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The Activities of Beauty Influencers with Physical Disabilities on Tiktok as A Means of Disability Awareness Education

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ABSTRACT

Social media opens new opportunities in the digital creative industry, with TikTok serving as a platform that supports the production, distribution, and commercialization of content. In this context, the presence of influencers with disabilities plays a role in expanding representation in the digital space, particularly within the beauty industry, which has long been dominated by normative beauty standards. This study aims to analyze the activities of beauty influencers with physical disabilities on TikTok, with the research subject being Afii Mans, a beauty content creator with 11.9k followers who actively shares content and builds interactions with her audience. This study employs a qualitative approach using content analysis and draws upon Vincent Mosco's theory of commodification. Data collection techniques involved observation and documentation of content as well as audience interactions. The results indicate that social media, particularly TikTok, plays a role in providing a more inclusive space for representation of people with disabilities, while also facilitating visibility, audience engagement, and business collaboration opportunities. The commodification practices observed include the commodification of content, the audience, and the identities of people with disabilities. The presence of beauty influencers with disabilities not only contributes to the digital beauty industry but also plays a role in raising disability awareness, challenging social stigma, and promoting inclusivity within the digital ecosystem. This research contributes to efforts to reduce inequality as outlined in SDG 10 (Reduced Inequalities) by emphasizing the importance of equal access, participation, and economic opportunities for people with disabilities and the digital beauty industry ecosystem.

1. Introduction

Social media today can be said to have become an integral part of society, playing a significant role in various aspects of life (Haryanto & Hapsari, 2025). Kotler and Keller (2016) define social media as a tool or approach used by individuals to exchange information with others, including businesses, in the form of text, photos, audio, and video. Social media is typically used for finding information and communication, and can be used by both individuals and groups (Andhani et al., 2025).

The emergence of the digital world provides opportunities and motivation for modern society to work in the creative industry (Asgawanti et al., 2025). Social media platforms serve as spaces for producing and distributing digital content, enabling users to actively engage as both audiences and creators. Among these platforms, TikTok has emerged as one of the most influential social media platforms in shaping contemporary digital culture, with the number of active users reaching over 1.7

billion worldwide by 2024 (Riyana & Muhid, 2025). TikTok has evolved into a highly popular platform across various segments of Indonesian society, including among celebrities, and is used as a means of information and entertainment (Rahmandani et al., 2025). Other researchers have noted that TikTok has evolved from an entertainment app into a highly influential digital expression medium, enabling creators to generate income, share ideas, and build virtual communities (Riyana & Muhid, 2025). TikTok also serves as a platform for the public to showcase creativity while sharing information through inspiring multimedia content (Mulyani, 2022). The number of TikTok users in Indonesia has surged dramatically. According to data from Kompas.com (Riyanto, 2025) as revealed by Angga Anugrah Putra, Manager of Content Operations, the number of TikTok users in Indonesia surpassed 160 million as of March 2025. With this, Indonesia has become the country with the most TikTok users in Southeast Asia (SEA). Through short videos, TikTok allows creators to share creative, informative, and promotional content that can reach a wide audience. This platform also provides opportunities for individuals to build their personal brand.

Along with the development of social media, a new phenomenon has emerged within the social media ecosystem: the rise of influencers. An influencer is someone who possesses significant ability to influence public perception and attitudes (Gaspersz et al., 2024). An influencer is also someone who can influence the purchasing decisions of their target audience through competence, status, credibility, reputation, or understanding of their audience; influencers have a significant impact on audience opinions and behavior (Wibowo & Putra, 2024). They are individuals with a large following on social media who share information through inspiring and entertaining content to build engagement on social media (Istiqomah, 2024). Influencers come in various forms with distinct characteristics. Content characteristics range from entertainment, education, lifestyle, and beauty to social issues. The emergence of digital influencers in the beauty industry has gradually expanded the representation of beauty, bringing more diverse perspectives and identities into this sector. According to data from GoodStats (Yonathan, 2025), the presence of influencers is a crucial component of the global digital ecosystem, including in Indonesia. Indonesia ranks fifth among countries with the highest number of influencers worldwide, following Brazil, the United States, India, and Iran, with an estimated total of 863 thousand, equivalent to 3.6% of the world's total influencers. Social media influencers regularly share their daily lives, including their activities, skills, opinions, and recommendations based on prior experiences or expertise (Novierra, 2023).

The rise of the influencer phenomenon extends beyond global figures, experiencing significant growth from the international to the local level. According to empirical data from Liputan 6.com, there is a person with a disability known as a social media influencer: Lauren Lolo Spencer, an influencer who discusses disability-related life and culture with others in the disability community and was nominated for a Film Independent Award for her role in "Give Me Liberty". Annie Segarra, who creates content on her Instagram account discussing body image, chronic illness, disability, and mental health, often featuring Disney-inspired outfits that resonate with the lives of people with disabilities, Ruby Allegra, a disabled artist living with arthrogryposis; Jillian Mercado, a model with a disability; Marimar Quiria, a beauty vlogger covering the latest makeup trends; and Imani Barbarin, a writer living with cerebral palsy (Syarifah, 2021).

