



# The Beautiful Construction of Meaning In @Beauty\_Byaudy's Instagram Content

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**Abstract:** This study stems from the phenomenon of the prevalence of beauty standards on social media, which often portray women with bodies and faces considered ideal, yet these do not always align with reality. Amid this context, the Instagram account @beauty\_byaudy offers a different perspective on the meaning of “beauty.” This study aims to understand how the meaning of beauty is constructed through the content posted by this account using Ferdinand de Saussure’s semiotic analysis. The study adopts a qualitative descriptive approach, with data gathered through observation, literature study, and interviews. The analysis is centered on five selected video posts, including their captions, hastags, and audience comments, to identify the meaning conveyed through visual and textual elements. The findings demonstrate a shift in the representation of beauty, moving away from conventional ideals of physical perfection toward values such as self-acceptance, confidence, and the freedom to express oneself through makeup. In addition, the content highlights that skin conditions like acne and texture are normal and should not be stigmatized. The results indicate that the constructed meaning of beauty no longer emphasizes physical perfection but rather self-acceptance, self-confidence, and freedom of expression through makeup. These contents also affirm that conditions such as skin texture or acne are normal. This study concludes that social media can serve as a space to foster a more open and humanistic understanding of beauty. Moving forward, the research is limited in scope similar research is expected to expand the scope of study and incorporate direct perspectives from content creator.

**Keywords:** Meaning-Making, Beauty, Content, Instagram, beauty byaudy

## Introduction

According to Nisya Nur Rahma (2021), in the digital age, an era characterized by rapidly advancing technology that has made all aspects of daily life more practical and efficient, (Oktavia Ramadhani & Khoirunisa, 2025). The media is closely linked to representation, in which people play an active role in interpreting what they see or read (Alamsyah, 2020), the role and status of women, particularly in relation to the concept of the ideal body and beauty standards.

Instagram has become one of the social media platforms playing a role in spreading these criteria. Instagram is a social media platform that allows users to upload and share photos and videos with the public (Maisya & Putri, 2021) The rise of Instagram has led people to believe that a woman’s beauty can be judged by photos or videos, even though a person’s beauty should not be measured solely by physical appearance (Nur, 2020). Instagram is not merely a platform for self-expression through visual content; it also serves as a vehicle for disseminating specific ideologies, lifestyles, and images through every piece

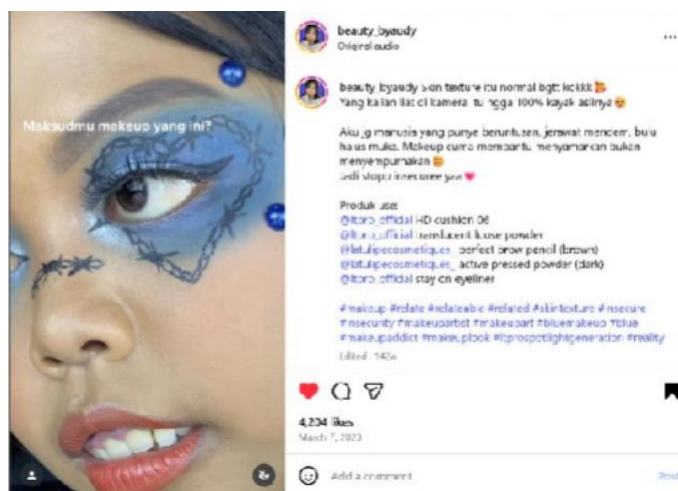
of content published. This function means that Instagram plays a role in maintaining and reinforcing existing beauty standards in society (Yanti & Bajari, 2019).

According to Smart (2010), the meaning of the word “beautiful” is actually quite diverse, depending on how an individual interprets and evaluates the concept of beauty. Besman, Septrina, and Rahman (2018) note that modern life, which is becoming increasingly open, has led to a growing diversity in society’s perspectives on beauty. Celebrating diversity in social media content can be an effective way to mitigate the negative impact of pressure from beauty standards. By showcasing various types of unrealistic beauty standards, this helps women feel more confident in their own appearance without needing to conform to the beauty standards disseminated by social media, while also reinforcing the belief that every woman possesses her own unique beauty and value—a perspective that helps drive societal views toward a more open mindset (Atsariyyah Tarishah, 2024). However, since beauty standards are a social construct, their existence cannot be separated from the ongoing phenomenon of globalization (Chintya Koestri Ayuningrum & Harmona Daulay, 2024). Beauty standards in certain communities emphasize fair skin, blue eyes, blonde hair, and a slender figure. This has caused anxiety among women who do not meet these criteria, especially since such standards continue to be promoted through various media (Rukmawati & Dzulkarnain, 2015).

