

The Influence of Gender Equality and Women's Empowerment Content on the TikTok Accounts @Jazzybaby99 and @Jasminewiljono on Generation Z's Perception

Aura Islami Santosa¹ & Ayu Wardani²

Prodi Ilmu Komunikasi Universitas Pembangunan Nasional Veteran Jakarta^{1,2}

Correspondence Author : ayuwardani@upnvi.ac.id

Abstract

The purpose of this study is to analyse the influence of gender equality and women's empowerment content on the TikTok accounts @Jazzybaby99 and @Jasminewiljono on Generation Z's perceptions. This research employs a descriptive quantitative approach, using multiple linear regression analysis to examine primary data collected from 95 Generation Z respondents selected through purposive sampling. The respondents are Generation Z individuals who follow the influencer accounts @Jazzybaby99 and @Jasminewiljono. The data were collected using a Likert-scale questionnaire, and validity and reliability tests were conducted to ensure the quality of the research instruments. The subsequent research procedures included data collection, data reduction, data presentation, and data verification. The coefficient of determination (R^2) reached 90.8%, indicating that the variables of gender equality (X_1) and women's empowerment (X_2) significantly contribute to enhancing Generation Z's perceptions regarding the importance of gender equality and women's empowerment. The findings reveal a positive, significant influence of gender equality and women's empowerment on followers' perceptions of the TikTok accounts @Jazzybaby99 and @Jasminewiljono. This result suggests that the higher the level of awareness and acceptance of gender equality and women's empowerment, the more positive the followers' perceptions of the content presented by the TikTok accounts @Jazzybaby99 and @Jasminewiljono.

Keywords: TikTok, gender equality, women's empowerment perception, Generation Z

INTRODUCTION

Women's empowerment and gender equality remain critical issues in Indonesia and across the world. Discrimination against women continues to occur across various sectors, including public representation, employment, and education, despite numerous initiatives aimed at addressing these challenges. According to UN Women (2023), more than 30% of women

worldwide still experience unequal access to education and economic opportunities compared to men. Gender equality in Indonesia remains far from ideal, as the National Commission on Violence Against Women (Komnas Perempuan, 2024) documented more than 400,000 cases of gender-based violence, including economic, psychological, and physical violence. Social conventions and patriarchal biases remain prevalent, even within digital media environments.

In recent years, social media has increasingly become an essential platform for individuals—particularly younger generations—to express aspirations and advocate for issues such as women’s empowerment and gender equality. Many individuals and influencers utilize digital content on platforms such as TikTok to disseminate knowledge, raise awareness, and influence attitudes toward women’s rights and roles in society. Regarding gender-related issues, Generation Z is often more sensitive and aware than other generations, as they generally demonstrate higher levels of knowledge concerning gender equality (Twenge, 2017). Generation Z actively participates in discussions, offers support, and even organizes campaigns to combat gender discrimination and promote equality on social media.

Research on youth and social media (Smith & Shade, 2021) indicates that social media plays a significant role in shaping Generation Z’s opinions on gender issues by encouraging them to reject gender norms and stereotypes that often disadvantage women and non-binary groups. Generation Z contributes actively, critically, and digitally to the dissemination of ideas and the development of new perspectives on social issues. In the context of gender equality, Generation Z tends to be more inclusive and progressive than previous generations. They actively advocate for justice on social media and demonstrate greater acceptance of diverse gender identities (Vania Rahmah & Mei Lani, 2024). Although millennials have begun to show greater openness in understanding gender roles in social life, they are still influenced by traditional beliefs while supporting gender equality (Serlita, T., 2024). Meanwhile, having grown up in cultures with strong patriarchal standards, Generation X and Baby Boomers tend to hold more conservative views (Mulyanti, 2021).

