus, Inc & ZAP Clinic, [2022](#)). Thus, its selection among Javanese ethnicities who have a diverse range of skin types can provide a richer and deeper disclosure to consumerism towards skincare products.

## RESEARCH METHOD

This research uses qualitative methods along with a phenomenological approach that focuses on the interpretation that subjects develop regarding certain things experienced in their lives. This paradigm is considered relevant to explore the complex meaning of Javanese Gen-Z women consumption experience towards skincare. The selection of subjects in this study was carried out by considering the diversity of Javanese ethnic skin types which provides richer, deeper, and more comprehensive data. Javanese people are also one of the consumers who contribute the most to cosmetic product purchase

in Indonesia. This transaction is dominated by women, especially those belonging to generation Z (11-26 years). In this regard, this study involved 16 informants, namely Javanese Gen-Z women across East Java, Central Java, and Special Region of Yogyakarta. These are areas that are densely populated with people of Javanese ethnicity (Data, 2023). Furthermore, informants are selected through purposive sampling, by determining criteria relevant to the focus of the study. The criteria are as follows: 1) The informant is a skincare consumer with Javanese ethnicity; 2) The informant is regularly consuming skincare products; 3) The informant is between the age of 11-26 years old (Gen-Z). Through this technique, seven informants meeting the criteria were obtained. This study also used the snowball technique based on chain referrals from several informants who then gradually formed a network of informants (Neuman, 2014). Thus, through this technique, nine other informants were obtained as members of the friendship groups of the previous seven informants, concluding the sum of informants 16 in total as the data becomes saturated indicating completion in collecting sufficient data to draw necessary conclusions (Daher, 2023). In other words, this study involved 16 main informants which can be shown in the following table:

**Table 1. Characteristics of Informants**

No.	Alias	Age	Skin Type
1	IF	23	Ivory-white
2	AD	22	Olive
3	ZH	26	Olive
4	IN	26	Dark
5	AS	22	Olive
6	IC	22	Ivory-white
7	ZP	22	Olive
8	AR	23	Ivory-white
9	PM	21	Ivory-white
10	AN	22	Tan
11	KR	23	Olive
12	ER	22	Olive
13	EV	24	Tan
14	NK	22	Dark
15	FD	21	Tan
16	ST	22	Tan

Source: Research Data, 2023

The primary data obtained from these informants are in the form of in-depth interviews and observations by referring to the guidelines that was prepared in advance. The primary data is also supported by the use of secondary data in the form of a literature review and other indirect data sources that have relevance towards the topic carried. The data is then analyzed through data reduction, data presentation, and conclusions following Miles & Huberman's analysis process (Miles & Huberman, 1994). Data reduction is done by selecting the main parts that are classified as important so that themes and patterns can be found. Furthermore, the presentation of data is carried out by transforming data into description or narrative that can facilitate the process of data comprehension regarding complex phenomena that have been collected and selected. Finally, conclusions are drawn using relevant theories that have previously been chosen.

## DISCUSSION

### Beauty discourse of Gen-Z women of Javanese ethnicity

Beauty discourse is the first of many stages in informants' various experiences and therefore have their own complexities. Beauty discourse related to Herbert Marcuse's idea is part of the production and consumption system. Marcuse explained that technological developments boost productivity to continuously increase and therefore bring positive impacts, but at the same time also bring negative impacts especially towards consumers. This negative impact being the birth of discourses that dictate consumer needs. The discourse also exists in the skincare industry in the form of beauty discourse that dictates certain needs in order to meet "ideal" standards related to physical appearance. This beauty discourse then develops in the social environment and becomes more intensive and expansive in its distribution through mass media (Walseth & Tidslevold, 2020). The beauty discourse among informants with dark skin types can be shown in the following table:

**Table 2. Dark-skinned consumers' beauty discourse**

No.	Alias	Informant's Beauty Discourse
1	IN	1) White skin tone as old beauty discourse. 2) Smooth skin texture, without wrinkles, without pores and blemishes as new beauty discourse.
2	NK	1) White skin tone as old beauty discourse. 2) Smooth skin texture and no pores as new beauty discourse.