These beauty standards take shape in women’s minds as an ideal image of the beauty they are expected to possess. For example, a slim figure, large eyes, a straight nose, and fair skin are often seen as goals that must be achieved (Lancia & Aziz, 2023). This trend is clearly evident in the rise of numerous beauty-focused accounts on Instagram, including the @beauty\_byaudy account. The Instagram account @beauty\_byaudy belongs to content creator Audy Nadya, who actively posts content related to cosmetic products and makeup tutorials. The posts on this account do not merely focus on visual beauty but also serve as a form of artistic expression that highlights details, concepts, and transformations in appearance. This account has successfully captured the public’s attention, particularly among women interested in creative makeup—serving as proof that the art of makeup can be used to build self-identity, foster self-confidence, and create a distinctive aesthetic value. Through the visual content and narratives shared by the @beauty\_byaudy account, it helps build a unique understanding of the definition of “beauty,” which has the potential to shape its followers’ perceptions and perspectives on the meaning of beauty (Hulwatun et al, 2023).

Consequently, questions arise regarding how social media—specifically the Instagram account @beauty\_byaudy—constructs the meaning of “beauty” through the content it posts. The understanding of “beauty” presented there is often subjective, trend-driven, and influenced by global beauty standards that do not always align with local culture. This situation raises questions about how representations of “beauty” are formed, understood, and accepted by social media followers. Therefore, this study focuses on analyzing how the meaning and representations of “beauty” are constructed through the content uploaded by the Instagram account @beauty\_byaudy.

Research on the construction of beauty on Instagram has been widely conducted, and the results generally indicate that Instagram plays a significant role in shaping Instagram-specific beauty standards, such as fair skin, a slim body, and a flawless face, etc. For example, in the study conducted by Ullaya Yasmin, Alila, and Anggian titled “Beauty Construction on Instagram: A Virtual Ethnographic Study of the Proliferation of Instagram Accounts Featuring Beautiful Female College Students,” this has subsequently become a social benchmark for women (Yasmin Putri Doniek et al., 2023). However, research that utilizes Ferdinand de Saussure’s semiotic framework to examine the construction of the meaning of “beauty” on social media platforms remains limited. Previous studies have focused more on the representation of body images or the psychological effects of media—such as people comparing themselves to others because they feel their bodies do not meet “perfect” standards—rather than on the system of signs that shapes that meaning (Rizky Widowati & Syafiq, 2022). Furthermore, in-depth research examining the content of local Indonesian beauty creators such as @beauty\_byaudy remains very rare. The @beauty\_byaudy account is an interesting subject for study because the content it posts demonstrates a blend of product promotion and personal expression that captures the true meaning of beauty. Examples of content posted on the Instagram account by @beauty\_byaudy.



**Figure 1.** Video posted by @beauty\_byaudy on March 7, 2023 (Source : Instagram Account @beauty\_byaudy)

In that post, the caption explains that skin texture, acne, and various imperfections on the face are normal conditions that everyone experiences. Makeup isn’t a tool for completely transforming someone, but rather a way to express creativity and cover imperfections without erasing one’s true self. This post shows that @beauty\_byaudy is sending a message to encourage her audience to stop feeling insecure and to embrace their skin as it is.

The urgency of this research lies in two aspects, namely: First, the theoretical aspect. The results of this study can contribute to the development of social communication theory, particularly semiotics, and offer insights into social psychology regarding how social media—specifically Instagram—shapes the behavior, perspectives, and interactions among its users. Second, the practical aspect: the results of this study can provide deeper insight for the public, especially women, in responding to beauty standards on digital platforms shaped by the content of the Instagram account @beauty\_byaudy.

The interpretation of beauty through the Instagram content of the @beauty\_byaudy account demonstrates that beauty is, in essence, a gift inherent in every woman. How does the Instagram content from the @beauty\_byaudy account interpret the meaning of “beauty,” and how does the @beauty\_byaudy Instagram account construct the meaning of beauty through the semiotic system using signs (signifiers and signifieds) to redefine the meaning of “beauty” as a response to existing beauty standards. This study was conducted to examine how the makeup content created by @beauty\_byaudy portrays beauty and to identify the signifiers and signifieds in @beauty\_byaudy’s Instagram content. The study is expected to provide insights into the relationship between social media, representations of beauty, and the construction of social meaning in the digital age.

