



THE APPLICATION OF FEMININE ENERGY AMONG GENERATION Z FEMALE INFLUENCERS ON SOCIAL MEDIA

PENERAPAN FEMININ ENERGI PADA INFLUENCER PEREMPUAN GENERASI Z DI MEDIA SOSIAL

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Abstract

This study aims to analyze the application of Feminine Energy among Generation Z female influencers in constructing self-identity on social media. Feminine Energy is understood as an energy that embodies empathy, gentleness, and emotional balance, which has become a symbol of women's empowerment (soft empowerment) in the digital era. This phenomenon is significant as it reflects a shift in the meaning of femininity—from physical appearance toward self-awareness and personal authenticity. The research employs a qualitative approach, with data collected through in-depth interviews and observations of social media content produced by influencers who express Feminine Energy values. The analysis draws on Social Identity Theory (Tajfel & Turner, 1979), which highlights the processes of categorization, identification, and social comparison. The findings reveal that the application of Feminine Energy manifests in five key aspects: self-love, confidence, empathetic communication, calm emotional expression, and healthy personal boundaries. Through social processes, influencers internalize these values as integral parts of their personal and digital identities. In conclusion, Feminine Energy is not only a lifestyle but also a social identity strategy used by Gen Z female influencers to build an authentic, empowered, and reflective self-image in the digital space.

Keywords : Feminine Energy, Social Identity, Influencers, Generation Z, TikTok



Abstrak

Penelitian ini bertujuan untuk menganalisis penerapan *Feminine Energy* pada influencer perempuan Generasi Z dalam membangun identitas diri di media sosial. *Feminine Energy* dipahami sebagai energi yang mencerminkan empati, kelembutan, dan keseimbangan emosional, yang kini menjadi simbol pemberdayaan perempuan (*soft empowerment*) di era digital. Fenomena ini menarik karena menunjukkan pergeseran makna feminitas dari citra fisik menuju kesadaran diri dan keaslian personal. Penelitian menggunakan pendekatan kualitatif Data diperoleh melalui wawancara mendalam dan observasi pada konten media sosial influencer yang menampilkan nilai-nilai *Feminine Energy*. Analisis dilakukan menggunakan Teori Identitas Sosial (Tajfel & Turner, 1979), yang menyoroti proses kategorisasi, identifikasi, dan perbandingan sosial. Hasil penelitian menunjukkan bahwa penerapan *Feminine Energy* tampak dalam lima aspek utama: mencintai diri sendiri, kepercayaan diri, komunikasi empatik, ekspresi perasaan yang tenang, dan batasan diri yang sehat. Melalui proses sosial, influencer menginternalisasi nilai-nilai tersebut sebagai bagian dari identitas personal dan digital. Kesimpulannya, *Feminine Energy* tidak hanya menjadi gaya hidup, tetapi juga strategi identitas sosial yang digunakan influencer perempuan Gen Z untuk membangun citra diri yang autentik, berdaya, dan reflektif di ruang digital.

Kata Kunci : Feminine Energy, Identitas Sosial, Influencer, Generasi Z, TikTok

1. INTRODUCTION

The development of social media has created a significant transformation in the way individuals construct and present their self-identity. Among Generation Z, social media serves as the primary space for image formation, self-expression, and social interaction. This generation is known as digital natives who live within a visual culture and interconnected networks (Prensky, 2001). One of the key actors in this digital ecosystem is the influencer, who functions not only as a content creator but also as a role model capable of shaping the perceptions, values, and lifestyles of their followers (Abidin, 2016). Influencers earn income through advertising and product promotions while showcasing a lifestyle that appears ideal and easily attainable. This, in turn, encourages their followers to imitate them through consumption behaviors, leading to the phenomenon of conspicuous consumption (Abidin, 2016).

In recent years, a new trend has emerged among young women known as *Feminine Energy*. This concept refers to an energy or set of qualities associated with softness, empathy, intuition, and emotional sensitivity. *Feminine Energy* is often positioned in contrast to *masculine energy*, which is oriented toward logic, ambition, and competition. It emphasizes the balance between rationality and empathy, encouraging women to cultivate self-love, self-awareness, and acceptance of their own uniqueness (Meiranie Nurtaeni, 2024).



