

DAFTAR PUSTAKA

- Azarine Cosmetic: Natural and Herbal Skincare Indonesia*. (n.d.). Retrieved June 9, 2025, from <https://azarinecosmetic.com/>
- Dahlan, A. P., Panggabean, S. K., & Walandouw, P. C. K. (2022). *Attitudes of Millennials and Generation Z toward Religious Tolerance, Diversity, and Freedom in Indonesia*.
- Emina Cosmetics Official Store. (n.d.). <https://www.eminacosmetics.com/>
- Esqa Cosmetics*. ESQA Cosmetics. (n.d.). <https://esqacosmetics.com/>
- Fill, C., & Turnbull, S. (2023). *Marketing Communications*. www.pearson.com
- Jakpat Insight. (2024). *Indonesia Consumer Trend on Beauty Industry 2024 - Jakpat Insight*. <https://insight.jakpat.net/indonesia-consumer-trend-on-beauty-industry-2024/>
- Kementerian Perindustrian. (2025). *Kemenperin Gadang Potensi Industri Kosmetik Semakin Gemilang*. <https://ikm.kemenperin.go.id/kemenperin-gadang-potensi-industri-kosmetik-semakin-gemilang>
- Markethac.id. (2025). *Market Share Produk Kecantikan*. <https://www.instagram.com/p/DH8YMq2C8Up/>
- Mintel. (2025). *Indonesia's Beauty Market Booms: Key Trends Driving Growth | Mintel*. <https://www.mintel.com/press-centre/beauty-market-trends-indonesia/>
- Mohamed, Z. (2022). *The Move: Gen We and The Digital World*. https://www.weareimpero.com/wp-content/uploads/2022/03/The_Move_Gen_We_Full_Report.pdf
- Pasaman, K. A., Heriyanto, D., Utomo, W. P., Rizka, M. T., Hutauruk, Y. G., & Yulianti, F. (2024). *Indonesia Gen Z Report 2024: Understanding and Uncovering the Behavior, Challenges, and Opportunities - IDN Research Institute*.
- Rahastine, M. P., & Wulandari, Y. F. (2020). *Penggunaan Media Sosial Sebagai Strategi Komunikasi Pemasaran Masyarakat Di Kelurahan Pekayon Jaya Bekasi Selatan*. <https://repository.bsi.ac.id/repo/files/353119/download/8476-25691-3-PB.pdf>

- Skintific Indonesia (@skintificid) • Instagram photos and videos.* (n.d.). Retrieved June 9, 2025, from <https://www.instagram.com/skintificid/?hl=en>
- Smith, P. R., & Zook, Z. (2024). *Marketing Communications: Integrating Online and Offline.*
- SOMETHINC Official Website | Makeup & Skincare Products.* (n.d.). Retrieved June 9, 2025, from <https://somethinc.com/en/>
- Wardah, Beauty Cosmetics Indonesia.* (n.d.). Retrieved June 9, 2025, from <https://www.wardahbeauty.com/>
- Wardah. (2021). *Luncurkan Campaign Beauty Moves You, Wardah Berkomitmen Bergerak Membawa Manfaat | Wardah Indonesia.* <https://www.wardahbeauty.com/en/news/luncurkan-campaign-beauty-moves-you-wardah-berkomitmen-bergerak-membawa-manfaat>
- Wardah. (2023). *Serunya Coba Virtual Makeup dari Rumah dengan Wardah | Wardah Indonesia.* <https://www.wardahbeauty.com/en/news/serunya-coba-virtual-makeup-dari-rumah-dengan-wardah>
- Wardah Glowlympic Run 2025: Perpaduan Olahraga, Hiburan, dan Gaya Hidup Sehat - TribunNews.com.* (2025). <https://www.tribunnews.com/adv/2025/01/14/wardah-glowlympic-run-2025-perpaduan-olahraga-hiburan-dan-gaya-hidup-sehat>
- Wiranto, A. A. (2024). *Insight Factory by Soco: Gen Z Menjadi Pembeli Terbanyak Produk Kecantikan.* <https://swa.co.id/read/449361/insight-factory-by-soco-gen-z-menjadi-pembeli-terbanyak-produk-kecantikan>
- Yulistara, A. (2018, June). *Kisah Bos Wardah, dari Usaha Rumahan hingga Masuk Forbes Asia.* <https://www.cnbcindonesia.com/entrepreneur/20180603113724-25-17627/kisah-bos-wardah-dari-usaha-rumahan-hingga-masuk-forbes-asia>