These generational differences illustrate how social media and societal developments influence each generation’s understanding and perspective on gender equality. Currently, audience engagement and meaningful interaction on social media heavily depend on creative content (Sunarso et al., 2023). Based on these dynamics, social media plays a crucial role in advancing gender equality, particularly among younger generations, who are the most active users of digital platforms. The most popular social media platforms today include Twitter, Instagram, YouTube, and TikTok (Auxier & Anderson, 2021). TikTok, in particular, facilitates the global dissemination of creative content through its diverse features. As one of the most prominent platforms among younger users, TikTok serves as a medium for delivering fast, engaging digital content. Its innovative features enable users to create content that is not only educational but also interactive (Bur Ramdani et al., 2023).

One of the social movements facilitated by TikTok is the debate surrounding gender equality within the context of women's empowerment. The primary objective of these debates is to raise awareness and shape public opinion regarding the importance of gender equality, especially among younger audiences. TikTok users attempt to shift public attitudes and perceptions toward gender equality—an issue often underestimated by the majority—by producing creative and informative content. Human rights, particularly women's rights to be treated equally with men, constitute a fundamental aspect of gender equality discourse (Holqi et al., 2024). Hashtags such as “gender equality” and “women's empowerment” are widely used to disseminate content across various formats, including podcasts, educational explanations, personal narratives, and discussions addressing persistent societal biases and stereotypes. Many young people, particularly Generation Z—often regarded as digital natives with a strong interest in digital information—believe that highlighting gender equality issues on social media can foster meaningful dialogue and encourage positive social change.

Social media influencers, particularly on TikTok, exert considerable influence over their followers. Consequently, when influencers address social issues such as gender equality, their messages tend to be effective. Influencers such as Najwa Shihab, Maudy Ayunda, and Cinta Laura have successfully promoted gender equality through social media. Beyond providing engaging content, influencers are perceived by audiences as opinion leaders or reference figures (Casaló et al., 2020). Influencers effectively leverage the reach of social media platforms like TikTok to share content and perspectives that resonate with younger audiences.

One relevant study is that conducted by Yige Fu (2022), titled “*Research on the Influences of Social Media on Gender Equality*.” This study highlights social media as a powerful tool for increasing public awareness of social issues. Questionnaire data from the study indicate that platforms such as TikTok, Twitter, and Instagram have successfully brought gender equality issues into the public sphere. Another relevant study by Anindya A. (2022), titled “*The Role of Youth in Raising Gender Awareness on Social Media*,” explores the role of young people in promoting gender awareness through social media. This study provides insights into youth engagement on social media, particularly concerning gender equality issues, making it relevant for understanding the social dynamics of Generation Z.

Building on previous studies, the present research differs in its specific focus on analysing the influence of content on gender equality and women's empowerment on Generation Z's perceptions of the TikTok accounts @Jazzybaby99 and @Jasminewiljono. This study employs a descriptive quantitative approach using multiple linear regression analysis.

The influencers @Jazzybaby99 and @Jasminewiljono frequently use hashtags such as “gender equality” and “women's empowerment” in their TikTok content. These influencers were selected for their consistent focus on gender equality and women's empowerment, as well as their substantial

follower bases (@Jazzybaby99 with 1.8 million followers and @Jasminewiljono with 125.7 thousand followers).

THEORETICAL FRAMEWORK

Uses and Gratification Theory

According to Palmgreen (1984), early Uses and Gratifications scholars such as Katz, Blumler, and Gurevitch paid limited attention to the origins of media needs, both social and psychological, as well as to the unintended consequences of need fulfilment. To address this limitation, Palmgreen introduced a model that examines the discrepancy between expected gratification (Gratification Sought/GS) and actual gratification (Gratification Obtained/GO). He argued that media users' expectations do not always align with the gratification they ultimately receive from media use (Palmgreen, 1984).

