

HYPERREALITY OF WOMEN'S IMAGES IN TIKTOK FASHION CONTENT: A STUDY OF GENERATION Z WOMEN

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Abstract

TikTok's development as a space for visual expression has helped shape how Generation Z women represent themselves and perceive fashion in their everyday lives. Fashion content presented through endorsement videos, such as outfit of the day (OOTD), get ready with me (GRWM), and haul videos, functions not only as a medium for product promotion but also constructs idealised images of women through clothing styles, silhouettes, colours, materials, branding, and styling techniques. These representations create a form of hyperreality in which fashion images presented in digital spaces are perceived as ideal references for appearance and identity formation. This study aims to analyse the hyperreality of women's images constructed through fashion content on TikTok and examine how Generation Z women perceive these representations. This research uses a qualitative approach, drawing on representation theory and Jean Baudrillard's concept of hyperreality as its main analytical framework. Data were collected by analysing fashion videos on TikTok and administering questionnaires to Generation Z women. The findings indicate that TikTok fashion content constructs images of women through curated, aesthetic, and repetitive visual representations, thereby establishing standards of appearance and lifestyles that appear ideal and realistic. These images then function as identity symbols and fashion references for Generation Z women, while also being linked to symbolic and repetitive patterns of fashion consumption. This study demonstrates that TikTok functions not merely as a medium for disseminating fashion information but also as a space for producing and reproducing the hyperreality of women's images within digital culture.

Keywords: Hyperreality, Women's Image, Fashion, TikTok, Generation Z, Representation.

INTRODUCTION

The development of digital technology has significantly transformed patterns of communication, social interaction, and visual culture in contemporary Indonesian society. Social media platforms have become key spaces for individuals to communicate, express themselves, construct identities, and consume information. One platform that has grown substantially is TikTok. Initially recognised primarily as an entertainment platform for short-form videos, TikTok has become a digital space where lifestyle, fashion, beauty, identity, and commercial content are continuously produced and circulated. Through its visual and algorithmic features, TikTok enables users to repeatedly encounter representations of particular lifestyles and appearances, shaping how individuals perceive themselves and others.

TikTok's growing popularity in Indonesia shows the increasing significance of social media in everyday life. A 2025 survey by the Indonesian Internet Service Providers Association (APJII) reported that 35.17% of respondents accessed TikTok, up from 18.61% in 2024. Female users made up a higher proportion of TikTok users (37.55%) than male users (32.98%), while Generation Z was the largest user group at 42.27%. These figures indicate that TikTok plays an important role in young people's digital lives, particularly for Generation Z. High engagement with the platform also positions Generation Z women as both consumers and participants in producing and reproducing visual culture. Regarding fashion consumption, approximately 43.74% of Generation Z users reportedly made online transactions involving clothing and accessories, indicating a strong connection between social media engagement and digital fashion consumption (Arif Muhammad, Arfizar Zulkarnaen, 2025).

The relationship between TikTok and fashion is particularly significant because fashion content aligns closely with the platform's visual characteristics. Fashion can be communicated through clothing combinations, styling, poses, locations, colours, product displays, and other visual elements that can be presented in short and engaging videos. Various types of fashion content, including *Outfit of the Day* (OOTD), *Get Ready With Me* (GRWM), fashion hauls, styling tutorials, and endorsement videos, have become common content formats among TikTok users. Through these formats, female influencers can display particular ways of dressing and presenting themselves while simultaneously communicating ideas about beauty, femininity, lifestyle, and social identity. Consequently, fashion content on TikTok cannot be understood merely as information about clothing products. It also operates as a visual mechanism for constructing and circulating particular images of women (Amelia Putri et al., 2025).

The image of women constructed through fashion content is formed through various visual signs. Clothing styles, silhouettes, colours, materials, patterns, brands, accessories, makeup, hairstyles, poses, and styling techniques collectively contribute to the representation of femininity. These elements are rarely presented randomly. They are selected, arranged, recorded, edited, and distributed through an algorithmic

environment that prioritises visually engaging content. As a result, the appearance presented in fashion videos may represent a carefully constructed version of everyday reality. For example, an outfit may appear effortless and natural even though it results from deliberate styling, lighting, camera angles, editing, and product selection. This representation can create the impression that the displayed look is ordinary and attainable.

This condition becomes increasingly relevant when examining fashion endorsement practices conducted by female influencers. Influencers such as Bella Clarissa, Tamara Dai, and Nazwa Adinda frequently present fashion products through visually attractive content and collaborations with fashion brands. Promotional messages are often integrated into personal narratives, styling demonstrations, or daily activities, allowing commercial content to appear similar to ordinary fashion recommendations. The influencer does not merely introduce a product but also shows how it fits into a particular lifestyle and identity. Consequently, the promoted fashion item becomes associated with the influencer's image, including her appearance, personality, lifestyle, and social position. Followers may then see the product as a way to reproduce the image the influencer represents rather than simply as a functional item of clothing.

This phenomenon can be understood through the concept of representation. Representation refers to the process through which meaning is produced and communicated through language, images, symbols, and cultural practices. In TikTok fashion content, clothing and visual appearances function as signs that communicate particular meanings about femininity and identity. Fashion content therefore does not simply reflect existing reality it actively helps construct perceptions of what constitutes an attractive, fashionable, modern, and desirable woman. When particular representations are repeatedly displayed, they can become familiar and eventually be perceived as normal or ideal standards of appearance.

Previous research has demonstrated that social media can influence Generation Z's fashion preferences and identity expression. The study entitled "Analisis Konten TikTok @SASHFIR pada Lifestyle Generasi Z (Studi di Kalangan Mahasiswa Ilmu Komunikasi Angkatan 2020 UIN Sultan Syarif Kasim Riau)" found that approximately 72% of respondents imitated fashion trends presented through the account as a form of aspirational identity expression (Arista, 2024). This finding demonstrates that TikTok content can become a reference for fashion practices among Generation Z. However, the study primarily discusses lifestyle and trend imitation and does not specifically examine how fashion content constructs representations of women or how those representations can produce a condition of hyperreality.

Another relevant study, entitled "Hiperrealitas Diri Kreator Muslimah di TikTok," examined the hyperreal construction of self-representation among Muslim female TikTok creators. The study found that fashion and makeup endorsements could

contribute to hyperreal images that extend beyond authentic everyday realities. Female creators adjusted their appearances according to social expectations and the dynamics of TikTok's algorithm (Aditia warman, 2022). Although this study provides an important foundation for understanding hyperreality in TikTok content, it primarily focuses on the hyperreal self-representation of Muslim female creators. It does not examine fashion content as a mechanism for constructing broader images of women or investigate how Generation Z women, as audiences, perceive and adopt those representations in everyday fashion practices.