## Methodology

This study employs a descriptive qualitative approach. Descriptive qualitative research is a type of qualitative research that examines events and phenomena by asking people to recount their experiences; the information gathered is then organized chronologically and supported by explanations using words and images (Rustamana et al., 2024). Researchers analyzed five Instagram videos from the @beauty\_byaudy account, including captions, hashtags, and other elements, to identify the signs that shape the concept of beauty.

This study examines the Instagram account @beauty\_byaudy and women who actively use the Instagram app as its subjects. The focus of the study is the visual and verbal elements (videos, captions, hashtags) found in the account’s content, including the concept of beauty conveyed therein.

The data collection and analysis process were conducted by directly accessing the Instagram account @beauty\_byaudy. In addition, the researcher recorded sign elements such as videos and text found in the content of the @beauty\_byaudy account. By selecting a number of posts from the @beauty\_byaudy account that represent the meaning of “beauty”—whether through photos, videos, or captions—these were chosen as data.

Data was collected from two main sources: Primary Data: information obtained directly by the researcher from the primary source, namely informants or respondents involved in the study. Data collection was conducted through observation and interviews. Secondary Data: data obtained indirectly, that is, through intermediary sources such as documents, literature, or previously available sources; secondary data was obtained from books and journals (Sulung & Muspawi, 2024).

Data was collected using three main methods: First, observation: by reviewing every post on the Instagram account @beauty\_byaudy. Second, literature review: by reviewing sources such as books and journals. Third, interviews: used to obtain information directly from respondents through a question-and-answer process.

Data analysis was conducted using Ferdinand de Saussure's semiotic analysis, through two main stages: First, Signifier Analysis refers to the physical form of a sign, such as an image, line, color, sound, or other signs. Analysis of the Signified is the meaning or concept behind the physical form of the sign (Fanani, 2013). Second, interpretation of meaning: by examining how the collection of signs forms the meaning of "beautiful" on the @beauty\_byaudy account. Data validation is ensured through sources and theory by comparing the results of the interpretation with semiotic theory and previous research.

Today, women often gain social recognition through various traits considered to reflect femininity, such as attractive physical appearance, intelligence, the ability to speak politely, and courteous behavior. Ningsih's (2020) study on beauty influencers in Indonesia shows that their success largely depends on their conformity to traditional beauty standards particularly regarding skin tone and facial features indicating that these social values still hold significant influence in the digital world (Sazudda et al., 2024).

## Result and Discussion

The research findings are based on data obtained through text analysis of the Instagram account @beauty\_byaudy, which has 39,400 followers and 785 posts. The researcher analyzed 5 posts based on captions and hashtags related to how the concept of beauty is constructed; these 5 posts include: (1) A post dated March 7, 2023, with 4,196 likes and 56 comments. This post was selected because the caption used can change women's perspectives on facial skin, (2) A post on August 16, 2022, with 7,808 likes and 148 comments. This post was selected because it conveys a message about self-confidence and freedom of expression through makeup; (3) A post dated July 22, 2022, with 31,400 likes and 376 comments. This post was selected because it illustrates a rejection of societal assumptions that link the act of wearing makeup to the intention of attracting the opposite sex; (4) A post dated September 18, 2022, with 1,184 likes and 116 comments. This post was selected because it shows an effort to challenge the negative societal view that considers "flashy" makeup to be bad or inappropriate, (5) A post dated January 16, 2025, with 76,800 likes and 2,056 comments. This post was selected because it depicts the emotional aspect related to feelings of insecurity and self-acceptance (self-love).

This study employs a two-stage analysis: First, observing the elements present in @beauty\_byaudy's video posts, such as captions and hashtags. Second, analyzing the meanings conveyed in @beauty\_byaudy's video posts.

Using Ferdinand de Saussure's semiotic analysis, this study will describe the signified and the signifier in each post.