Source: Research Data, 2023

Beauty discourse began to be internalized by dark-skinned informants from a young age. The beauty discourse is quite complex by emphasizing white skin tone and smooth skin texture as a superior physical appearance standard. This beauty discourse comes from informants' social environment such as family, friends, neighbors, until work colleague. The complex beauty discourse faced by dark-skinned informants occurs because of their inversely proportional position on the skin color spectrum compared to certain social conventions. Regarding the "ideal" physical appearance, these informants are more immensely required to be able to "catch up" and be in tune with these social conventions.

The beauty discourse continues to develop into a more extensive environment with one of them coming from mass media by the capitalist-owned skincare industry. The beauty discourse offers various depiction of "ideal beauty" giving the illusion of inclusivity and freedom to choose regarding suitable definition of "beauty" to respective consumers. However, in the end these discourses still demand the consumption of skincare products which also fragmented according to beauty discourses that have been rigidly determined by capitalists. This explosion of beauty discourses then inevitably seeks to be realized by dark-skinned informants who are familiar with extreme demands to be able to realize social conventions regarding physical appearance. These informants continue to try to "catch up" by continuously shifting to the trap of new beauty discourse under the guise of inclusivity which in fact is only part of the capitalist strategy in raising consumerism in the name of consumer's right for self-actualization towards non-discriminatory beauty rights (Jones, 2019). The same thing happened to the tan-skin type informant who is still on the darker skin tone spectrum compared to the other two skin types. Informants' beauty discourse with tan-skin type can be shown in the following table:

**Table 3. Tan-skinned consumers' beauty discourse**

No.	Alias	Informant's Beauty Discourse
1	AN	1) White skin tone, smooth texture, without pores and blemishes as old beauty discourse. 2) Smooth skin texture and no wrinkles as new beauty discourse.
2	EV	1) White skin tone and "glowing" as new beauty discourse.
3	FD	1) White skin tone and smooth texture as old beauty discourse. 2) "Glowing" skin as new beauty discourse.
4	ST	1) Beauty discourse does not change, namely white skin color and smooth texture.

Source: Research Data, 2023

The tan-skinned informants who did not belong to the light skin color spectrum prompt them to also face the demand to be able to "catch up" with social conventions regarding the "ideal" physical appearance that was quite different from their condition. This is not only done through various new beauty discourse that continues to be internalized and has shifted towards a more complex direction, but also through old beauty discourse that is still maintained. The old beauty discourse remains available as a realm of capitalist exploitation because instead of abandoning it, the capitalist reforms it through the creation of a more diverse beauty discourse by containing old to new beauty discourses. This is to maintain the "needs" of informants who are oriented to the old discourse as part of these beauty discourses so that they remain integrated into a system that benefits capitalists (Cutts, 2019). A slightly different reality is found in olive-skinned informants as shown in the following table:

**Table 4. Olive-skinned consumers' beauty discourse**

No.	Alias	Informant's Beauty Discourse
1	AD	1) White skin tone and smooth texture as old beauty discourse. 2) Not following the new beauty discourse.
2	ZH	1) White skin tone and smooth texture as old beauty discourse. 2) Forced to shift to a new beauty discourse, namely white skin, smooth texture, without pores and blemishes.
3	AS	1) White skin tone as old beauty discourse. 2) White skin tone, smooth skin texture, no wrinkles, and no blemishes as new beauty discourse.
4	ZP	1) Not following a certain beauty discourse.
5	KR	1) Skin without pores and "glowing" as new beauty discourse.
6	ER	1) White skin tone and smooth texture as old beauty discourse. 2) "Glowing" skin as new beauty discourse.

