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Letter of Acceptance
427/ICEMSS/IX/2025

Title of the Conference : International Conference On Emerging New Media and Social Science
Title of Proceeding : Proceeding of International Conference on Social Science and Humanity
Article Title : Gender Deconstruction in Gen Z Social Media: A Study on TikTok Accounts beauty influencer @akunbarakael
Authors [s]: Nila Dwi Noor Rositah Rositah, Ferry Adhi Dharma

Dear Participant,

We are pleased to inform you that your paper has been peer-reviewed and accepted for publication in the *Proceeding of International Conference on Social Science and Humanity*, which is part of the *International Conference on Emerging New Media and Social Science*.

We greatly appreciate your contribution and look forward to presenting your work in our upcoming proceeding.

For any questions or further assistance, please contact us at admin@antispublisher.com.

Best regards,

Best wishes,
Sidoarjo, August 2025

Director
Mochamad Nashrullah, M.Pd



CERTIFICATE

OF CONFERENCE

THIS CERTIFICATE IS PROUDLY PRESENTED TO :

Nila Dwi Noor Rositah Rositah, Ferry Adhi Dharma
Universitas Muhammadiyah Sidoarjo

has participated as a **PRESENTER**
in the :

Conference : International Conference On Emerging New Media and Social Science (ICEMSS 2025)

Conference date
23 April 2025

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Articles

GENDER DECONSTRUCTION IN GEN Z SOCIAL MEDIA: A STUDY ON TIKTOK ACCOUNTS BEAUTY INFLUENCER @AKUNBARUKAREL

<https://doi.org/10.61796/icossh.v2i2.427>

Check for updates

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ABSTRACT HOW TO CITE METRICS REFERENCES LICENSE

Objective: This study aims to analyze the deconstruction of gender identity presented by @akunbarukarel on TikTok and how it challenges conventional understandings of masculinity and femininity in the digital sphere. **Method:** The research applies Jacques Derrida's theory of deconstruction within a qualitative framework, utilizing observation, interviews, and content analysis to examine gender representation and audience reception. **Results:** The findings indicate that Karel embodies a fluid and inclusive gender identity, disrupting binary categorizations and fostering discourse on gender diversity within social media spaces. The content is largely embraced by Gen Z audiences, although it faces resistance from conservative groups. Moreover, Karel's gender-fluid expression not only generates social influence but also creates economic opportunities through collaborations with beauty brands, highlighting the intersection of identity, culture, and commerce. **Conclusion:** This study contributes to the understanding of how TikTok functions as a cultural arena where deconstructed

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