The distinction between representation and reality becomes increasingly important in digital fashion. Social media users are continuously exposed to images selected and constructed to produce particular visual effects. The repetition of these images can create the perception that the represented appearance is a standard form of reality. (Baudrillard, 1994) concept of hyperreality offers a useful theoretical lens for understanding this phenomenon. Baudrillard argues that contemporary society is increasingly characterised by the dominance of signs and simulations, in which representations no longer simply refer to reality but can become more influential than the reality they supposedly represent. Within hyperreality, the boundary between the real and the simulated blurs.

In TikTok fashion content, hyperreality appears in the construction of idealised appearances through visual and technological processes. Influencers can select specific outfits, locations, lighting conditions, camera angles, music, filters, editing techniques, and narratives to construct an attractive self-representation. Although these representations may originate from real individuals and real fashion products, the final image does not match the full reality of everyday life. It is a simulation produced through a series of selections and visual manipulations. When users repeatedly encounter such representations, the simulated image can become a reference for evaluating their own appearance. The representation consequently acquires its own reality.

The concept of simulacra is also relevant to understanding how fashion images circulate on TikTok. Fashion products displayed by influencers function as signs associated with beauty, popularity, modernity, confidence, and social recognition. Users may purchase or imitate these products not only for their functional characteristics but also for the symbolic meanings attached to them. The product becomes valuable because it appears capable of connecting the user with the identity or lifestyle represented by the influencer. In this context, fashion consumption becomes symbolic, as a product's meaning extends beyond its material function.

The circulation of such representations can also contribute to repetitive patterns of fashion consumption. TikTok's algorithm continuously presents users with similar content based on their interactions, preferences, and viewing behaviour. Repeated exposure to new fashion trends can create the perception that existing

clothing is outdated and needs replacing. This can encourage users to follow emerging trends and buy fashion products to maintain an appearance that matches current digital representations. Previous studies have linked TikTok fashion content to consumerism, impulsive purchasing, and fear of missing out (FOMO) among Generation Z (Albab et al., 2024). Therefore, the issue is not limited to individual influencers but also concerns the broader digital system through which fashion representations are repeatedly circulated and normalised.

The relationship between hyperreality and fashion consumption can also be connected to the environmental consequences of fast fashion. High levels of fashion consumption contribute to increasing textile waste and other environmental problems. In this context, the continuous reproduction of idealised fashion images can encourage consumption driven by trends and symbolic meaning rather than actual needs. The visual appeal of fashion content may consequently contribute to a cycle in which representation stimulates desire, desire encourages consumption, and consumption becomes a means of reproducing the represented identity. This cycle shows how producing digital images can have consequences beyond the digital environment and influence material practices in everyday life.

Endorsement practices further complicate the distinction between personal expression and commercial communication. Promotional content is often presented through personal narratives and aesthetically appealing visual formats, making advertisements resemble authentic recommendations or lifestyle content (Salirawati Das, 2023). Influencer credibility can strengthen the persuasive power of these representations because followers may see the influencer as a reference for fashion and lifestyle choices. The promoted products therefore become integrated into a broader representation of the ideal woman. This representation may include not only physical appearance but also assumptions about confidence, social status, attractiveness, productivity, and lifestyle (Mosses Mohamad h, 2019; Ryan FirmansyahA et al., 2024).

Based on this phenomenon, the present study focuses on the hyperreality of women's images constructed through fashion content on TikTok, particularly from the perspective of Generation Z women. The study aims to analyse how fashion content constructs women's images and how these representations become references for Generation Z women in understanding and expressing their appearance. The analysis focuses on fashion elements, including clothing styles, silhouettes, colours, materials, branding, and styling techniques, as visual signs that contribute to the construction of particular representations of femininity. The study also examines how Generation Z women perceive and adopt these representations in their everyday fashion practices.

Focusing on Generation Z women matters because this generation is highly engaged with digital platforms and is positioned simultaneously as an audience, consumer, and participant in digital culture. Their interaction with TikTok does not

stop at viewing content but can involve imitation, adaptation, sharing, and reproduction of trends. Fashion references from TikTok can therefore move from the digital environment into everyday practice. Users can interpret a fashion style initially presented by an influencer, adapt it to personal circumstances, and eventually incorporate it into their understanding of appropriate appearance. This process demonstrates how representation can move across the boundaries between digital and physical reality.

This study addresses a research gap: the limited integration of fashion analysis, women's image representation, hyperreality, and the perspective of Generation Z women in the specific context of TikTok. Previous studies have discussed lifestyle imitation, influencer culture, and hyperreal self-representation, but they have not comprehensively examined how fashion elements construct women's images and how Generation Z women adopt them. This study positions fashion not simply as a product category but as a system of visual signs that shapes identity and femininity.

The novelty of this research lies in integrating the identification of fashion elements with the analysis of representation and Baudrillard's concept of hyperreality while considering Generation Z women as active recipients and users of fashion representations. Rather than focusing exclusively on influencers as content producers or on consumer behaviour as an outcome, this research examines how fashion representations become references for women's appearance and identity. This perspective provides a more comprehensive understanding of how digital fashion content transforms visual representations into perceived realities and how these perceived realities can influence everyday fashion practices.

Therefore, this study is expected to contribute to knowledge on fashion representation, women's image construction, and hyperreality in contemporary digital culture. The findings are expected to provide insight into how TikTok fashion content influences the way Generation Z women perceive ideal appearance, construct identity, and engage with fashion. Furthermore, the study argues that social media fashion content should not be understood solely as entertainment or commercial promotion. It also represents a cultural process through which images, signs, identities, and consumer desires are continuously produced and reproduced. By examining this process through the perspective of hyperreality, the study seeks to demonstrate how digital fashion representations can become increasingly influential in shaping perceptions of women's appearance and everyday fashion practices.