The concept of *feminine energy* has become increasingly popular as a way to reconstruct the understanding of femininity (Digital Frontiers Institute, 2025). This feminine energy encompasses traits such as empathy, intuition, creativity, nurturing ability, and emotional openness qualities that were once considered peripheral or even weak within traditional gender norms. This approach emphasizes that such qualities are not limited to personal contexts but can also be applied in leadership, decision-making, and public or commercial interactions.

For female Generation Z influencers, *Feminine Energy* is not merely a personal lifestyle but also a public identity that is constructed and displayed through social media. They present an image of women who are confident, gentle, and empowered, while building emotional connections with their audiences. This representation creates a form of *performative femininity* that is communicative showing how femininity is displayed as a digital identity that can be negotiated, consumed, and idealized (Banet-Weiser et al., 2020). In the context of influencers, there is evidence that Gen Z women are not merely promoting products but are building personal branding that emphasizes emotional connection, aesthetics, empathy, and ‘soft’ or feminine values—elements that can be seen as manifestations of *Feminine Energy*. The *Feminine Energy* trend on platforms such as TikTok also illustrates how Gen Z audiences perceive and evaluate these qualities in content creators and influencers. (Sukmana & Chairil, 2024).

To understand how this process unfolds, this study employs the Social Identity Theory developed by Tajfel and Turner (Worley, 2021). The theory explains that an individual's identity is formed through the processes of categorization, identification, and social comparison. In this context, female Gen Z influencers construct their identities as members of a social group that adopts the values of *Feminine Energy*. This identity functions not only as a form of self-expression but also as a symbolic strategy for building emotional connections with followers. However, an important question arises: does the *Feminine Energy* portrayed by influencers truly represent their authentic experiences, or is it merely a performative image crafted to meet social expectations in the digital world? This study seeks to answer that question by exploring how *Feminine Energy* is understood, experienced, and manifested in the lifestyles of female Generation Z influencers on TikTok.

This research primarily falls within the field of gender and digital media communication studies, focusing on the practices of self-representation and social identity among female Generation Z influencers on social media. It views *Feminine Energy* not merely as a psychological or spiritual concept but as a communication strategy and a form of identity performativity used by influencers to build emotional connection and authenticity in digital spaces. This study differs significantly from previous research, such as Banet-Weiser (2018), who examined how images of female “empowerment” are often commodified in digital media; Duffy (2017), who explored how female creators negotiate between digital labor and the demands of neoliberal femininity; Meiranie Nurtaeni (2024), who focused on developing *Feminine Energy* as a form of emotional balance and self-awareness but not yet within the context of public communication; and Sukmana & Chairil (2024), who discussed *Feminine Energy* in relation to self-empowerment and social media trends.



Thus, this study takes a position that bridges the two domains—linking the concept of *Feminine Energy* with the digital communication practices of female Gen Z influencers. In other words, this research focuses on how the values of *Feminine Energy* are concretely implemented in content strategies, communication styles, and the formation of digital identities among female influencers. This study employs the Social Identity Theory developed by Henri Tajfel and John Turner, which explains why and how individuals perceive themselves as part of certain social groups, and how this sense of belonging influences the way they think, behave, and interact with others. (Worley, 2021). Through the framework of Social Identity Theory, this study positions *Feminine Energy* as a form of social group identification that illustrates how female Gen Z influencers negotiate their position within a competitive digital culture. Accordingly, this research fills the gap between two areas of study: (1) gender studies and the performativity of digital femininity, and (2) social identity and emotional communication in the era of social media.