The Uses and Gratifications approach emphasises individuals' active roles in selecting and using media to satisfy their needs. Palmgreen posited that media use is driven by users' beliefs and evaluations regarding the media's capacity to meet these needs. Accordingly, gratification is assessed by comparing GS and GO. When GO exceeds GS, media use is considered satisfying; however, when GO falls below GS, users experience dissatisfaction (Kriyantono, 2009).

Uses and Gratifications Theory conceptualises audiences as active agents who deliberately choose media based on the benefits they expect to derive. Katz (1974) identified three core dimensions of audience needs within this framework: cognitive needs, which involve information-seeking and knowledge acquisition; affective needs, which relate to emotional, pleasurable, and aesthetic experiences; and social needs, which concern interaction, communication, and social integration through media use.

In this study, Uses and Gratifications Theory is employed to explain why followers of the TikTok accounts @Jazzybaby99 and @Jasminewiljono develop particular perceptions of content promoting gender equality and women's empowerment. The underlying assumption is that followers selectively engage with such content to fulfil cognitive needs (enhancing knowledge of gender equality), affective needs (emotional support for women's empowerment), and social integration needs (a sense of belonging to a community advocating gender-related issues). The application of UGT is particularly relevant, as TikTok's short-video format delivers dynamic, diverse content that promotes gender equality and women's empowerment, thereby shaping followers' perceptions.

Media Social

Social media refers to internet-based platforms that enable flexible user interaction. Social media users can interact with others across time, either

in real time or asynchronously, thereby reducing temporal constraints on communication (McGrath, 1991). In contemporary interaction, social media plays a crucial role by allowing users to selectively construct and project their identities according to their intended audiences through mediated communication (Walther, 1995, 1996).

Carr and Hayes (2015) argue that social media provides mechanisms through which users can effectively present themselves and engage with self-generated content. Beyond interpersonal communication, social media also functions as a space for the formation of virtual communities, where individuals with shared interests or goals can connect and interact. Support for social campaigns and engagement with social issues has become increasingly prevalent within these digital environments.

In this study, social media—particularly TikTok—serves as a dominant platform for the dissemination and discussion of contemporary social issues. TikTok’s interactive features and short-video format facilitate high levels of user engagement, making it a relevant medium for examining how social issue-related content shapes audience perceptions.

Gender Equality

Gender equality is defined as a condition in which men and women possess equal rights, opportunities, and treatment across key domains, including education, economic participation, politics, and social life (Fakih, 2013). This concept is grounded in social constructionist theory, which argues that gender differences are primarily shaped by socially constructed roles and expectations rather than biological determinants (Beauvoir, 1956). Accordingly, UN Women (2020) emphasises that gender equality does not require men and women to be identical, but rather that their rights, responsibilities, and opportunities should not be determined by sex.

From a contemporary perspective, gender equality has evolved from early feminist movements into a multidimensional framework addressing structural inequalities, social norms, and power relations that constrain both women and men (Fakih, 2013). In the Indonesian context, advocacy for gender equality has historically emphasised equal access to education. It has expanded to include women’s participation across economic, political, and social sectors, supported by government regulations and national gender mainstreaming initiatives.

In the digital era, gender equality discourse has increasingly shifted to social media platforms, particularly TikTok, which facilitates large-scale exposure and user engagement, especially among Generation Z. Through the use of hashtags such as *gender equality* and *women’s empowerment*, digital content functions as a medium for disseminating gender-related values and shaping audience perceptions. Within a quantitative framework, gender equality can thus be examined as a perceived value communicated through

social media content that influences users' attitudes and evaluations toward gender-related issues.

Womens Empowerment

Women's empowerment refers to a process aimed at enhancing women's capacities, potential, and rights across social, economic, political, and cultural domains. The concept emphasises equal access to resources, participation in decision-making processes, and control over one's own life, enabling women to exercise agency and contribute meaningfully to societal development.