RESEARCH METHOD

This study uses a qualitative research approach to examine how fashion content on TikTok constructs women's images and forms hyperreality. A qualitative approach was selected because it enables the researcher to examine visual representations, meanings, and social practices within their contextual setting. The

approach provides flexibility in interpreting emerging findings while maintaining a systematic research procedure. The data analysis process consists of three stages: description, reduction, and selection. The description stage involves observing and documenting the initial characteristics of the selected TikTok content. The reduction stage involves simplifying, classifying, and focusing the data according to the research objectives. The selection stage involves examining the relevant data in greater depth, identifying relationships among emerging themes, and developing interpretations related to the construction of women's images and hyperreality.

The primary object of this research is fashion endorsement content uploaded on TikTok, particularly videos that visually represent women through clothing, styling, accessories, branding, and other fashion-related elements. The research focuses on how these elements function as visual signs in constructing particular images of women and how Generation Z women may perceive such representations as references for everyday appearance. The analysis also considers the visual characteristics of TikTok content, including outfit composition, silhouette, colour, material, branding, accessories, styling techniques, setting, presentation, and other visual strategies used to construct an idealised appearance.

Content analysis was the main technique used to systematically examine the selected TikTok videos. Following (Krippendorff, 2004) Content analysis enables researchers to systematically identify patterns, themes, and characteristics in communication content. In this study, content analysis identified recurring fashion elements and visual representations in the selected endorsement videos. The identified elements were subsequently interpreted using representation theory and Jean Baudrillard's concept of hyperreality. Representation theory examined how visual signs construct meanings of femininity, fashion, lifestyle, and identity, while Baudrillard's concept of hyperreality analysed how digitally constructed fashion images may become perceived as ideal or authentic references for everyday appearance.

This study's population consists of Indonesian TikTok creators who produce fashion-related content, particularly content involving fashion product endorsements. The researchers selected the subjects using purposive sampling. The selected creators were Bella Clarissa, Tamara Dai, and Nazwa Adinda, chosen for their active involvement in fashion-related content creation, their use of endorsement-based fashion content, and their visibility within the digital fashion community. The selection aimed to obtain content relevant to the research focus on how fashion representations on TikTok construct women's images.

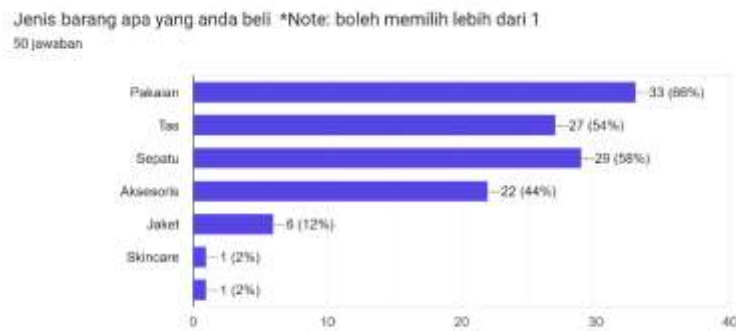


Figure 1 Chart showing questionnaire results on types of items purchased
Source: Questionnaire data, 2026

The primary sample consisted of nine fashion endorsement videos uploaded by the three selected influencers. The videos represented various fashion products, including clothing and accessories. The nine videos were selected through a data reduction process from the fashion-related content available on the influencers' TikTok accounts. The selection was also informed by the results of a questionnaire distributed to Generation Z women. The questionnaire identified fashion content and product categories that were familiar and relevant to respondents. Based on the questionnaire results, respondents purchased clothing, shoes, and bags most often. Therefore, the selected videos primarily represented these categories to ensure their relevance to the consumption and fashion practices of Generation Z women.

The nine videos were selected based on several criteria. First, the videos had to contain fashion product endorsements involving clothing or fashion accessories. Second, the content had to contain identifiable visual representations of female appearance through outfit selection, styling, accessories, branding, or other fashion elements. Third, the videos were selected based on their relevance and visibility among female Generation Z audiences, as indicated by engagement indicators such as views, likes, and comments. Fourth, the study prioritised relatively recent content to reflect contemporary fashion trends circulating on TikTok. The selected videos included promotional content featuring clothing items such as dresses, outerwear, and hijabs, as well as accessories such as tote bags, shoes, and jewellery. These criteria ensured the selected content provided sufficient visual data to examine the construction of women's images and the characteristics of hyperreal representations.

In addition to content analysis, an online questionnaire was distributed to Generation Z women to obtain audience-related data. The questionnaire was distributed through Google Forms and promoted through the comment sections of relevant influencer videos. The respondents were selected based on their relevance to the research focus, particularly their exposure to fashion content on TikTok. The questionnaire was not intended to measure causal relationships but to provide

descriptive information concerning respondents' exposure to fashion content, familiarity with influencer-generated fashion representations, fashion preferences, and purchasing patterns. The questionnaire results supported the interpretation of the relationship between the fashion representations in the selected videos and Generation Z women's fashion practices.

The data obtained from the selected videos and questionnaire were analysed descriptively and interpretively. For the video data, the researcher identified and categorised recurring fashion elements, including clothing style, silhouette, colour, material, branding, accessories, and styling techniques. The researcher then examined these elements as visual signs that contribute to the construction of particular images of femininity. The analysis subsequently considered how the combination of these elements, together with visual presentation and endorsement narratives, produced representations that could appear idealised, desirable, and attainable.

The questionnaire data were analysed using simple descriptive statistics, particularly frequency and percentage calculations, to identify general patterns among respondents. These findings served as supporting evidence rather than the primary basis for statistical generalisation. The questionnaire results helped identify which fashion categories were most relevant to respondents and how frequently Generation Z women encountered or engaged with fashion-related content on TikTok. The researcher then linked the qualitative interpretation of these findings to the content analysis results.

The final stage of analysis involved interpreting the findings through the concepts of representation and hyperreality. The researcher examined how fashion elements in the videos moved from material objects to symbolic representations of identity, femininity, lifestyle, and social value. The researcher paid particular attention to the relationship between the digitally constructed image and the audience's everyday reality. When an image produced through styling, editing, branding, and influencer presentation is repeatedly encountered and subsequently adopted as a reference for personal appearance, the representation may acquire a reality beyond its original context. This process was interpreted through Baudrillard's concept of hyperreality, particularly the relationship between signs, simulation, and the blurring of boundaries between representation and reality.

Through this methodological framework, the study seeks to explain not only which fashion elements are represented in TikTok endorsement content but also how these elements contribute to the construction of women's images and how such representations become references for Generation Z women. By integrating content analysis and questionnaire data, the research connects influencers' production of fashion representations with their reception and relevance among Generation Z women. Thus, the method is designed to provide a comprehensive understanding of

how TikTok fashion content helps produce and reproduce hyperreal images of women within contemporary digital culture.