2. RESEARCH METHOD

This study employs a qualitative descriptive approach, aiming to understand the meanings and subjective experiences of informants related to the application of the *Feminine Energy* concept in their lives. This approach aligns with the interpretive paradigm, which emphasizes the understanding of social meanings from participants' perspectives (Creswell, 2013). Informant Selection: Informants were chosen using purposive sampling based on the following criteria: female, aged 18–25 years (Generation Z), active as TikTok influencers with thousands of followers, and consistently producing content related to *Feminine Energy*, self-development, or positive lifestyle themes. Three informants were deemed sufficient since the study prioritizes data depth over generalization—in other words, the ideal sample size is determined by “data saturation,” the point at which additional information no longer provides new insights. This requires the researcher to continuously evaluate and adjust the number of participants throughout the data collection process (Nurhayati et al., 2024). The three informants represent variations in habitus and communication strategies, providing a comprehensive understanding of *Feminine Energy* practices on TikTok. Data Collection and Analysis: Data were collected through in-depth interviews and content observation of each influencer's TikTok account. The semi-structured interviews allowed for exploration of informants' personal experiences and reflections. Content observation served as supporting data to assess the consistency between online practices and the narratives presented. Data analysis involved three stages: data condensation, data display, and conclusion drawing. Data validity was ensured through source triangulation and member checking (Lincoln & Guba, 1985), confirming that the researcher's interpretations accurately reflected the meanings intended by the informants.

3. RESULTS AND DISCUSSION

The research findings indicate that the application of the *Feminine Energy* lifestyle is manifested through the understanding and practice of several key aspects, including:

1. Self-Love.

The first and most essential aspect in cultivating *Feminine Energy* is learning to love oneself. This begins with self-understanding, self-respect, and self-acceptance. Loving



oneself does not mean changing who we are to appear more attractive, but rather embracing our authentic selves in our own unique version. Many women tend to compare themselves with others—either in real life or on social media—which often leads to feelings of inadequacy. Such behavior contradicts the essence of *Feminine Energy*, as it neglects self-appreciation. Fundamentally, self-love also involves maintaining healthy boundaries and recognizing situations beyond our control. Saying no to things that drain our energy and time is not selfishness, but a form of self-respect—especially when dealing with people who overstep our personal limits. A woman who loves herself can make decisions that protect her emotional well-being. Once a woman learns to love herself, she becomes more confident, calm, and accepting of who she is. The researcher found that self-love is the first and most crucial step in cultivating *Feminine Energy*. By loving themselves, women can live more authentically, appreciate their unique potential, and experience inner peace and confidence. Self-love is not only about personal satisfaction but also about fostering healthier, more respectful relationships with others a core reflection of *Feminine Energy*.

2. Self-Confidence.

Once a woman has learned to love herself, she naturally develops greater self-confidence. Confidence here goes beyond physical appearance it involves emotional balance, inner calm, and self-appreciation. Being confident means embracing one's uniqueness and vulnerabilities, which allows for self-forgiveness, acceptance of imperfections, and a sense of contentment even without perfection. Confidence in this context is not about conforming to others' expectations or altering one's physical form, but about caring for and improving oneself as an act of self-respect. As one informant (Informant 3) expressed: "For me, self-care is very important because it's a form of respect for yourself. When you respect yourself, it teaches others how to treat you. I think physical appearance that can't be changed has nothing to do with *Feminine Energy*, but improving yourself and becoming the best version of who you are—without feeling insecure in front of the mirror or worrying about what others say that's what really matters. It's about knowing that you've taken care of yourself, so when others make negative comments, it won't easily shake you." This statement illustrates that self-confidence, within the concept of *Feminine Energy*, stems from self-acceptance and self-respect rather than external validation. The researcher observes that the explanation above provides deep insight into the interconnection between self-love, self-confidence, and feminine energy. Self-care is not merely about physical appearance but represents a form of self-respect that contributes to emotional and mental balance. By accepting their imperfections and forgiving themselves, women can cultivate authentic and stable self-confidence. This approach not only strengthens their sense of self-assurance but also forms the foundation for women to radiate feminine energy consistently in their daily lives.

