

**ANALISIS PENGELOLAAN IMPRESI  
MICRO-INFLUENCER KECANTIKAN TANPA FILTER DIGITAL  
(Studi Fenomenologi di Platform *High Visual Social Media*)**



**SKRIPSI**

Diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar sarjana  
Ilmu Komunikasi

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BANDUNG**

**2025**

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MICRO-INFLUENCER KECANTIKAN TANPA FILTER DIGITAL  
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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat  
memperoleh gelar Sarjana Ilmu Komunikasi

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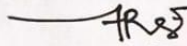
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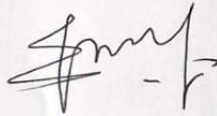
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## KATA PENGANTAR

Puji syukur penulis panjatkan ke hadirat Allah SWT, karena atas rahmat dan karunia-Nya penulis dapat menyelesaikan skripsi yang berjudul **ANALISIS PENGELOLAAN IMPRESI MICRO-INFLUENCER KECANTIKAN TANPA FILTER DIGITAL (Studi Fenomenologi di Platform *High Visual Social Media*)** dengan baik. Skripsi ini disusun untuk memenuhi salah satu syarat guna memperoleh gelar Sarjana pada Program Studi Ilmu Komunikasi, Fakultas Pendidikan Ilmu Pengetahuan Sosial, Universitas Pendidikan Indonesia.

Penelitian dalam skripsi akan dipaparkan melalui lima bab secara berurut. **Bab I**, pembukaan yang memaparkan latar belakang masalah penggunaan filter kecantikan di HVSM dan fenomena micro-influencer yang memilih tampil tanpa filter, memuat rumusan masalah, tujuan penelitian, manfaat, dan struktur skripsi secara ringkas. **Bab II**, tinjauan Pustaka, ringkasan literatur dari aspek historis hingga kondisi terkini tentang standar kecantikan, peran micro-influencer, manajemen impresi, dan konsep keautentikan yang menjadi kerangka teori penelitian. **Bab III**, metodologi Penelitian, menjelaskan desain penelitian, pemilihan informan, teknik pengumpulan data, prosedur analisis data dan validitas. **Bab IV**, temuan dan pembahasan, paparan temuan utama. **Bab V**, penutup berisi simpulan singkat menjawab rumusan masalah, implikasi penelitian, serta rekomendasi penelitian lanjutan.

Penulis menyadari bahwa skripsi ini masih jauh dari sempurna. Oleh karena itu, kritik dan saran yang membangun sangat penulis harapkan demi perbaikan di masa mendatang. Semoga skripsi ini dapat memberikan manfaat bagi penulis sendiri, dunia akademik, maupun pembaca yang berkepentingan.

Bandung, 31 Juli 2025



Rifda Fathiyah

## UCAPAN TERIMA KASIH

Peneliti mengucapkan terima kasih yang sebesar-besarnya terhadap dukungan, bantuan dan doa yang diberikan,

1. Allah SWT, atas segala limpahan rahmat, taufik, dan hidayah-Nya.
2. Prof. Dr. H. Didi Sukyadi, M.A., selaku Rektor Universitas Pendidikan Indonesia.
3. Prof. Dr. Cecep Darmawan, S.H., S.I.P., S.A.P., S.Pd., M.Si., M.H. CPM., selaku Dekan Fakultas Pendidikan Ilmu Pengetahuan Sosial, Universitas Pendidikan Indonesia.
4. Dr. Ahmad Fahrul Muchtar Affandi, M.Si., selaku Ketua Program Studi Ilmu Komunikasi.
5. Prof. Dr. Atie Rachmiate, M.Si., selaku Pembimbing Utama yang dengan penuh kesabaran dan ketelitian telah memberikan arahan, bimbingan, serta masukan yang sangat berharga sejak tahap awal hingga selesainya penulisan skripsi ini.
6. Dr. Welsi Damayanti, M.Pd., selaku Pembimbing Pendamping yang telah memberikan dukungan, saran, serta motivasi sehingga penulis dapat menyempurnakan skripsi dengan lebih baik.
7. Kedua orang tua tercinta, Wendi Zarman dan Ambar Sawitri atas doa, kasih sayang, serta dukungan yang tiada henti diberikan kepada penulis.
8. Adik-adik penulis yang tidak henti meramaikan suasana dan membangun mood yang ceria M. Zaki R., Zuhdi H., Zidni Nur F.
9. Sahabat dan teman-teman dekat penulis yang menemani sepanjang perkuliahan hingga pengerjaan skripsi, Attari Luthfiah, Tia Rachma U. Fathima Nuri A. I., Ajeng Puspa R., Rinda Cahyani S. U., Revy Anggi F., Amelia Isnaini, Karina Kusuma D.

10. Teman-teman menyertai selama pemberkasan hingga sidang skripsi  
Yozasarah Ambarsari, Theadi Yanuar K., Zahratul Khoiriyah, Andhara  
Suhardy.

## ABSTRAK

***Fathiyah, Rifda. (2025). Analisis Pengelolaan Impresi Micro-Influencer Kecantikan Tanpa Filter Digital (Studi Fenomenologi di Platform High Visual Social Media)***

Tingginya normalisasi penggunaan filter kecantikan, menyebabkan gerakan kontra di media sosial. Studi fenomenologi ini mengeksplorasi mengapa ada perubahan tren yang menyebabkan *micro-influencer* kecantikan di media sosial secara sadar menolak filter kecantikan. Melalui wawancara mendalam dari tujuh orang *micro-influencer*, penelitian menggali lebih dalam mengenai pengalaman, motivasi, dan nilai-nilai yang menyebabkan fenomena terjadi. Teori yang digunakan adalah teori manajemen impresi sebagai kerangka bagaimana sisi yang ditunjukkan secara internal dan eksternal oleh para *micro-influencer* tersebut. Temuan mengungkapkan bahwa mereka merasakan tekanan konstan untuk menyesuaikan diri dengan standar yang tidak realistis dan mereka meresponsnya dengan menunjukkan identitas yang autentik, memprioritaskan transparansi untuk membangun kepercayaan dengan audiens mereka dan mereka sendiri. Studi menemukan *micro-influencer* memiliki peran ganda, merupakan konsumen dan pemasar, mereka membangun identitas autentisitas sebagai aset untuk membangun ulang standar kecantikan dan serta memberikan ulasan jujur sesuai keinginan konsumen dan atas moralitas diri.

***Kata kunci:*** *micro-influencer, filter, kecantikan, autentisitas, media sosial*



## **ABSTRACT**

***Fathiyah, Rifda. (2025). Analysis of Impression Management Among Beauty Micro-Influencers Without Digital Filters (A Phenomenological Study on High Visual Social Media Platforms)***

*The high level of normalization of beauty filter use has led to a counter-movement on social media. This phenomenological study explores why this trend has led beauty micro-influencers on social media to consciously reject beauty filters. Through in-depth interviews with seven micro-influencers, the study delved deeper into the experiences, motivations, and values that led to this phenomenon. Impression management theory was used to frame how these micro-influencers present themselves internally and externally. Findings revealed that they feel constant pressure to conform to unrealistic standards and respond by projecting authentic identities, prioritizing transparency to build trust with their audiences and themselves. The study found that micro-influencers play a dual role, as consumers and marketers, constructing authentic identities as assets to reshape beauty standards and providing honest reviews that reflect consumer preferences and their own morality.*

***Keywords:*** *Micro-influencer, filter, beauty, authenticity, social media*

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