RESULT AND DISCUSSION

Characteristics of Fashion Endorsement Content on TikTok

Fashion endorsement content on TikTok has distinctive characteristics that differentiate it from conventional promotional media such as magazines and television. While conventional media generally presents promotional messages in a relatively one-way, static format, TikTok combines short-form video, dynamic visuals, interaction, personalisation, and algorithmic distribution. These characteristics allow fashion content to function not only as a promotional medium but also as a space to construct and circulate particular images of women. Through repeated exposure to fashion videos, users see specific ways of dressing, styling, behaving, and presenting themselves that can become references for everyday appearance.

Influencers play an important role in this process. Influencers can function as cultural intermediaries who not only introduce fashion products but also help shape their audiences' tastes, lifestyles, and preferences (Abidin, 2018). In fashion endorsement content, the product is generally integrated into the influencer's personal appearance and lifestyle. Consequently, the promoted product becomes associated with the influencer's image and the values represented through her appearance. Fashion is therefore presented as part of a broader identity rather than as an isolated material object.

TikTok's algorithmic characteristics further strengthen this process. The For You Page (FYP) personalises content based on users' interactions, including viewing behaviour, likes, shares, and other forms of engagement. Users who frequently interact with fashion content are more likely to encounter similar content repeatedly (Montag et al., 2021). This creates an environment in which particular fashion styles, aesthetic preferences, and representations of femininity can appear continuously in users' digital experiences. Repetition can increase familiarity with certain representations and contribute to the perception that particular forms of appearance are common, desirable, or socially relevant.



Figure 2 TikTok Activity Diagram
Source: Questionnaire data, 2026

The questionnaire results involving 50 female Generation Z respondents support this finding. Most respondents reported that their main TikTok activities included seeking inspiration (74%) and entertainment (66%). Furthermore, 40% used TikTok to follow trends, 32% uploaded content, and 28% interacted with other users. The dominance of inspiration-seeking activity indicates that TikTok functions not only as an entertainment platform but also as a visual reference environment. For Generation Z women, fashion content can consequently become a source for observing and interpreting trends, appearances, styling practices, and lifestyles.

These findings show that TikTok's characteristics contribute to the circulation of fashion representations through a combination of visual attractiveness, personalisation, repetition, and interactivity. Fashion endorsement content therefore operates on two interconnected levels. At the first level, it promotes a particular fashion product. At the second level, it constructs an image of the woman who wears or uses that product. The product is therefore presented alongside an implied identity, lifestyle, and aesthetic value.

Fashion endorsement content is also characterised by a persuasive communication style that often appears natural and personal. Promotional messages are not always delivered explicitly; instead, they are integrated into everyday narratives, styling demonstrations, or personal experiences (Kim & Kim, 2021). Visual techniques such as transitions, colour grading, camera angles, lighting, and editing help construct an attractive appearance. These techniques direct audience attention toward specific aspects of the outfit while simultaneously creating a coherent aesthetic image.

The visual presentation can therefore be understood as a constructed representation rather than a transparent reflection of reality. As (Vrontis et al., 2021) explain, social media visuals often rely on selected and enhanced representations of reality. In TikTok fashion content, influencers produce their appearance through

selection, styling, recording, and editing. The resulting image can appear authentic while simultaneously representing a carefully constructed version of reality.

The combination of visual attractiveness and perceived authenticity strengthens the persuasive character of fashion endorsement content. The more natural and relatable the presentation appears, the easier it becomes for audiences to identify with the representation. At the same time, the repeated circulation of similar visual patterns can establish particular standards of femininity and fashion. Thus, TikTok's short-form video format, personalised algorithms, visual emphasis, high interactivity, and repetition create an environment in which fashion representations can become increasingly influential in shaping women's perceptions of appearance.

Visual Fashion Elements as Units of Analysis

The visual elements of fashion content constitute an important unit of analysis because TikTok communicates meaning primarily through visual and audiovisual forms. Fashion representation depends not only on the products displayed but also on how those products are combined, presented, and contextualised. Accordingly, this research examines clothing style, silhouette, colour, material, branding, accessories, styling techniques, and visual presentation as interconnected elements that shape women's images.

Table 1 Visual Fashion Elements

1. Type of clothing (<i>apparel</i>)		
		

Figure 3 Outfits: (Left) Tamara Dai, (Center) Bella Clarissa, (Right) Nazwa Adinda
Source: TikTok (Left) @tamaradai, (Center) @BECE, (Right) @nazwaadinda_02,
2026

Description: First, the type of clothing (*apparel*) is the most easily identifiable basic element in content analysis. This category encompasses tops, bottoms, outerwear, and matching sets. Identifying clothing types is crucial for observing patterns regarding which items frequently appear in the content. For instance, a predominance of casual or streetwear styles may reflect a stylistic inclination aligned with Generation Z's daily lives, making the style more readily adopted by the

audience (Vrontis et al., 2021).

2. Colour

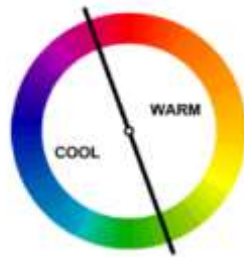


Figure 4 Warm and cool colors

Source: (Meilani, 2013)

Description: Colour serves as a visual element that creates aesthetic and emotional impressions while conveying symbolic meanings such as femininity, minimalism, or dynamism; in content analysis, it can be categorised by tones like pastel, monochrome, or high-contrast to represent distinct styles (Casaló et al., 2020).