### **The Meaning of Beauty in @beauty\_byaudy's Content**

An analysis of the meaning of beauty in the video posted by @beauty\_byaudy on March 7, 2023, explains that beauty is understood not as a state of physical perfection, but rather as an attitude of accepting one's body as it is. This video challenges the ideal beauty standards that demand flawless, blemish-free skin. Additionally, in the comments section, there are responses such as, "Thank you. So all this time they've been using filters. No wonder their skin looked so flawless—I've been feeling insecure, but now I finally know the truth." This comment reflects a growing awareness in society that most photos or videos uploaded to social media have undergone editing to enhance their appearance.

Analysis of the video posted by @beauty\_byaudy on August 16, 2022: The meaning of beauty isn't determined by the thickness or variety of makeup used, but by the wearer's self-confidence. Bold makeup becomes beautiful and stunning when the wearer feels confident in herself. Bold makeup, which is often seen as excessive, is reinterpreted as a form of self-expression. Being beautiful is a right possessed by every woman, and she has the freedom to make choices based on her own comfort. Additionally, in the comments section, there are responses such as "Don't pay attention to the negative comments from netizens, okay? You're beautiful, you're cool, you're creative—just don't get tired of creating content and keep creating." This signifies support and agreement that self-confidence is the key to one's appearance.

Analysis of the video posted by @beauty\_byaudy on July 22, 2022: Beauty and makeup are ways for women to freely express themselves. By rejecting prevailing societal views, women have the right to decide for themselves how they want to present themselves without needing to conform to men's expectations. Applying makeup is seen as a form of women's freedom, free from fear of negative judgment by society—a judgment we need not concern ourselves with. Additionally, in the comments section, responses like "Yes, girl!" indicate agreement and acceptance of the message Audy conveyed regarding women's right to decide for themselves how they want to present themselves without needing to be tied to men's perspectives.

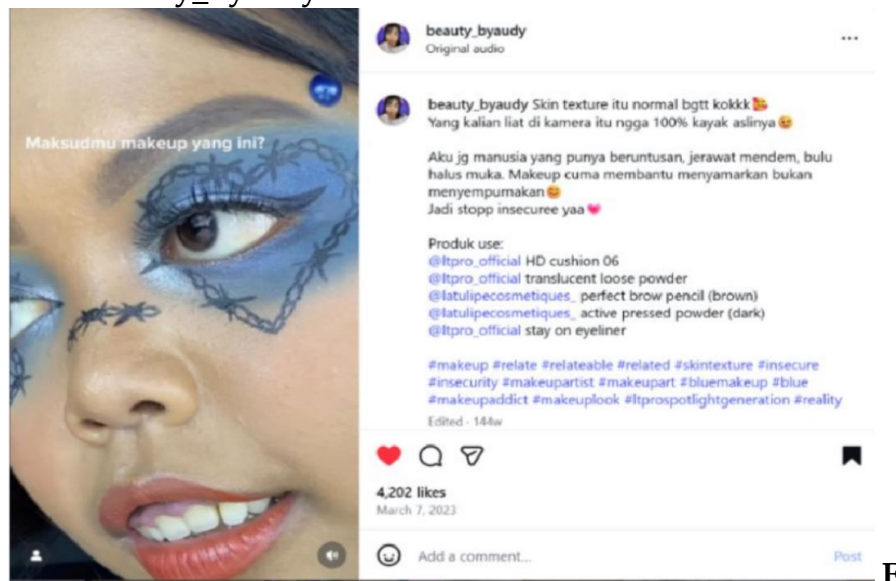
Analysis of the video posted by @beauty\_byaudy on September 18, 2022: The video challenges the negative perceptions of society, which views bold makeup choices as "ugly." Makeup is seen as a tool to help boost self-confidence. Self-confidence is the primary factor in determining one's appearance, so beauty is no longer measured by existing beauty standards but by one's own choices. In this context, appearance becomes a form of freedom to express oneself according to one's own taste and comfort. Thus, beauty is defined as something that comes from within. Additionally, comments like "Wow, you're so beautiful" serve as expressions of praise for Audy's appearance. The word "beautiful" is the key indicator that followers are evaluating the look presented in the content.

An analysis of the video posted by @beauty\_byaudy on January 16, 2025, suggests that beauty is understood as a process of psychological healing that begins with the attitude of fully accepting and loving oneself. Self-confidence isn't built overnight, but rather develops once someone can accept and love their own flaws; as a result of that courage, the

concept of beauty isn't limited to physical appearance alone but reflects self-acceptance.