3. Communication Style.

Communication within the context of *Feminine Energy* emphasizes sensitivity, empathy, and emotional connection. In other words, communication is not merely about delivering



information, but about building meaningful and heartfelt relationships with others. Feminine communication tends to be more collaborative, supportive, and open—contrasting with the more direct and competitive nature often associated with *Masculine Energy*. In interpersonal interactions, we can often sense whether someone is genuinely listening to us or simply pretending to listen out of politeness. When a conversation partner listens wholeheartedly, responds sincerely, and expresses authentic emotions, this reflects communication guided by *Feminine Energy*. Engaging in this type of communication allows individuals to radiate positive energy and foster stronger, more harmonious relationships with others. Intuition also plays an essential role. It involves attuning to others' emotions and adjusting how we speak accordingly. For instance, when a friend, family member, or partner is going through something difficult yet tries to hide their sadness behind a smile, a woman embodying *Feminine Energy* should be able to sense that something is wrong. Through empathy and gentle communication, she can offer comfort and reassurance rather than deepening the emotional wound. From the researcher's perspective, communication within the framework of *Feminine Energy* offers a more humanistic approach to interaction. It is not only about speaking, but about understanding, supporting, and fostering genuine emotional bonds. Intuition becomes a vital component that enables one to respond to the emotional needs of others. For women who embrace *Feminine Energy*, this ability not only enhances interpersonal relationships but also creates a positive influence in everyday life.

4. Expression emotions

Expressing emotions is another essential aspect of embodying a *Feminine Energy* lifestyle. Many Gen Z women tend to suppress or hide their true feelings—especially in romantic relationships. For instance, when a woman feels hurt by her partner's actions, some may choose to remain silent and internalize their emotions, while their partner remains unaware of the issue. From the perspective of *Feminine Energy*, the appropriate response is to express those feelings calmly and sincerely, using gentle and thoughtful words. This allows the partner to understand what went wrong and fosters emotional clarity within the relationship. Similarly, when we feel sadness or disappointment toward someone, it is perfectly acceptable to communicate those emotions—again, with kindness and without using words that could wound the other person. Often, women express their emotions in ways that appear accusatory or confrontational, placing full blame on the other party. However, by channeling *Feminine Energy*, emotional expression can occur without anger or escalation. This approach not only brings inner peace and emotional balance to oneself but also helps the other person feel safe, respected, and understood. From the researcher's perspective, expressing emotions appropriately is a crucial step in maintaining the quality of relationships, whether with a partner or others. For women who embody *Feminine Energy*, this ability reflects emotional maturity and a capacity for healthy communication. Calmness, empathy, and gentleness in expressing feelings not only strengthen relationships but also demonstrate deep respect for both oneself and other.



5. Setting boundaries

Establishing personal boundaries is a way to protect one's balance of energy, time, and emotions. Within the framework of *Feminine Energy*, boundaries are not viewed as acts of rejection or hostility but rather as compassionate actions aimed at preserving mental and physical well-being. By setting clear boundaries, women can uphold their personal values and principles, build healthy relationships, and avoid excessive emotional strain or burnout. Often, the stigma surrounding boundaries stems from internalized fears such as the worry that setting limits might make others lose respect for us. As one informant explained: "We have to protect ourselves, because the only one who can truly protect us is ourselves—by embracing our *Dark Feminine Energy*. That means not being naïve, having clear boundaries, firm values, and principles. So when someone crosses those boundaries, we know we have the right to be angry, we know how to express that anger appropriately, and we know what steps to take when someone disrespects us. That's why I think self-awareness and self-boundaries are so important." An example of boundary-setting communication might occur when someone asks for help with a task that would take up significant time, while we also have our own deadlines to meet. In this case, it is more constructive to respond politely yet assertively, such as by saying: "I would really love to help you, but I'm currently working on something that needs to be finished soon." This type of response maintains respect and empathy while asserting one's limits without resorting to harsh tones or anger. Boundaries can be applied in professional settings, friendships, and family relationships. When practiced effectively, they help sustain mutual respect and prevent emotional exhaustion, ensuring that relationships remain healthy and balanced for all parties involved.