3. Siluet

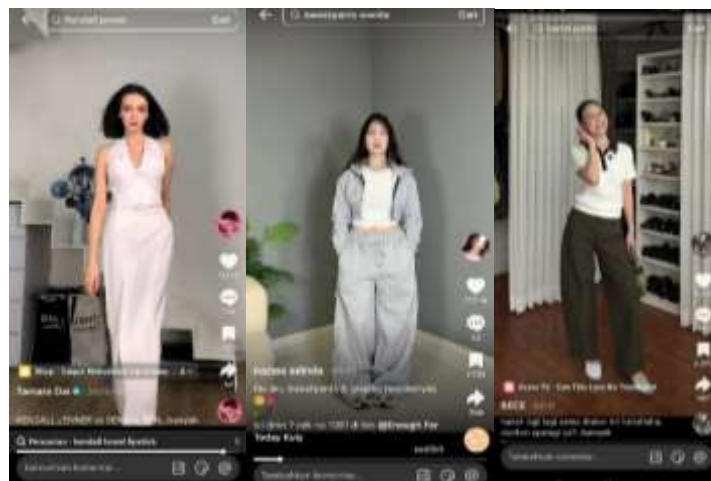


Figure 5 Siluet: (Left) Tamara Dai, (Center) Bella Clarissa, (Right) Nazwa Adinda
Source: TikTok (Left) @tamaradai, (Center) @BECE, (Right) @nazwaadinda_02,
2026

Description: Silhouette and garment shape relate to the visual structure of the outfit being worn. Silhouettes such as oversized, fitted, or layered styles can reflect specific trends while also representing how the body is portrayed in the media. This element matters because it relates not only to aesthetics but also to the visual construction of the ideal body often depicted in digital content (Caton, 2019).

4. Styling

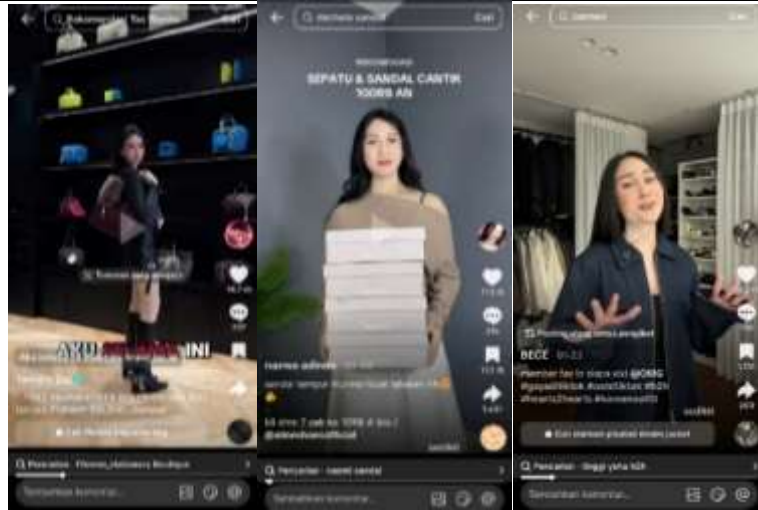


Figure 6 Styling : (Left) Tamara Dai, (Center) Bella Clarissa, (Right) Nazwa Adinda
Source: TikTok (Left) @tamaradai, (Center) @BECE, (Right) @nazwaadinda_02,
2026

Description: Styling, or the way garments are coordinated, is an element that demonstrates creativity in dressing. It encompasses how various items are combined to create a specific look. In content analysis, this aspect matters because it shows that sartorial references come not from a single item, but from the overall stylistic composition presented by the influencer.

5. Accessories

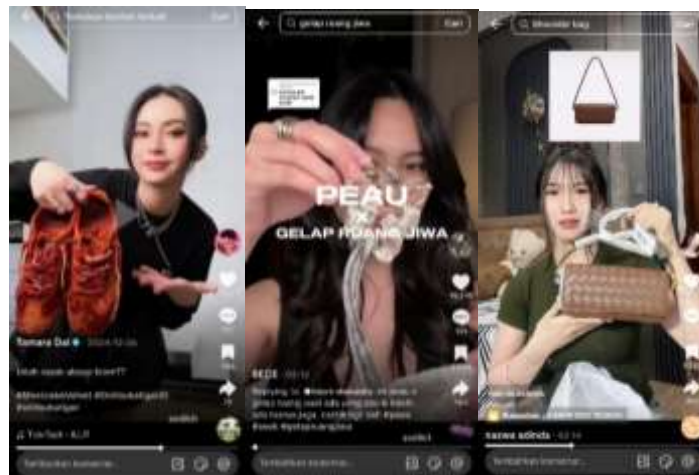


Figure 7 Accessories (Left) Tamara Dai, (Center) Bella Clarissa, (Right) Nazwa Adinda
Source: TikTok (Left) @tamaradai, (Center) @BECE, (Right) @nazwaadinda_02,
2026

Description: Accessories such as bags, shoes, and jewelry are also integral to the visual elements of fashion. They serve to complement and define style, thereby reinforcing the visual identity presented in the endorsement video.

The analysis shows that fashion elements function as visual signs rather than merely physical characteristics of clothing. Clothing style can communicate casualness, elegance, professionalism, or trend consciousness. Silhouette can construct particular

perceptions of the female body, while colour and material contribute to emotional and aesthetic impressions. Branding can attach social and symbolic value to an object, while accessories can reinforce a particular identity or lifestyle. Styling techniques connect these elements into a coherent visual appearance.

These elements take on greater significance in the context of TikTok. A single fashion product can take on different meanings depending on how an influencer presents it. The meaning of a bag, for example, may shift from a functional object to a symbol of status, trend awareness, or professionalism depending on the visual context in which it appears. This shows that fashion objects are not neutral; they participate in constructing meaning and identity.

The visual analysis therefore indicates that women's images in TikTok fashion content are constructed through the interaction of multiple signs. The image of femininity is not produced by clothing alone but emerges from the combination of outfit, accessories, styling, pose, expression, setting, camera composition, and overall aesthetic presentation. This combination produces a recognisable representation of the woman associated with the promoted fashion.

Analysis of Fashion Objects in Endorsement Videos

The analysis covered nine fashion endorsement videos produced by Tamara Dai, Nazwa Adinda, and Bella Clarissa. The videos were selected purposively based on their endorsement characteristics, clarity of fashion representation, audience engagement, and completeness of fashion elements. The selected content includes fashion products such as clothing, bags, shoes, and accessories. The analysis shows that the same fashion object category can communicate different meanings depending on the influencer and the presentation context.

Table 2 Analysis of Accessories (Bags)

No	Influencer	Outfit Types	Visual character	Meaning (latent content)
1	Tamara Dai  Figure 8 Bag Accessories Source: TikTok @tamaradai, 2026	Medium size handbag/shoulder bag (structured bag)	Bold and elegant shapes, with colors leaning towards the bold spectrum (dark red/maroon), showcased in a boutique setting (handbag display shelves).	Handbags are positioned as premium fashion products representing high social status and exclusivity; they serve not merely a practical function but also act as a status symbol.