Additionally, in the comments, there are responses such as "Don't listen to everyone—all women are beautiful." This suggests that beauty is seen as something inherent to women, not just those with a certain physical appearance. Therefore, the meaning of "beauty" in these comments does not exclude anyone but embraces diverse physical forms and personalities

**Symbolic Elements in @beauty\_byaudy's Content**



**Figure 2.** Video posted by @beauty\_byaudy on March 7, 2023  
(Source : [Instagram Account @beauty\\_byaudy](#))

**Table 1.** Analysis of @beauty\_byaudy's Post on March 7, 2023

Signifier	Signified
My skin texture is totally normal, really! ☐ What you see on camera isn't 100% like it is in real life. 😊	In the description of the video she uploaded, Audy states that skin conditions such as enlarged pores, acne, and blemishes are natural for humans; makeup should be used as a tool to enhance one's appearance, not to achieve physical perfection.
I'm just a regular person who deals with breakouts, cystic acne, and facial peach fuzz. Makeup just helps cover them up—it doesn't make me perfect 😊 So stop feeling insecure, okay? ❤️	
Products Used: @ltpro_official HD cushion 06 @ltpro_official translucent loose Powder @latulipecosmetiques_ perfect brow pencil (brown) @latulipecosmetiques_ active pressed	

Signifier	Signified
powder (dark) @ltpro_official stay on eyeliner	
#makeup #relate #relateable #related #skintexture #insecure #insecurity #makeupartist #makeupart #bluemadeup #blue #makeupaddict #makeuplook #ltprospotlightgeneration #reality	

In an Instagram post, Audy said, “Skin texture is normal.” This proves that Audy rejects the notion that beauty requires flawless skin, emphasizing that having skin texture is a normal experience shared by everyone. Audy openly showed her skin, which has blackheads, hidden acne, and fine facial hair. Audy also explained that what appears on camera is often different from reality and emphasized that makeup’s function is merely to conceal, not to alter one’s facial appearance. For this reason, Audy encourages her audience to stop feeling insecure and offers positive support to help them accept themselves as they are.

Based on Ferdinand de Saussure’s theory of semiotics, this caption is analyzed through the relationship between the sign and its meaning. One caption contains a sign conveying a positive message that challenges the notion that facial skin must appear flawless and encourages self-acceptance: “Skin texture is normal,” along with the hashtags #skintexture, #makeup, #related, and #insecure. This implies that imperfections in facial skin are natural and serves as a critique of the beauty standards frequently promoted by social media. There is a comment such as “Thank you, so all this time they’ve been using filters. No wonder their skin looked so smooth— I felt insecure, but now I know the truth.” This highlights unrealistic beauty standards and how they impact the self-confidence of Audy’s followers; this comment sheds light on the reality behind filter use, opening many people’s eyes to the beauty standards that have long been considered ideal.

This post offers insight into a concept of beauty that doesn’t demand perfection amid the prevalence of beauty standards disseminated through Instagram. With the courage of @beauty\_byaudy, who openly shares her imperfections, it presents an alternative perspective on the true meaning of beauty: accepting oneself as one is. This post demonstrates that the meaning of beauty is constructed on social media. From a quote in an interview with one of the informants, the meaning of beauty derived from Audy’s content illustrates the process of self-acceptance and gratitude for what God has given us. Beauty is no longer merely about perfection but has shifted to how we value, accept, and appreciate the state of ourselves as we are (Interview, Ratih 03-01-2026).