Source: Research Data, 2023

Although olive-skin is not a skin type that tops the light skin color spectrum, but it is closer to aforementioned skin color spectrum compared to previous skin types. Apart from the existence of olive-skinned informants who also experienced a shift in beauty discourse due to the diversification carried out by capitalists, it should also be noted that this class of informants is slightly more complex compared to the two previous types of informants. There are also those who do not willingly change their view of physical aesthetics by resorting to new dictations but do so forcefully. The pressure in changing views towards a new beauty discourse is related to complex external demands, such as work environment demands that makes the conformity of physical appearance to certain beauty standards a requirement in recruitment. Informants who are in such a dilemmatic position are often forced to "shift" their beauty discourse in a new direction, even if only limited to ritualism. On the other hand, olive-skinned informants who are quite close to the lighter skin spectrum also mean that informants that are not fixated on a particular beauty discourse started to emerge. These informants did not have physical appearance that are too far from social conventions regarding the "ideal" physical appearance. Thus, the informant group is not faced with demands that are too extreme as experienced by previous skin type informants. On the other hand, much different qualities from previous skin type informants can be found in the ivory white-skinned informant that are shown in the following table:

**Table 5. Ivory white-skinned consumers' beauty discourse**

No.	Alias	Informant's Beauty Discourse
1	IF	1) Not following a certain beauty discourse.
2	IC	1) Smooth skin texture as old beauty discourse. 2) Not following the new beauty discourse.
3	AR	1) Beauty discourse does not change, namely smooth skin texture.
4	PM	1) Not following a certain beauty discourse.

Source: Research Data, 2023

Ivory white is a skin type that tops the spectrum of light skin tones. This makes informants with lighter skin type facing a simpler beauty discourse, limited only to smooth skin texture that is considered to reflect cleanliness. In fact, there are informants of lighter skin types who are not exposed to any beauty discourse throughout their childhood and adolescence due to the lack or even absence of demands to "pursue" social conventions in the form of certain beauty discourses. These informants have a physical appearance which conform with beauty discourse in general, therefore did not face the demand to meet certain standards regarding beauty, but rather became an exemplary standard to demand that others achieve the same look as theirs.

The absence of beauty discourse internalization has not always occurred since young age. There are also informants who escape capitalist indoctrination on the basis of their awareness of the exploitative system without shifting to a new beauty discourse. Informants who have attained consciousness are in a state where they have true freedom, namely the ability to rationally determine their needs autonomously (Ladero, 2019). The existence or absence of beauty discourse followed by Javanese Gen-Z women, then affects their consumption behavior towards skincare.

### Gen-Z women of Javanese ethnicity's consumerism

Informant's skincare consumption pattern is a reflection of the beauty discourse behind it. Beauty discourse dictates false needs through determining what society needs and does not need through a total administration system. The false need in these discourses then became widespread in society through the use of totalitarian and anti-critical functional language. This is done by capitalists based on their consideration regarding their interests to sell their commodities. In this consideration, capitalists segment their product variations to hide behind the guise of adjusting to various type of consumers' dermal needs (Puspitasari & Suryadi, 2023). The success of this guise in indoctrinating consumers to carry out high consumption can be seen from one of its characteristics, namely their needs for various commodities that continue to increase. This increase is due to capitalists who continue to produce and market commodities in the name of convenience by using mass media in the form of advertisements. These advertisements are neatly bundled up using visualization of models with certain "ideal" physical appearance as a representation of products' success regarding its efficacy (Fauziah et al., 2023). Consumers are often tempted by these impressions and continue to change skincare with the aim of finding products that suit their needs, namely realizing certain beauty discourses.

Advertisements for skincare products by capitalists often display products with different efficacies which are represented by models with different physical appearances. The difference is due to the capitalists' awareness of a very diverse market share, so this strategy is appropriate to reach a wider range of consumers (Roxanne et al., 2023). Informants as consumers feel that they have the freedom to choose skincare that specifically suit their needs, even though this "freedom" in reality is only an illusion because it is only limited to the options provided by capitalists. Capitalists deliberately form false needs with the aim of encouraging consumerism. In other words, capitalists succeed in repressive desublimation through advertising strategies that deliver discourses about false needs to the target market. Marcuse calls the people that fall into this group as one-dimensional man, that is, people who

have been integrated into the repressive system that dominates to the extent that they contribute to preserving the established system with their inability to criticize it (Khasanah et al., 2020).