Composition & Framing: • The subject is positioned in the centre, surrounded by bag displays. • Visual depth (tiered shelving). Meaning: Positioning the influencer as part of the world of luxury.		Gestures & Expressions: Elegant pose, slightly turned The bag is worn on the shoulder Meaning: Showing confidence & sophistication	Setting: Boutique/showroom Meaning: Representation of an upscale lifestyle and exclusive consumption.	
2	Bella Clarissa  Figure 9 Bag Accessories Source: TikTok @BECE, 2026	large tote bag	• Large and functional • Ivory colour (neutral, clean look) • Minimalist design without excessive detail	The bag is designed to support the activities of career women, emphasising: Functionality (high capacity), professionalism, and the identity of the modern professional.
Composition: Medium shot, bag lifted to the centre of the frame Significance: The product serves as the primary visual focus		Gesture: Lifting the bag with one hand Meaning: Demonstrates ease of use & flexibility	Setting: Wardrobe/closet Meaning: Curated lifestyle	
3	Nazwa Adinda  Figure 10 Aksesoris Tas	Small shoulder bag (baguette bag)	• Compact size • Woven texture (woven/leather pattern) • Neutral brown colour	The bag is positioned as a trend-driven product (Korean trend/minimalist). It places greater emphasis on: • Aesthetics • Lightweight practicality • Representing a daily fashion or casual chic style

	Sumber: TikTok @nazwaadinda_02, 2026			
Composition: • Close-up (product positioned close to the camera) • Primary focus on the bag Significance: Product highlighting strategy (soft selling)		Gesture: Holding the bag directly towards the camera Meaning: Building rapport and trust with the audience	Setting: Personal space (bedroom) Meaning: Representation of everyday life	

In the analysed content, bags are represented through different meanings. Tamara Dai tends to associate the bag with status, exclusivity, and fashion expression. Nazwa Adinda presents the bag in a context closer to everyday trends and lifestyle, making the object appear practical and accessible while remaining fashionable. Bella Clarissa tends to associate the bag with functionality, professionalism, and a contemporary, productive lifestyle.

These differences demonstrate that a fashion object does not possess a single fixed meaning. Its meaning is produced through representation. The same material object can signal different identities depending on how it is presented. This finding matters for understanding the construction of women's images because the fashion product becomes part of a broader narrative about who the woman is and how she is expected to appear. A similar pattern appears in how outfits are represented.

Table 3 Analysis Based on Outfit Types

No	Influencer	Outfit Types	Visual character	Meaning (latent content)
1	Tamara dai  Figure 11 Outfit Type Source: TikTok @tamaradai, 2026	High fashion/fashion forward outfit, complex layering (bustier t-shirt, lace, transparent skirt, boots)	A combination of textures (lace, sheer, solid), more dramatic silhouettes, and more experimental styling.	Coded as a fashion statement, representing: creativity, high self-confidence, a global trend orientation, and fashion as a medium of expression and a symbol of lifestyle.
Composition & Framing: Medium shot (waist-up) focus		Gestures & Expressions:	Setting: Studio	

	on the body and the product (the top being held) Significance: Emphasis on product review/recommendation	• Communicative gestures (using the product) • Friendly and engaging expressions Meaning: Building a connection with the audience	Friendly and engaging expression Building rapport with the audience	
2	Bella Cllarissa  Figure 12 Outfit Types Source: Tiktok @BECE, 2026	Smart casual/semi-formal outfit: an outer layer (denim jacket) over a simple inner top.	More structured than casual; features layering (outerwear); a neater, more polished look.	Defined as transitional fashion, representing the modern, adaptive, and stylish woman, where fashion serves as a tool for constructing personal identity.
Composition & Framing • Medium shot, focusing on the torso • Wardrobe background clearly visible Meaning: Blending personal space with fashion identity		Gestures & Expressions: Relaxed gestures (open hands, speaking) Meaning: Demonstrates natural self-confidence.	Setting: Wardrobe/closet Meaning: A more curated and fashion-conscious lifestyle	
3	Nazwa Adinda 	Casual outfit (fitted T-shirt and trousers) showcasing various mix-and-match top options.	Simple and minimalist Minimal layering Neutral colors that are easy to mix and match	Coded as everyday fashion Represents: • A simple lifestyle • Closeness to the audience (relatable) Fashion is positioned as an everyday

	Figure 13 <i>Outfit Types</i> Source: @nazwaadinda_02, 2026			necessity, not a status symbol
Composition: Simple and minimalist Minimal layering Neutral, easy-to-match colors		Gestures & Expressions • Communicative gesture (holding clothing) • Friendly and engaging expression Significance: Builds rapport with the audience	Setting: Plain background (simple indoor setting) Meaning: Representation of everyday life	

The analysed content demonstrates several forms of female representation. Nazwa Adinda tends to present casual styles that appear relatable and close to everyday fashion practices. Bella Clarissa presents smart-casual styles that communicate adaptability, modernity, and professionalism. In contrast, Tamara Dai presents more fashion-forward and expressive styles that emphasise symbolic value and fashion awareness.

These differences suggest that outfit representation is closely connected to identity construction. A casual outfit can represent approachability and relatability, while a smart-casual outfit can communicate professionalism and modernity. A highly expressive outfit can symbolise fashion consciousness, exclusivity, and individual expression. Therefore, fashion in TikTok content operates as a visual language through which different versions of femininity are constructed.

The analysis of footwear also demonstrates variation in the representation of femininity.

Table 4 Analysis of Footwear

No	Influencer	Outfit Types	Visual character	Meaning (latent content)
1	Tamara dai	sneakers (velvet/smooth texture)	Showcases a trendy and youthful style (teen/youthful vibes); the caption "Do I look like a teen yet??" reinforces the playful tone	These shoes are presented as a symbol of a modern, active, and expressive lifestyle, rather than merely