**Figure 3.** Video posted by @beauty\_byaudy on August 16, 2022 (Source : Instagram Account @beauty\_byaudy)

**Table 2.**

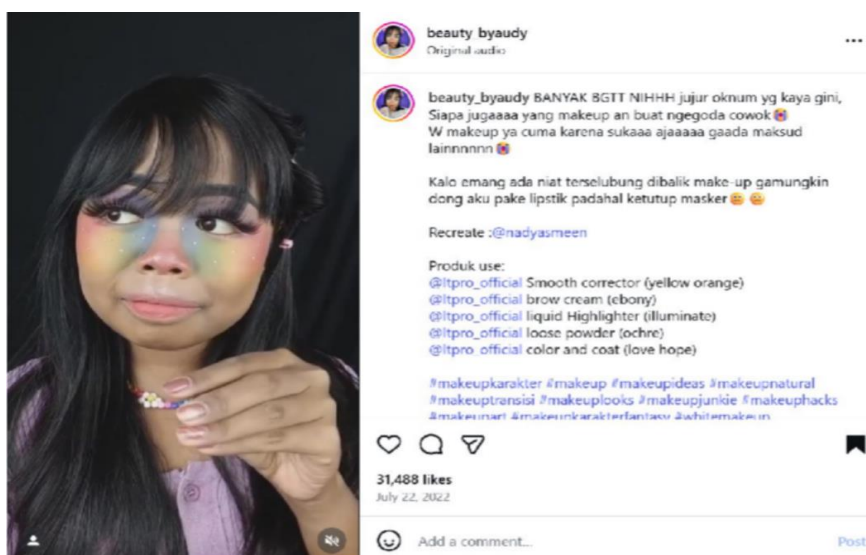
Analysis of @beauty\_byaudy's Post on August 16, 2022

Signifier	Signified
<p>If you're confident, no matter how heavy your makeup is—whether you're wearing graphic eyeliner, bold eyeshadow, or red lipstick—you'll still look amazing. Don't worry too much about what other people say; a lot of them are just being sarcastic under the guise of giving advice, so just be smart about it.</p>	<p>In the description of the video posted by @beauty_byaudy, Audy says that self-confidence is the cornerstone of one's appearance, showing how to have the courage to present oneself and express one's true self exactly as one wishes, without having to limit oneself to meet others' expectations.</p>
<p>You know yourselves best and your own limits. As long as you like it and feel confident, whatever you wear will still look great, okay?</p>	
<p>Product mention : @ltpro_official Recreate : @brushedbyirene                  #makeupkarakter #makeup #makeupideas #makeupnatural #makeuptransisi #makeuplooks #makeupjunkie #makeuphacks #makeupart #ltprospotlightgeneration #megamendung #makeupbatik #batikmakeup #batik #makeupkarakterfantasy #whitemakeup #graphicliner #graphic #eyelook</p>	

In an Instagram post by @beauty\_byaudy, Audy emphasized that the most important factor in one's appearance is self-confidence—not how heavy the makeup is or which style is chosen. By mentioning graphic eyeliner, bold eyeshadow, and red lipstick, Audy is saying that these are all bold makeup choices and that it's our freedom to choose whatever we want while ignoring all the negative comments from others. In this post, Audy also emphasizes that the person who understands our comfort best is ourselves, not others.

Based on Ferdinand de Saussure's theory of semiotics, this caption is analyzed through the relationship between the sign and its meaning. The sign in the caption "You know yourselves best, your limits; as long as you're happy and confident, everything you wear will still look good" relates to the importance of self-confidence. This self-confidence is portrayed as the primary factor that makes someone appear attractive even while wearing heavy makeup, while emphasizing the attitude of not being influenced by others' opinions—especially criticism aimed at disparagement—and the hashtag #makeupart, #makeupkarakter as a sign linking makeup to art. There is a quote from one comment: "Don't pay attention to netizens' negative comments, okay? You're beautiful, you're cool, you're creative—just don't get tired of creating content and keep creating." This implies that beauty is viewed as a positive value that encompasses not only appearance but also a person's inner qualities, creativity, and the ability to remain strong in the face of negative comments. There is a quote from an interview with one of the informants stating that makeup is an art form with its own value and distinctive style (Interview; Fitria 21-12-25).

This post reinforces the idea that when we believe in ourselves and strive to ignore all the negative comments about what we do, it gives us the courage to take the liberty to choose whatever we like.