According to Kabeer's framework in *Resources, Agency, Achievements: Reflections on the Measurement of Women's Empowerment* (Kabeer, n.d.), women's empowerment consists of three interrelated dimensions: resources, referring to access to material, human, and social assets; agency, defined as the ability to make strategic life choices; and achievements, which represent the outcomes that improve women's well-being and social position. Empowerment thus extends beyond material conditions to include transformations in awareness, self-confidence, and bargaining power within society.

In contemporary social contexts, particularly on social media platforms, women's empowerment is closely associated with the representation of women as autonomous individuals with voice and influence, capable of challenging restrictive gender stereotypes. Empowerment-oriented content often highlights narratives of women's leadership, resilience, and success, reinforcing the notion of women as active agents of change rather than passive social subjects.

Cornwall and Edwards (2014) argue that women's empowerment is central to inclusive development, requiring not only policy reform but also broader social transformation that challenges patriarchal norms. In this study, the concept of women's empowerment is applied to examine how empowerment-themed TikTok content—through narratives, visuals, and representation—shapes Generation Z's perceptions of women's roles and positions in contemporary society. Such content may strengthen egalitarian values, enhance self-efficacy, and inspire young audiences to reframe women's capabilities and social significance. Communication behaviour is all of a person's verbal and nonverbal behaviour. According to Kwick in Notoatmojo (2003), behaviour is the actions or actions of an organism that can be observed and even studied (Amir & Wajdi, 2020).

Verbal communication is communication that uses words, spoken or written. Usually, communication occurs directly face-to-face or can include media intermediaries such as telephone, social media, or other media (Mustofa et al., 2021).

Nonverbal communication is communication that is presented in nonverbal form, which is permanent and always present. Nonverbal

communication is more honest in expressing what you want to convey. Nonverbal communication can be represented by symbols such as gestures, colours, facial expressions, intonation, tone of voice, and so on (Kustiawan et al., 2022).

Perception of Gen Z

Etymologically, the term *perception* derives from the Latin *perceptio*, which in turn comes from *percipere*, meaning “to receive” or “to take.” Perception refers to an individual’s process of understanding or assigning meaning to information derived from stimuli. These stimuli emerge from sensory experiences involving objects, events, or relationships and are subsequently processed by the brain (Sumanto, 2014). Perception occurs when external stimuli are received through the sensory organs and cognitively processed, resulting in interpretation and understanding (Sarwono, 2010).

Perception denotes how individuals interpret, receive, and comprehend information from their environment, including information from social media. It is not formed solely by external stimuli but is also influenced by prior knowledge, experiences, and cognitive structures that shape how information is interpreted (Grondin, 2016). Thus, perception results from the interaction between what individuals perceive through their senses and what they already know.

Robbins (2003) defines perception as the process by which individuals organise and interpret sensory impressions to give meaning to their environment. Multiple factors, including prior experiences, personal values, and social and cultural contexts influence perceptual formation. In the context of social media research, perception is further shaped by how information is framed and presented within content, as well as by social interaction cues such as likes, comments, and user engagement.

William James emphasises that perception emerges from the integration of sensory input and personal experience (Sumanto, 2014). Accordingly, Generation Z’s perceptions of gender equality and women’s empowerment on TikTok are shaped not only by the content they consume but also by their interactive experiences on the platform. Based on these perspectives, perception can be understood as a cognitive evaluative process that occurs after individuals receive sensory stimuli, leading to the formation of specific viewpoints toward ongoing social issues.

In this study, Generation Z’s perceptions serve as a key variable in examining how gender equality and women’s empowerment are interpreted through TikTok content. As a digitally native generation, Gen Z users actively engage with and contribute to the circulation of social narratives rather than passively consume information. Consequently, TikTok functions not only as an information-dissemination medium but also as a formative space that shapes how Gen Z understands and responds to social issues, including gender equality.