Analysis of the Application of Feminine Energy through the Lens of Social Identity Theory:

Based on the findings, the application of *Feminine Energy* among female Gen Z influencers shows a strong connection with the concept of Social Identity Theory (Tajfel & Turner, 1979). This theory explains that an individual's identity is formed through three main processes: categorization, identification, and social comparison. In this research context, *Feminine Energy* is not merely a personal lifestyle but serves as a social identity strategy that shapes self-image and social positioning in the digital space. In the stage of social categorization, influencers group themselves as part of a community of young women who embody values such as empathy, gentleness, emotional balance, and self-love. This categorization distinguishes them from other groups, particularly those representing *masculine energy* values such as competition, ambition, and aggressiveness. Through this process, influencers construct symbolic boundaries between "us" (women with *Feminine Energy*) and "them" (women with masculine traits), which becomes the foundation for forming a collective social identity. The social identification process is evident when the values of *Feminine Energy* are internalized and manifested through daily behavior and



digital representation. Influencers practice *self-love*, maintain emotional balance, engage in self-care as a form of self-respect, and set healthy personal boundaries. This identification reinforces consistency between their personal and public identities displayed on social media. Thus, *Feminine Energy* becomes an integral part of how they understand, present, and strengthen their identities as Gen Z women. The final stage, social comparison, reveals that influencers use *Feminine Energy* as a symbolic distinction to enhance self-image and self-esteem. Through content that emphasizes empathy, calmness, and authenticity, they contrast their group's values with those of other influencers who display more competitive and individualistic lifestyles. This comparison functions not only to gain validation and support from audiences but also to strengthen group cohesion and a sense of pride in their collective identity as women embodying feminine energy.

Table 1: Application of Social Identity Theory in the Context of Feminine Energy

Process (Tajfel & Turner, 1979)	Definition	Application in the Study (Feminine Energy among Gen Z Influencers)
Social Categorization	The process by which individuals classify themselves and others into groups to create social meaning and distinction.	Influencers categorize themselves as part of a group of young women who embrace empathy, self-love, emotional balance, and gentleness—distinguishing themselves from groups with masculine traits like ambition and competitiveness.
Social Identification	The process through which individuals internalize group values and norms as part of their self-concept.	Influencers internalize <i>Feminine Energy</i> values through self-care, emotional awareness, calm communication, and healthy boundaries, aligning their personal identity with their public persona on social media.
Social Comparison	The process of evaluating one's group in relation to others, often to enhance self-esteem or affirm group identity.	Influencers use <i>Feminine Energy</i> as a marker of distinction, contrasting their authentic, empathetic image with more competitive or performative digital personas, thereby strengthening group pride and cohesion.

These findings align with Gill & Orgad's (Gill et al., 2017) concept of postfeminist sensibility, which highlights the emergence of new forms of women's empowerment in the digital era. *Feminine Energy* is positioned as a form of soft empowerment, where women's strength is no longer associated with masculine traits such as dominance or assertiveness, but rather with self-awareness, empathy, emotional balance, and control over personal boundaries. Through this practice, Gen Z female influencers construct a new narrative of



femininity one that is not merely “pretty and gentle,” but also empowered, reflective, and authentic in expressing their identities.

4. CONCLUSION

The study reveals that the application of a *Feminine Energy* lifestyle emphasizes balance across five core aspects: self-love, self-confidence, communication style, emotional expression, and personal boundaries shaping a digital identity that harmonizes strength and softness. Through these dimensions, women are able to live more authentic, empowered, and harmonious lives, both personally and socially.

From the perspective of *Social Identity Theory*, the embodiment of *Feminine Energy* reflects the processes of categorization, identification, and social comparison. Gen Z influencers categorize themselves as part of a community of women who embrace values of gentleness, empathy, and self-acceptance. These values are then internalized into both their personal and public identities, forming a consistent and authentic sense of self. Through social comparison, they gain validation and recognition from their audiences, which in turn enhances their confidence and social standing.

Thus, *Feminine Energy* functions not merely as a lifestyle trend but as a social identity construct that reinforces the role of Gen Z influencers as digital role models. This demonstrates that the balance between self-respect and emotional connection with others serves as the key to building a positive, authentic, and influential image—both online and offline.

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