**Figure 4.** Video posted by @beauty\_byaudy on July 22, 2022  
(Source : Instagram Account @beauty\_byaudy)

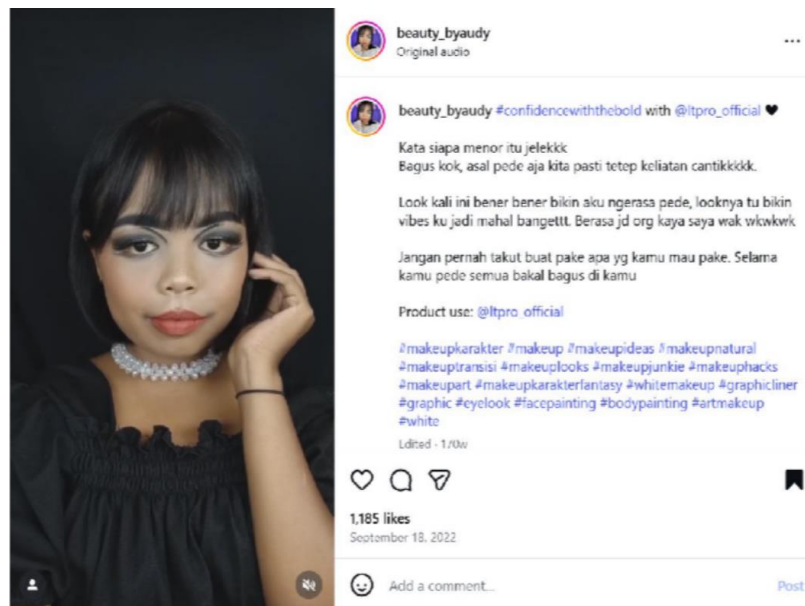
**Table 3.** Analysis of @beauty\_byaudy's Post on July 22, 2022

Signifier	Signified
<p>THERE ARE SO MANY OF THESE PEOPLE, honestly, people like this, Who on earth wears makeup just to flirt with guys? 😞                      I wear makeup just because I like it— no other intentions at all 😞                      If there really were hidden motives behind the makeup, I wouldn't wear lipstick when it's covered by a mask, right? 😊😊</p> <p>Recreate :@nadyasmeen                      Produk use:</p> <p>@ltpro_official Smooth corrector (yellow orange)                      @ltpro_official brow cream (ebony)                      @ltpro_official liquid Highlighter (illuminate)                      @ltpro_official loose powder (ochre)                      @ltpro_official color and coat (love hope)                      #makeupkarakter #makeup #makeupideas #makeupnatural #makeuptransisi #makeuplooks #makeupjunkie #makeuphacks #makeupart #makeupkarakterfantasy #whitemakeup #graphicliner #graphic #eyelook #ltprospotlightgeneration #facepainting #bodypainting #artmakeup #rainbow #rainbowmakeup</p>	<p>In the description of a video posted by @beauty_byaudy, Audy expresses her rejection of the notion that women wear makeup solely to attract the attention of the opposite sex. Audy also says she wears makeup for her own personal satisfaction, not to meet the expectations of others.</p>

In an Instagram post by @beauty\_byaudy, Audy refuted the notion that makeup is used to attract the opposite sex. Audy emphasized that she wears makeup simply because she enjoys it, not for any specific purpose. This serves as a way of affirming that looking beautiful with makeup doesn't always have an ulterior motive; rather, it's a form of self-fulfillment that helps her feel comfortable and confident.

Based on Ferdinand de Saussure's theory of semiotics, this caption is analyzed through the relationship between signs and their meanings. The caption suggests that wearing makeup is no always intended to attract the opposite sex; rather, it is a personal choice rooted in one's preferences and a means of self-expression, thereby challenging the assumption that makeup is used solely to attract the opposite sex. In the surrounding environment, wearing makeup is often viewed as a negative thing for women; however, this caption reinterprets and reshapes that meaning. A sign of this is found in one of the comments: "Wow, you're so beautiful" — an expression of praise for Audy's appearance. The word "beautiful" serves as the key indicator that followers are evaluating the appearance depicted in the content.

This post reinforces the idea that beauty is a form of freedom and that women have the right to determine their own appearance according to their preferences as a way to express themselves without worrying about societal stigma. There is a quote from an interview in which Audy successfully conveys her self-confidence and freedom of expression through her makeup; Audy demonstrates the courage to appear on camera and remains committed to her work despite facing negative comments about her makeup choices (Interview, Fitria, 21-12-25).



**Figure 5.** Video posted by @beauty\_byaudy on September 18, 2022  
(Source : Instagram Account @beauty\_byaudy)

**Table 4.** Analysis of @beauty\_byaudy's Post from September 18, 2022

Signifier	Signified
Who says bold makeup is ugly? It's actually great—as long as you're confident, you'll still look gorgeous. This look really makes me feel confident; it gives me such a high-end vibe. I feel like a rich person, haha. Never be afraid to wear whatever you want. As long as you're confident, everything will look great on you Product use: @ltpro_official #makeupkarakter #makeup #makeupideas #makeupnatural #makeuptransisi #makeuplooks #makeupjunkie #makeuphacks #makeupart #makeupkarakterfantasy #whitemakeup #graphicliner #graphic #eyelook #facepainting #bodypainting #artmakeup #white	The video description indicates that Audy feels her self-confidence has increased thanks to her heavy makeup, and that self-assurance is the key to determining how she chooses to present herself; this represents the freedom to express herself according to her personal preferences.

