

ABSTRACT

The Difference in Psychological Empowerment Between Beauty Content Influencer in Marketing Agency and Independent Beauty Content Influencers.

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Beauty influencer is a marketing method that emerged from the impact of technological developments. Beauty influencers have great power in changing consumption patterns or shaping audience perceptions, so this profession faces challenges, namely increasingly fierce competition with other beauty influencers, which has made several beauty influencers choose to join marketing agencies. This can affect their psychological empowerment. This research aims to find out whether there is a difference in psychological empowerment between beauty influencers in marketing agencies and independent beauty influencers. The measuring tool used in this research is the Psychological Empowerment Questionnaire (PEQ). This research uses quantitative research methods with the Independent Sample T-Test Mann-Whitney U test. The results of the hypothesis test show that there is a significant difference ($p\text{-value} = <0.001$) between beauty influencers in marketing agencies and independent beauty influencers. This research also carried out contingency with the results showing that both groups had high psychological empowerment, but independent beauty influencers had higher psychological empowerment.

Keywords: *psychological empowerment, beauty influencer, marketing agency*

Libraries : 31

Publication years : 1988 – 2024