METHODOLOGY

This study aims to examine the influence of gender equality and women's empowerment content on Generation Z's perceptions among followers of the TikTok accounts @Jazzybaby99 and @Jasminewiljono. The research employs a quantitative approach with a descriptive quantitative research design. Descriptive statistics are used to summarize and present previously collected data in order to provide a clear and systematic overview of the dataset (Walpole, 1995). The primary objective of this approach is to organize and simplify data so that it can be more easily interpreted.

Quantitative descriptive statistics are applied to describe the characteristics of the data without drawing generalized inferences beyond the observed sample (Ghozali, 2016). This approach enables researchers to identify fundamental data patterns and characteristics, thereby supporting more accurate interpretations of the observed phenomena. The study is grounded in a positivist paradigm, which emphasizes that knowledge should be derived from empirical, measurable, and observable facts and verified through scientific methods. From a positivist perspective, reality is considered objective, measurable, and subject to empirical analysis.

In examining the effects of gender equality (X_1) and women's empowerment (X_2) content on Generation Z's perceptions of gender equality (Y), this study seeks to identify the relationships between the variables and to determine whether significant effects exist. The research is explanatory in nature, as it not only describes the phenomenon but also analyzes the influence of gender equality and women's empowerment as independent variables on Generation Z's perceptions of gender equality as the dependent variable.

RESULTS AND DISCUSSION

Gender Equality

Based on the analysis of questionnaire data consisting of eight items related to gender equality issues, the overall mean score was 4.17, which falls within the "Agree" category. This result indicates that, in general, respondents perceive the TikTok content they consume as reflecting gender equality values. The highest mean scores were observed for the statements "The content shows equal and active participation of all genders in various activities" (X1.6) and "The message in the content rejects the assumption that women are only suited for domestic roles" (X1.7), each with a mean value of 4.32, categorized as "Strongly Agree." These findings suggest that respondents view TikTok content as particularly effective in promoting gender equality narratives and challenging traditional gender stereotypes.

Additionally, statements such as "I can understand the meaning of the content even when it is not explicitly explained" (X1.4), "The message in the

content challenges the view that men must always occupy dominant positions” (X1.8), and “The video conveys that all genders have equal rights in accessing education, employment, and other opportunities” (X1.5) also received high mean scores (above 4.00). This indicates that respondents agree that gender equality messages are communicated effectively, both explicitly and implicitly.

Two statements showed slightly lower mean values while remaining within the “Agree” category: “I feel that the message presented reflects only a single perspective” (X1.1, mean = 4.07) and “The conclusion of the message in the content is explicit and easy to understand” (X1.3, mean = 4.08). These results suggest that although the messages are generally clear, some respondents perceive the content as somewhat subjective and not fully representing a diversity of perspectives.

Overall, the findings indicate that the majority of respondents perceive the TikTok content they watch as tending to promote gender equality values and reject biased gender norms. This pattern aligns with the characteristics of Generation Z, who are generally more open and critical toward social issues, including gender equality.

Women Empowerment

The analysis of six questionnaire items measuring respondents’ perceptions of the representation of women’s empowerment in TikTok content yielded an overall mean score of 4.26, which falls within the “Strongly Agree” category. This result indicates that the majority of respondents perceive the TikTok content they consume as generally supporting and reinforcing women’s roles in society. The highest mean score was recorded for the statement “The message in the content encourages viewers to support fellow women” (X2.4), with a mean value of 4.44, suggesting that the content not only portrays women as empowered individuals but also fosters solidarity among women.

Other statements that also received high mean scores include “Women in the videos are portrayed as strong and independent figures” (X2.2, mean = 4.31), “The content conveys positive meanings regarding women’s roles in society” (X2.1, mean = 4.23), and “Women express their opinions on social issues” (X2.6, mean = 4.23). These findings indicate that respondents strongly agree that TikTok content presents women in an active, empowered, and agentic manner.

Overall, the results suggest that respondents perceive TikTok content as effective in promoting women’s empowerment through positive narratives, strong representation, and support for gender solidarity. This pattern aligns with broader trends in digital media content that increasingly emphasize gender equality and women’s active participation across various sectors of social life.