In an Instagram post by @beauty\_byaudy, Audy emphasized that bold or dramatic makeup isn't always viewed negatively. Audy demonstrated that even with heavy makeup, one can still achieve a beautiful look with a unique vibe. This post encourages the audience to boldly express themselves freely and choose a style that suits their personal preferences without being influenced by the judgments of those around them.

Based on Ferdinand de Saussure's theory of semiotics, this caption is analyzed through the relationship between the sign and its meaning. The sign in the caption "Who says heavy makeup is ugly" challenges the notion that wearing heavy makeup is ugly. It creates a new understanding of beauty—one that differs from conventional views—and, supported by self-confidence, leads to a shift in perspective regarding heavy makeup as a form of freedom to express oneself. One of the comments, "Wow, you're so beautiful," serves as a sign of praise for Audy's appearance. The word "beautiful" acts as a key indicator that followers are evaluating the visual presentation seen in the content. There is a quote from an interview stating that Audy is able to express herself through makeup according to her own taste and skills, while also demonstrating high self-confidence in the makeup results she produces (Interview; Indah, 04-01-26).

This post conveys the idea that beauty stems from the courage to express oneself through makeup that aligns with one's personal preferences, without limiting oneself simply because it doesn't conform to societal standards. This post illustrates that beauty is understood as an inner process of accepting our own imperfections—letting go of insecurities and beginning to love ourselves.



**Figure 4.** Video posted by @beauty\_byaudy on July 22, 2022  
(Source : Instagram Account @beauty\_byaudy)

**Table 5.** Analysis of @beauty\_byaudy's Post on January 16, 2025

Signifier	Signified
I hope I can smile confidently again soon! □  #insecure #selflove #makeup #makeupart #insecurity #relate #artmakeup #related #makeuplook	In this uploaded video, Audy once struggled with self-doubt—she lacked the confidence to smile—but she hoped to regain her self-confidence by opening her heart to accept and love herself. As a result of this self-acceptance, Audy found the courage to smile more freely.

In an Instagram post by @beauty\_byaudy, Audy hopes that everyone who has ever felt insecure about themselves can rediscover their self-confidence. The post uses the hashtag #selflove, making it clear that its purpose is to promote self-love and eliminate those feelings of insecurity. There is a quote from an interview regarding the impact of Audy’s content on the meaning of beauty; one informant stated that beauty does not always have to be about perfection but rather the ability to appreciate and accept oneself as one is, with everything one possesses (Interview; Ratih, 03-01-26).

From the perspective of Ferdinand de Saussure’s semiotic theory, words like “confident” and “smile wider” shape our understanding of happiness and self-acceptance. The hashtag #selflove represents a way of accepting and loving whatever flaws we may have. One comment reads, “Don’t listen to people who say all women are beautiful” — an encouragement to ignore those who try to bring you down, reinforcing the belief that beauty is something every woman possesses.

This post encourages you to love yourself more and reduce feelings of insecurity by stopping comparing yourself to others and tuning out negative comments about your appearance—because, in truth, no face is perfect.

**Conclusion**

This study was conducted to analyze how the concept of beauty is constructed in the Instagram content of @beauty\_byaudy using Ferdinand de Saussure’s semiotic theory, specifically by examining the relationship between signs and their meanings in visual elements, captions, hashtags, and follower comments. The findings reveal that the concept of beauty conveyed is no longer about physical perfection, but rather about accepting oneself as one is, having the courage to show one’s natural skin condition, and the freedom of self-expression through makeup. Unfiltered faces, diverse makeup styles, and messages of self-love in the captions serve as signs that beauty is real, human, and does not have to conform to ideal standards. Comments from followers also reinforce this meaning, as evidenced by the abundance of support and acknowledgment that this content makes them feel more confident.

This study contributes to the fields of communication psychology and semiotics by demonstrating that social media can serve as a space for constructing a more open concept of beauty. However, this study has limitations because it focuses only on a few posts and has not explored the account owner's perspective directly through interviews.

Therefore, future research should expand the scope of the study and delve deeper into the perspective of the account owner, Audy, to provide insight into what beauty means to her.

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