	 Figure 14 Analysis of Footwear Source: TikTok @tamaradai, 2026		and youthful expression; the brand (#OnitsukaTiger) conveys status and fashion awareness.	serving the function of footwear.
Composition & Framing: Color contrast draws attention; bold. Meaning: The visuals highlight a trendy, active, and expressive style that suits the audience.		Gestures & Expressions: • Close-up of the shoes highlights the product as the focal point • Interactive pose creates an engaging and communicative impression • Relaxed expression builds a fun and youthful image		Setting: An interior space, either a modern-industrial style home or a minimalist studio, featuring a backdrop of a white staircase and plain white walls.
2	Bella Clarissa  Figure 15 Analysis of Footwear Source: TikTok @BECE, 2026	left: black flat sandals (minimalist) right: flats/low heels (closed-toe with embellishments)	These sandals are designed to embody simple, practical aesthetics, making them suitable for casual social occasions such as festive holidays.	The visuals convey a practical, informative message, helping the audience choose a style that suits their needs.
Composition & Framing Two choices: simple sandals		Gestures & Expressions:		Setting: The visual featuring two pairs of

	vs. more formal shoes. Latent: A contrast in styles: casual vs elegant; the "100,000-range" price point establishes the concept of affordable fashion; shoe accessories symbolise class and mature femininity.	The visuals create an image of simple elegance for women who want to look polished yet relaxed.	shoes highlights the ability to make choices and exercise control, while the accessories evoke understated luxury. Complemented by the wardrobe styling, the resulting image is a fashion-conscious, rational woman who stays stylish without being over-the-top.
3	Nazwa Adinda  Figure 16 Analysis of Footwear Source: Tiktok @nazwaadinda_02, 2026	Women's sandals (flat, open-toe, with decorative details)	Creates a relaxed yet elegant impression. Pairs well with long skirts, showcasing a feminine and modest style. The "for Eid" caption implies a casual, semi-formal vibe (not overly formal, yet polished). The visuals create an image of simple elegance for a product positioned for women who want to look polished yet relaxed.
Composition: Construct an image of femininity portraying a woman who is composed, neat, and understated yet attractive, aligning with the notion of the "ideal woman" who is socially decorous.		Gestures & Expressions Femininity here is defined as being style-conscious, rational in one's choices, and remaining stylish without being over-the-top.	Setting: Holding two types of shoes demonstrates the ability to choose and exercise control.

The findings indicate that feminine representation is not singular. It can appear through traditional, modern, and contemporary forms of femininity. Differences in footwear, clothing, colours, poses, and styling contribute to these variations. Femininity is therefore contextual and constructed through combinations of visual signs.

Patterns of Fashion Representation by Influencers

The analysis indicates that fashion representation in TikTok endorsement videos is characterised by three interconnected patterns: consistency of style, visual

aesthetics, and implicit narratives. These patterns contribute to the construction of recognizable identities and particular images of women.



Figure 17 Statements regarding fashion choices based on influencers
Source: Questionnaire data, 2026

The first pattern is style consistency. Influencers tend to maintain recognisable aesthetic characteristics across their content. Consistency strengthens personal branding and enables audiences to associate particular fashion styles with particular influencers. As a result, the influencer becomes not merely a product promoter but also a reference point for a particular form of femininity and lifestyle.

The second pattern is visual aesthetics. Lighting, colour, composition, setting, editing, and styling are carefully organised to create attractive and idealised representations. Visual aesthetics matter because they not only make content visually appealing but also set standards for what is considered fashionable, beautiful, and desirable. When audiences repeatedly encounter particular visual characteristics, they can shape preferences.

The third pattern is implicit narrative. Meaning is not always communicated through spoken language. It can be conveyed through gestures, facial expressions, poses, movements, settings, and the way the influencer interacts with the product. These visual and performative elements can communicate confidence, independence, simplicity, elegance, productivity, or social status.

The repetition of these patterns produces a relatively homogeneous visual culture in which similar fashion trends and aesthetic characteristics are reproduced across different accounts. Influencers may adapt popular trends to their individual styles, but the repeated appearance of particular silhouettes, colours, accessories, and styling techniques contributes to a collective construction of what Generation Z considers fashionable or ideal.

The questionnaire findings further support the significance of influencers in this process. Among the 50 respondents, 58% strongly agreed, and 26% agreed that they selected fashion based on female influencers on TikTok. Meanwhile, 14% remained

neutral, and only 2% disagreed. Thus, 84% of respondents expressed agreement that female influencers were a consideration in their fashion choices.

This finding demonstrates that fashion representations circulating through TikTok are not limited to promotional communication. They can become references through which Generation Z women evaluate fashion, select outfits, and understand desirable forms of appearance. The influence identified here should not be interpreted as a direct causal relationship but as evidence of the relevance of influencer representations within respondents' fashion considerations.

Relevance of Fashion Objects to the Formation of Fashion References among Generation Z Women

The visual fashion elements identified in the analysed videos are relevant to the formation of fashion references among Generation Z women because they provide concrete examples of how clothing and accessories can be combined and used. Unlike static images that show only a final outfit, TikTok videos can show how an outfit is worn, styled, and presented in a particular context.

The accessibility and repeatability of TikTok content strengthen this process. Users can encounter similar fashion representations multiple times through personalised content recommendations. According to Montag et al. (2021), TikTok's algorithmic environment contributes to personalised patterns of content exposure. Repeated exposure can increase familiarity with particular styles and make them appear increasingly normal or desirable.

The questionnaire findings indicate that inspiration is one of the dominant reasons respondents use TikTok. This suggests that the platform functions as a visual reference space where women can observe and evaluate different fashion possibilities. The relevance of influencer content therefore depends not only on the products being promoted but also on how those products are contextualised within recognisable lifestyles and appearances.

The analysis also shows that the perceived accessibility of a fashion representation matters. Styles that appear relatively simple, practical, and adaptable to everyday situations can be easier for audiences to adopt. At the same time, highly stylised or premium representations can function as aspirational references. Both forms contribute to the construction of women's images by presenting different versions of what an ideal or desirable woman may look like.

Hyperreality of Women's Images in TikTok Fashion Content

This research finds that fashion endorsement content on TikTok contributes to the construction of hyperreal images of women. The fashion elements influencers present do not merely represent clothing products; they also help construct particular realities of femininity, lifestyle, and identity.

The analysed content demonstrates that bags, outfits, footwear, colours, silhouettes, and styling techniques are combined to produce carefully constructed

images. These images may present women as stylish, confident, productive, modern, elegant, relatable, or socially successful. The representation therefore extends beyond the physical characteristics of fashion products and becomes associated with a particular way of living.

Tamara Dai, for example, constructs fashion as a symbol of status, exclusivity, and expressive identity through trend-forward outfits and products associated with premium lifestyles. Nazwa Adinda presents fashion in a more everyday and relatable context, but the visual construction still creates an idealised representation of ordinary life. Bella Clarissa constructs an image of productivity, professionalism, and modernity through neat outfits and a carefully curated visual presentation.