Gen Z Perception

Based on the questionnaire results consisting of six items, the overall mean score was 4.28, which falls within the “Strongly Agree” category. This finding indicates that the majority of Generation Z respondents exhibit positive perceptions of gender equality after being exposed to relevant content, particularly through platforms such as TikTok. The statement with the highest mean score was “I understand that gender equality means that all genders have equal rights and opportunities” (Y.1), with a mean value of 4.36, suggesting a strong conceptual understanding of the fundamental meaning of gender equality among respondents.

The statement “I believe that gender equality is important to be applied in all aspects of life (education, employment, and family)” (Y.3) also received a high mean score (4.34), indicating that respondents not only comprehend the concept of gender equality but also regard it as an essential principle in everyday social life.

Overall, the findings demonstrate that Generation Z, as active social media users, exhibit significantly positive perceptions of gender equality. Respondents not only recognize the importance of gender equality but are also encouraged to engage actively and take concrete actions in their daily lives. These results reinforce the role of digital media—particularly TikTok—as a persuasive platform capable of influencing the attitudes and social behaviors of younger generations toward gender justice issues.

The Influence of Gender Equality and Women Empowerment on the Perceptions of Followers of TikTok Accounts @Jazzybaby99 and @Jasminewiljono

Based on the results of the coefficient of determination test (R Square) of 0.908, it can be concluded that 90.8% of Generation Z’s perceptions of gender equality are explained by the variables of gender equality and women empowerment. The remaining 9.2% is influenced by other factors outside the model, such as educational background, personal experiences, or social environmental influences. These findings indicate that messages conveyed through gender equality and women empowerment content on TikTok play a significant role in shaping Generation Z’s perceptions of gender equality. The questionnaire results further show that the majority of respondents agreed or strongly agreed with content that promotes gender equality and women’s empowerment.

The findings of this study support the Uses and Gratifications Theory, which emphasizes that audiences are not passive recipients of media messages but active individuals who selectively choose and use media to satisfy specific needs (Katz, Blumler, & Gurevitch, 1974). In this context, Generation Z TikTok users consume gender equality and women empowerment content not merely for entertainment, but also to fulfill needs

related to information, personal identity, social integration, and value expression.

Participants in this study reported gaining new knowledge and a deeper understanding of gender equality issues through content presented by creators such as @Jazzybaby99 and @Jasminewiljono. This finding reflects the fulfillment of the cognitive function of media, whereby TikTok serves as a channel for accessing information aligned with users' personal values and interests. In addition, emotional engagement elicited through personal narratives and strong visual storytelling demonstrates how media is also used to fulfill affective needs, such as empathy and social concern.

Furthermore, Generation Z TikTok users utilize this content as a means of forming and reinforcing their personal identities, perceiving themselves as part of a community that supports gender equality. Interactive features such as liking, commenting, and sharing content represent the fulfillment of social integration and interaction needs—the desire to connect with others who share similar values and perspectives. Thus, based on these findings, TikTok functions not merely as an entertainment medium but as a space actively utilized by Generation Z to fulfill diverse psychological and social needs through gender equality-themed content.

These findings further reinforce the application of the Uses and Gratifications Theory in the context of Generation Z's consumption of gender equality content on TikTok. Exposure to influencer content from @Jazzybaby99 and @Jasminewiljono not only satisfies informational and affective needs but also contributes to the formation of social perceptions and personal values. When Generation Z actively chooses to follow and consume content related to gender equality, they are essentially fulfilling needs related to attitude formation and the reinforcement of social values aligned with their identities and beliefs.