Repressive desublimation and its following effects can be found in informants' skincare consumption that does or does not involve certain financial strategies. Both need to be analyzed while considering the degree of repressive desublimation influence by capitalists which affecting the background of their consumption patterns, so that consumers' direction towards consumerism lifestyles can be seen. The consumption patterns of dark-skinned informants are shown in the following table:

**Table 6. Dark-skinned consumers' consumption pattern**

No.	Alias	Informant's Consumption Pattern
1	IN	<ol style="list-style-type: none"> <li>1) Changed skincare because tempted by advertisements.</li> <li>2) Budget spending strategy.</li> <li>3) No saving strategy.</li> <li>4) Does not minimize losses.</li> <li>5) Skincare is important because of personal satisfaction.</li> </ol>
2	NK	<ol style="list-style-type: none"> <li>1) Changed skincare because tempted by advertisements.</li> <li>2) Budget spending strategy.</li> <li>3) Stops skincare consumption temporarily when there is no money as saving strategy.</li> <li>4) Does not minimize losses.</li> <li>5) Skincare is important because of social demands.</li> </ol>

Source: Research Data, 2023

The extreme degree of repressive desublimation influence robs informants of their own consumption behavior, making them focus only on the dictation of false needs. Informants who have accepted false needs as real needs then seek sustainable consumption of those needs or referred to as a consumerism lifestyle. The consumerism lifestyle means that overconsumption is carried out in ambition to meet certain needs, referring to false needs, in order to achieve happiness. This lifestyle causes the informant's inability to equally take financial ability and satisfaction with the fulfillment of false needs into account during consumption. The informant in their consumption tends to focus on fulfilling needs solely due to their focus on obtaining the euphoria of happiness which in reality is only a hollow goal to conform to capitalists' beauty discourses. This can be found in informants whose consumption patterns both include financial strategies or not.

The existence of financial strategies namely budget strategies, cost savings, and efforts to minimize losses found in dark-skinned informants is a manifestation of informants' efforts to continue consuming skincare in large quantities in accordance with the dictation of the beauty discourse they internalize. Informants who try to "catch up" with social conventions regarding the "ideal" physical appearance deliberately set aside some money, seek discounts, and consuming the product until it runs out not because of their consideration towards financial capabilities or the urgency of the products. This can also be found in tan-skinned informants which are shown in the following table:

**Table 7. Tan-skinned consumers' consumption pattern**

No.	Alias	Informant's Consumption Pattern
1	AN	<ol style="list-style-type: none"> <li>1) Changing skincare because tempted by advertisements and want fast results.</li> <li>2) No spending strategy.</li> <li>3) No saving strategy.</li> <li>4) Does not minimize losses.</li> <li>5) Skincare is important because of personal satisfaction.</li> </ol>
2	EV	<ol style="list-style-type: none"> <li>1) Changed skincare because tempted by advertisements.</li> <li>2) Budget spending strategy</li> <li>3) No saving strategy.</li> <li>4) Giving unsuitable skincare to friends to avoid losses.</li> <li>5) Skincare is important because of personal satisfaction.</li> </ol>
3	FD	<ol style="list-style-type: none"> <li>1) Changed skincare because tempted by advertisements.</li> <li>2) Budget spending strategy.</li> <li>3) No saving strategy.</li> </ol>



No.	Alias	Informant's Consumption Pattern
4	ST	4) Resell unsuitable skincare to avoid losses.
		5) Skincare is important because of personal satisfaction.
		1) Changing skincare because tempted by advertisements and want fast results.
		2) No spending strategy.
		3) Looking for a cheaper second product as saving strategy.
4	ST	4) Does not minimize losses.
		5) Skincare is important because of social demands.

Source: Research Data, 2023

Similar to the dark-skinned informant, the tan-skinned informant who is also on the not-so-light skin spectrum also faced with the demand to be able to "catch up" with social conventions related to the "ideal" physical appearance. This demand gives meaning to the existence of financial strategies in its consumption patterns that leads to a consumerism lifestyle. However, there is also another indication namely the absence of financial strategy in the consumption, motivated by the lack of consideration towards financial capabilities. The consideration of financial ability is defeated by the desire to gain satisfaction from meeting the false needs causing informant to not supervise the amount of spending they made in consuming skincare. This is different from the olive-skinned informants whose consumption pattern are shown in the following table:

**Table 8. Olive-skinned consumers' consumption pattern**

No.	Alias	Informant's Consumption Pattern
1	AD	1) Changing to cheaper skincare.
		2) Budget spending strategy.
		3) Buying small sizes as saving strategy.
		4) Give unsuitable skincare to relatives to avoid losses.
		5) Skincare is important for health reasons.
2	ZH	1) Changing to cheaper skincare.
		2) Budget spending strategy.
		3) Using discounts as saving strategy.
		4) Continue to use even if it is not suitable to avoid losses.
		5) Skincare is important because of social demands.
3	AS	1) Changing skincare to get fast results.
		2) Budget spending strategy.
		3) No saving strategy.
		4) Give unsuitable skincare to relatives to avoid losses.
		5) Skincare is important because of social demands.
4	ZP	1) Not changing because of using whatever is at home.
		2) No spending strategy.
		3) Alternative cheaper products as saving strategies.
		4) Continue to use even if it is not suitable to avoid losses.
		5) Skincare is important for health reasons.
5	KR	1) Stop changing skincare after finding a suitable one.
		2) Budget spending strategy.
		3) No saving strategy.
		4) Does not minimize losses.
		5) Skincare is important because of social demands.
6	ER	1) Changed skincare because tempted by advertisements.
		2) No spending strategy.
		3) No saving strategy.
		4) Continue to use even if it is not suitable to avoid losses.
		5) Skincare is only as support.

Source: Research Data, 2023

Apart from a handful of similarities in the meaning of consumption patterns with dark-skinned and tan-skinned types of informants, olive-skinned informants also mark the emergence of absent repressive desublimation entrapment in consumers consumption patterns. This is because olive-skinned informants' physical appearance is more similar to the beauty discourse that develops in society. The absence or lack of repressive desublimation traps can be seen from the absence of financial strategies in consumption patterns motivated by the placement of skincare as a non-top priority on

their list of needs. This causes a lack of encouragement for informants to exert extra efforts in ensuring the sustainability of skincare consumption. The informant realized that skincare consumption does not occur too often and therefore did not demand too much of their financial capacity. In fact, informants consider the inability to consume due to financial capability factors not to be a problem. The failure of repressive desublimation effect that is found in olive-skinned informants are found in a greater extent in ivory-white-skinned informants as shown in the following table:

**Table 9. Ivory white-skinned consumers' consumption pattern**

No.	Alias	Informant's Consumption Pattern
1	IF	<ol style="list-style-type: none"> <li>1) Do not change skincare.</li> <li>2) Budget spending strategy.</li> <li>3) Using discounts as saving strategy.</li> <li>4) Continue to use even if it is not suitable to avoid losses.</li> <li>5) Skincare is only as a support.</li> </ol>
2	IC	<ol style="list-style-type: none"> <li>1) Stop changing skincare after finding a suitable one.</li> <li>2) No spending strategy.</li> <li>3) Using discounts as saving strategy.</li> <li>4) Giving unsuitable skincare to friends to avoid losses.</li> <li>5) Skincare is important for health reasons.</li> </ol>
3	AR	<ol style="list-style-type: none"> <li>1) Stop changing skincare after finding a suitable one.</li> <li>2) Budget spending strategy.</li> <li>3) Alternative cheaper product as saving strategy.</li> <li>4) Continue to use even if it is not suitable to avoid losses.</li> <li>5) Skincare is important because of social demands.</li> </ol>
4	PM	<ol style="list-style-type: none"> <li>1) Do not change skincare.</li> <li>2) Budget spending strategy.</li> <li>3) Alternative cheaper product and discounts as saving strategy.</li> <li>4) Avoid changing brands to avoid wasting skincare.</li> <li>5) Skincare is only as a support.</li> </ol>

Source: Research Data, 2023

Informants of ivory white-skin type have a physical appearance that are more in line with the beauty discourse that develop in society. This makes the existence or absence of a financial strategy in their consumption patterns does not exclusively indicate a consumerism lifestyle. Ivory white-skinned informants who have a financial strategy in the process of consumption are motivated by their equity of consideration between financial capability and product urgency. This informant tries to manage finances in such a way as to make sustainable consumption of skincare products that they really need based on health or consumption experience within a certain period of time. The existence or absence of a financial strategy in the consumption pattern of ivory-white-skinned informants is also based on consistent consumption of skincare products. Thus, in each subsequent purchase period, ivory-white-skinned informants were not entangled in the influence of repressive desublimation, which prompted them to make even greater purchases.