These differences demonstrate that hyperreality does not necessarily mean that every representation is unrealistic in an obvious sense. Instead, hyperreality emerges when constructed representations become references through which reality itself is interpreted. The fashion images influencers present may originate from real clothing and real individuals, but their digital presentation is selective and carefully constructed. Through repetition and circulation, the resulting image can become more influential than the complexity of everyday appearance.

From Baudrillard's perspective, this condition demonstrates the operation of simulation and simulacra. The fashion representation becomes a sign that refers not simply to an actual garment but to broader meanings such as beauty, confidence, status, productivity, or social acceptance. The audience consumes not only the product but also the symbolic reality attached to it.

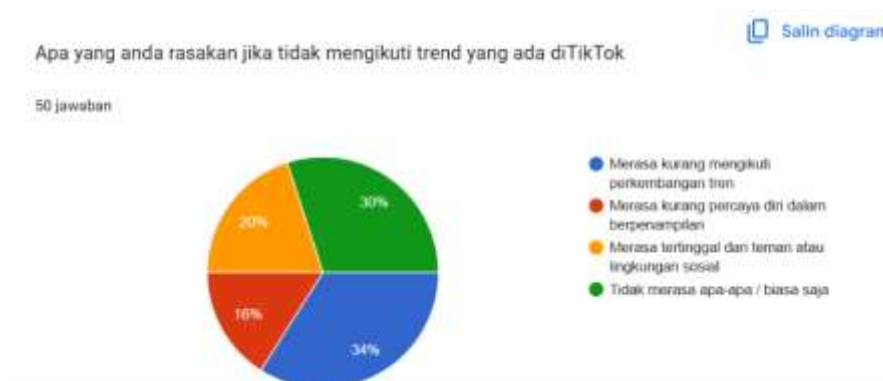


Figure 18 Feelings associated with not following TikTok trends
Source: Questionnaire data, 2026

The questionnaire findings further support this process. When respondents were asked about their feelings related to TikTok fashion trends, 34% said they felt less up to date when they did not follow trends circulating on TikTok. Another 20% reported feeling left behind by friends or their social environment, while 16% experienced reduced confidence in their appearance. Meanwhile, 30% reported no

particular impact or considered the phenomenon ordinary. These findings suggest that TikTok trends can shape social and aesthetic standards among Generation Z women. The inability to follow current trends can generate feelings of being left behind or less confident, suggesting that digital fashion representations can influence how individuals evaluate their own appearance. From a hyperreality perspective, this condition shows that representation has moved beyond its initial function as a promotional image. Repeated displays of particular forms of appearance can create a simulated standard of femininity that audiences use to evaluate themselves. The image presented on TikTok becomes a reference point against which everyday reality is measured.

Consequently, the boundary between actual needs and media-generated desires becomes less distinct. A fashion item may be purchased because it is practically needed, but also because it represents a particular identity or lifestyle. The product's value is therefore extended through its symbolic association with the influencer and the idealised image she represents. The findings further demonstrate that hyperreality operates through repetition. Individual videos may not necessarily transform audience perceptions on their own. However, continuous exposure to similar fashion representations through the TikTok algorithm can normalise particular standards of appearance. As users repeatedly encounter similar styles, they may begin to see those styles as ordinary, desirable, or necessary to maintain social relevance. Therefore, the hyperreality identified in this research is produced through the interaction of visual construction, influencer representation, algorithmic repetition, symbolic fashion meanings, and audience adoption. These elements create a cycle in which digital images are produced, circulated, consumed, interpreted, and reproduced in everyday fashion practices.

Overall, the findings show that TikTok fashion content functions as a space for producing and reproducing hyperreal images of women. The women represented in these videos are not simply presented as individuals wearing particular products but as embodiments of specific lifestyles, identities, and aesthetic values. These representations can become references for Generation Z women as they construct their own appearance and understand what constitutes an ideal or desirable form of femininity. Thus, fashion endorsement content on TikTok extends beyond product promotion. It becomes part of a broader process of meaning production in which fashion operates as a symbolic system. Through carefully curated visual representations and repeated algorithmic exposure, digitally constructed images can acquire social significance and shape how Generation Z women perceive appearance, identity, fashion, and social acceptance.

CONCLUSION

Based on the overall analysis, it can be concluded that fashion endorsement content on TikTok functions not only as a medium for product promotion but also as a space for constructing and reproducing women's images through visual, aesthetic, and repetitive fashion representations. Content formats such as *Outfit of the Day* (OOTD), *mix and match*, and *Get Ready With Me* (GRWM) present fashion in a simple, practical, and accessible manner. Therefore, these contents do not merely introduce fashion products but also construct particular images of how women should appear and present themselves in digital spaces.

The fashion elements identified in the videos, including clothing types, colors, silhouettes, styling, footwear, bags, and accessories, function as visual signs that contribute to the construction of women's identities and images. The different presentation styles of Tamara Dai, Nazwa Adinda, and Bella Clarissa demonstrate that similar fashion objects can convey different representations of femininity. These include the image of an exclusive and *fashion-forward* woman, an idealized yet relatable woman in everyday life, and a modern, productive, and professional woman. Thus, women's images in TikTok fashion content are constructed not only through the products being worn but also through visual presentation, styling, narrative, and the consistent visual identities developed by influencers.

The findings further indicate that these representations can be understood as a form of hyperreality based on Jean Baudrillard's concept. Images presented through TikTok are constructed through processes of selection, editing, aestheticization, and repetition, causing them to move beyond the representation of everyday reality and instead produce a new reality that appears ideal and desirable. Influencers' consistent visual presentation, combined with repeated exposure through TikTok's algorithmic system, strengthens audience familiarity with these representations. Consequently, the images of women presented in fashion content may be perceived as references for appearance, fashion choices, lifestyle, and identity.

This phenomenon is also reflected in the responses of Generation Z women, who indicate that fashion content produced by influencers can become a reference when considering their fashion choices. Therefore, the hyperreality of women's images in TikTok fashion content is not limited to producing idealised visual appearances; it also involves how these representations are recognised, interpreted, and used as references in everyday life. The findings show that TikTok plays an important role in producing and reproducing women's images within digital culture, with fashion serving as a primary means of representing and circulating femininity, identity, and idealised lifestyles.

Future research may expand the study's scope by including different gender and age groups. Such an expansion could provide a more comprehensive understanding of how the hyperreality of women's images and fashion

representations are constructed, received, and interpreted by different audiences within the evolving context of digital culture and social media.

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