Such content provides space for audiences to reflect on their personal and social experiences while strengthening collective awareness of the importance of gender equality. Through emotionally engaging narratives and symbolic representations that challenge gender stereotypes, audiences' needs for value expression and ideological orientation are fulfilled. Generation Z, characteristically known for their high sensitivity to social issues, finds validation of their progressive views through this type of content. This aligns with the core premise of the Uses and Gratifications Theory, which posits that media is consciously used to fulfill users' cognitive and psychosocial needs (Katz et al., 1974).

The perceptions of gender equality demonstrated by participants in this study are not merely the result of content exposure, but rather the outcome of active audience engagement in selecting, interpreting, and internalizing messages that align with values they consider important. In this regard, TikTok serves as a medium for simultaneously fulfilling personal and social needs, where educational and emotionally driven content is processed

not as external pressure but as part of an ongoing search for social meaning relevant to users' lived experiences.

From a Uses and Gratifications perspective, the effectiveness of gender equality-themed content on TikTok lies not only in the strength of the message itself, but in how audiences—specifically Generation Z—actively select and respond to content that aligns with their values and needs. TikTok provides a flexible space for users to seek content that satisfies cognitive, emotional, and social needs, including engagement with social issues such as gender equality. When content is presented through compelling narratives and inclusive visuals, audiences not only gain understanding but also develop emotional connections and motivation to take action, fulfilling personal needs related to identity formation, value expression, and social engagement.

Similarly, women empowerment-themed content on TikTok is selected and interpreted by Generation Z as a means of fulfilling their need for inspiration, validation of personal values, and reinforcement of social identity. Through narratives portraying women as resilient, independent, and vocal in public spaces, TikTok users not only access information but also encounter reflections of values they support—namely equality and gender empowerment. Within the Uses and Gratifications framework, such content fulfills affective and personal identity needs by providing positive emotional experiences and fostering pride in women's representation. This representation enriches audience perceptions of women's social roles and reinforces the belief that women possess equal capacity and rights across various aspects of life.

Generation Z's engagement with women empowerment content on TikTok illustrates how audiences actively use media to strengthen their stance on social issues they consider relevant and important. From a Uses and Gratifications perspective, the fulfillment of social identity and personal value needs is evident in how audiences not only watch content but also share, like, and recreate content aligned with women empowerment values. These activities go beyond emotional reactions, functioning as forms of self-actualization in digital spaces where individuals feel connected to the issue of women's empowerment.

The responses observed among Generation Z further indicate that TikTok functions as a platform that encourages social engagement and real-world action. When users encounter women empowerment content depicting leadership, outspoken voices, and resistance to discrimination, it not only shapes new perceptions but also fosters a sense of social responsibility. This is supported by the descriptive analysis of variable Y, particularly the statement "I am ready to take concrete actions in everyday life to support gender equality issues" (Y.6), which obtained a score of 4.25 and fell into the "Strongly Agree" category. Audiences not only understand the importance of the issue but also perceive themselves as active agents within it.

Ultimately, women empowerment content on TikTok functions not merely as entertainment or an information source, but as a tool for fulfilling a

wide range of Generation Z's psychological needs—from meaning-making and perception formation to active participation in social change. This process aligns with the core of the Uses and Gratifications Theory, which views media not as a unidirectional force, but as an interactive platform consciously selected by audiences to support their personal needs and social goals within broader societal contexts.

CONCLUSION

Based on the discussion results, this study concludes that there is a positive and significant effect of gender equality on the perceptions of followers of the TikTok accounts @Jazzybaby99 and @Jasminewiljono. This indicates that the higher the level of awareness or acceptance of gender equality, the more positive the followers' perceptions of the content presented by the TikTok accounts @Jazzybaby99 and @Jasminewiljono.

There is a positive and significant effect of women empowerment on the perceptions of followers of the TikTok accounts @Jazzybaby99 and @Jasminewiljono. This suggests that the higher the level of awareness or support for women's empowerment, the more positive the followers' perceptions of the content presented by the TikTok accounts @Jazzybaby99 and @Jasminewiljono.

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