

ABSTRACT

Femininity is a word that is synonymous with women, often interpreted as the condition of being a woman. TikTok social media with users dominated by women has now become a place to express femininity that tends to be constructed by Influencers. The method used is Roland Barthes' Semiotics with primary data, namely the five most popular contents, and it shows the three aspects of Bartky's femininity: body shape, attitude, and appearance. The study aimed to understand and analyze the signs and symbols in Shasa Zhanian's TikTok Social Media content that represent femininity. The results of the study show that Shasa Zhanian's content represents the three practices of Bartky's femininity. In terms of body shape, Shasa shows a slim and proportional body. The attitude aspect is shown through emotional expression, cheerfulness, motherhood, and acceptance of traditional gender roles. In terms of appearance, Shasa Zhanian shows a detailed makeup and hair styling process, creating a standard of beauty for her followers. Then the aspect of romantic relationships is also consistently present in her content, reflecting the material of femininity on social media through the involvement of a partner. Research shows that Shasa Zhanian's TikTok content displays practices of body discipline and objectification of women, revealing the deliberate and constructed achievement of femininity according to Bartky's practices of femininity.

Keywords: *Femininity, Influencer, Shasa Zhanian, Gender Norms, Social Media, Beauty Standards, Gender Representation*