The existence of repressive desublimation led consumers to Marcuse's new concept of control, namely repressive tolerance. In the context of skincare consumers, repressive tolerance is tolerance by consumers to beauty discourses that demand consumption of certain products as a condition of fulfillment. Discourse, which in reality is only a capitalist strategy to trick society into integrating as part of the system, makes the tolerance that society "grows" only as a result of masked dominance by capitalists. In other words, capitalists who seek to direct society to intense and sustainable consumption, change the concept of tolerance from an actively emerged from people's own consciousness into something that tends to be passive (Stevenson, 2022). This passive nature alienates society from its humanity which is to determine its own needs and criticize the repressive system that oppression it. Instead of confronting the capitalist system as the source of the problem, society is too busy focusing on the problems that place themselves as the "source of the problem", such as the limited financial capacity that keep them from reaching the "euphoria in unhappiness" which is possible through the fulfillment of false needs that unknowingly keep them in a state of misery.

Repressive tolerance among informants as skincare consumers is reflected in the importance of skincare as a product that can support the realization of the beauty discourse they have internalized. Departing from capitalist's beauty discourse, the capitalist succeeded in immersing informants in the vortex of false needs through advertisement with its repressive desublimation effect. Impressions of these products take the informant's specific "problems" into account and offer convenience in meeting false needs that can "fix" them. Thus, informants constantly expect to be able to consume more of these capitalists' products. The overall experience of informants' skincare consumption until reaching the stage of repressive tolerance that encourages the development of a consumerism lifestyle causes the emergence of various categorizations among informants. The categorization is related to which dimension the informant as a skincare consumer lies. The dimension referred to in this case is the dimension of mind. The dimension of mind means the critical ability to determine, which in the context of Marcuse is concerned with determining needs against capitalism (Saumantri, 2022). These dimensions include one-dimensional, semi-one-dimensional, and multi-dimensional which in dark-skinned informants can be displayed as follows:

**Table 10. Dimensions of dark-skinned consumers**

No.	Alias	Consumer's Dimension
1	IN	One-Dimensional
2	NK	One-Dimensional

Source: Research Data, 2023

Dark-skinned informants are in a single consumer dimension where efforts to realize a certain beauty discourse have been made since youth to adulthood. This is because this skin type is considered more deviant from the beauty discourse that develops in society when compared to other skin types. The existence of beauty discourse is followed by capitalist dictation regarding false needs. False needs in the form of products that promise efficacy to realize the beauty discourse demand fulfillment through the process of consumption. In the process of consumption, there are one-dimensional informants who have a financial strategy and some others who do not. Regardless of the differences between the two, the existence or absence of a financial strategy in this group of informants was motivated by the development of a consumerism lifestyle. The informants in this dimension are more focused on making high consumption in a sustainable manner to find products that can help them realize the beauty discourse created by capitalists.

The single consumer dimension means that the informants incorporated in it have been blinded by repressive desublimation, and therefore believe that any product dictated by capitalists is a necessity that requires to be realized. Success in realizing it provides a euphoria of happiness that masks the misery caused by threatened financial conditions. However, these informants are unable to criticize the system that is the source of their problems, but rather blames their own financial capabilities. These informants have been completely under capitalist control characterized by a lifestyle of consumerism that has even unwittingly or unknowingly developed in them. Similar things are also found in informants with tan skin as shown in the following table:

**Table 11. Dimensions of tan-skinned consumers**

No.	Alias	Consumer's Dimension
1	AN	One-Dimensional
2	EV	One-Dimensional
3	FD	One-Dimensional
4	ST	One-Dimensional

Source: Research Data, 2023

Informants with tan skin type who are also quite far from the "ideal" beauty standards that develop in society face demands to "catch up" with them. This exposes them to the repressive desublimation effect that convinces capitalist products as a critical necessity. Thus, the financial condition of informants became threatened, and this distress was not realized due to the growth of repressive tolerance. The repressive tolerance in question is the informant's acceptance of the capitalist system which is harmful due to its effect in causing inability to critique the masked oppression they experienced. Different things were found in the informant of the olive skin type which then showed the existence of consumer dimensions as shown in the following table:

**Table 12. Dimensions of olive-skinned consumers**

No.	Alias	Consumer's Dimension
1	AD	Multi-Dimensional
2	ZH	Semi One-Dimensional
3	AS	One-Dimensional
4	ZP	Multi-Dimensional
5	KR	One-Dimensional
6	ER	Semi One-Dimensional

Source: Research Data, 2023

In olive-skinned informants, apart from the presence of informants with dimensions similar to those with dark skin and tan skin informants, there is also another consumer dimension, namely semi-one-dimensional. In this dimension, the experience of consumption by informants becomes more complicated because there are informants who voluntarily participate in certain beauty discourses, and some do so due to pressure. This group of informants is able to consciously control the consumption of skincare products. This awareness refers to the consideration of financial ability as a higher priority when compared to the consumption of skincare.

The degree of repressive desublimation influence through advertising on semi-one-dimensional consumers does not reach the point where informants' consumption on skincare products in large quantities becomes a critical need. However, informants' consumption of skincare still refers to products that are able to realize their beauty discourse as much as possible without overspending. Thus, this group of informants has the potential to develop a consumerism lifestyle as their financial capabilities increase. Informants with olive skin types who are not fully suitable but are close enough to conform to a particular beauty discourse intend to seek realization of aforementioned beauty discourse in more promising financial conditions. In addition to semi-one-dimensional, there are also a handful of olive-skinned informants who fall into the multi-dimensional category as found in many ivory-white informants in the following table:

**Table 13. Dimensions of ivory-white-skinned consumers**

No.	Alias	Consumer's Dimension
1	IF	Multi-Dimensional
2	IC	Multi-Dimensional
3	AR	Semi One-Dimensional
4	PM	Multi-Dimensional

Source: Research Data, 2023

In the multi-dimensional consumer category, the ivory-white informants who are a part of it do not attempt to realize any beauty discourse. The absence of beauty discourse makes the consumption activities of this group of informants entirely based on their experience in consuming skincare products within a certain period of time and consideration of their financial capabilities. The absence of beauty discourse leaves no room for capitalist dictation regarding false need to influence

informants' consumption. In its consumption activities, the existence of financial strategies is motivated by the existing consistency of informant's expense in consuming skincare products. Meanwhile, its absence is motivated by the amount of expense that is not large because skincare is not a need that needs to be prioritized by informants. This again emphasizes the minimal influence of repressive desublimation on the consumption of this group of informants.

Multi-dimensional consumers autonomously determine the degree of skincare's urgency based on their actual needs. The needs in question are in the form of demands for certain health conditions or only as a support for the healthy lifestyle they're committed to. In other words, informants who are part of a multi-dimensional consumer are completely freed from capitalist control through the repressive tolerance that is stealthily imposed on them. This group of informants became ethnic Javanese skincare consumers who were not integrated into the capitalist's repressive system and therefore did not develop a consumerist lifestyle, especially towards skincare products.

## CONCLUSION

The categorization towards consumption behavior of Javanese Gen-Z women into three consumer dimensions, namely one-dimensional, semi-one-dimensional, and multi-dimensional consumers which shows the gradually lower development of informant consumerism lifestyles has important implications related to their views on the definition of beautiful. This categorization shows that Javanese ethnicity still views white or light skin color as the main beauty standard regardless of skin types of diversity among women with Javanese ethnicity. The single dimension that is very easy to find among consumers with darker skin spectrum shows extreme demands to realize a beauty discourse that is far different from their physical appearance, thus impacting their consumption behavior which tends to indicate a consumerism lifestyle. Meanwhile, consumers with brighter skin spectrums are beginning to show their presence in the semi-one-dimensional or even multi-dimensional. This is because these consumers are not immensely or even at all required to achieve a certain beauty discourse that is guaranteed by capitalists can be realized using their skincare products. Therefore, this group of consumers who are seen as superior in the context of physical aesthetics tend not to develop a lifestyle of consumerism.

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