Meanwhile, influencers with disabilities in Indonesia also have the same opportunities, according to RRI one such influencer is Kirana Salsabila, who has become a style icon for Indonesian teenagers. Through her content, Kirana has not only become a fashion reference but also a symbol of resilience and inclusivity. One of her viral videos reveals her struggles in creating content, including having to reshoot scenes dozens of times. This demonstrates that the success she has achieved wasn't instant it required hard work. Armed with creativity and consistency, Kirana has become a fashion inspiration for many young people, as well as an inspiration for many especially young people to remain confident, create, and celebrate their uniqueness. Despite living with a disability, Kirana embodies the idea that obstacles are not barriers to achievement (Wahyuningsih, 2025).

In line with the previous reference, another disability influencer active on social media is Jennifer Natalie. According to prior research, Jennifer Natalie consistently practices strong inclusive communication through the use of sign language, text captions, accessibility symbols, and narratives of equality in daily life. In the majority of her content, Jennifer delivers advocacy and educational messages with a personal, authentic, and communicative approach. Beyond enhancing public understanding, the deaf identity showcased in Jennifer's content reinforces people with disabilities as active, empowered, and equal subjects in the digital space. Disability influencers like Jennifer demonstrate that online platforms can serve as effective advocacy tools to enhance identity representation and public awareness regarding disability issues (Susilawaty, et al., 2025).

Focusing on inclusive communication by a disability influencer through sign language, text captions, accessibility symbols, and narratives of equality. Similarly, Afii Mans on TikTok a beauty influencer with a physical disability who actively produces beauty-related content on TikTok with 11,900 followers serves as a research subject. According to (Howell, 2025), "TikTok makes disability identity more visible; more and more users begin to claim that identity. Some of them become influencers and gather followers based on their disability identity. Their visibility allows them to connect with and educate others. On the other side of this visibility comes the perception that the performance of disability on social media is a moral and social threat."

Physical disability is a type of impairment that hinders a person's ability to perform daily physical activities. This condition can arise for various reasons, such as congenital abnormalities, accidents, illnesses, or neurological and muscular disorders (Indahwati, et al., 2025). Afii Mans' presence as an influencer on TikTok exemplifies how people with disabilities can easily reach the public through the digital realm. Her involvement as an influencer not only demonstrates her presence in the digital space but also reflects efforts to gain visibility and recognition amid the increasingly competitive dynamics of social media. Although participation in social media is becoming more open, not all groups experience equal representation in the digital space. People with disabilities may face challenges in gaining the same access as non-disabled individuals, which can limit their opportunities to improve their quality of life (Tsany & Hapsari, 2025). In many media representations, public perceptions of people with disabilities are portrayed through negative social stigmatization. Beauty content creators with physical disabilities who use social media platforms like TikTok demonstrate how the digital space can open new opportunities for representation and economic participation. The makeup sector is one area with significant potential to provide economic opportunities for people with disabilities (Maghfiroh et al., 2025).

Disability is still often overlooked in today's societal structure. The negative stigma attached to the term "disability" ultimately makes people with disabilities feel inferior to others (Putra et al., 2021). However, the participatory nature of social media has created new opportunities for individuals with disabilities to share their experiences and participate more actively in digital culture. Their presence in the digital realm not only increases the visibility of the disability community but also challenges societal biases and fosters dialogue about equality. According to Sweet et al. (2019), social media plays a crucial role in fostering interaction and support among people with disabilities, as well as strengthening a sense of community through the sharing of experiences (Susilawaty, et al, 2025). In Indonesia, the term for "disability" carries various meanings in regional languages, many of which have negative connotations and imply an individual's inability (Jeon & Haider, 2001). Consequently, people with disabilities are viewed as carrying a negative social stigma (Putra et al., 2021).

People with disabilities also face barriers regarding media visibility. According to Rothman (2003), people with disabilities are often looked down upon by the majority of the public in Indonesia, and indeed worldwide. Previous research reveals that cultural norms within society tend to reject individuals with physical appearances differing from what is perceived as "normal," leading to frequent discrimination against people with disabilities (Putra & Putri, 2024). Therefore, the use

of social media platforms has proven effective in disseminating disability awareness campaigns, thereby enabling community engagement, visibility, and advocacy for the disabled community, which has long been a marginalized group (Swastikawara et al., 2025). On the TikTok platform itself, influencers can gain significant opportunities for audience engagement and brand collaborations. The presence of influencers with disabilities can drive discussions about disability awareness in digital spaces. Disability awareness itself is a process of developing positive awareness, knowledge, beliefs, and attitudes among non-disabled individuals toward those with disabilities. The phenomenon of accessibility and inclusivity in beauty products for people with disabilities is undoubtedly crucial, as the beauty industry is a dominant sector in Indonesia. Accessibility refers to the ease provided for people with disabilities to access various activities. Meanwhile, inclusivity refers to ensuring that people with disabilities have equal access to various aspects of life (Tedjowongso, 2023).

Through the production of creative content, audience engagement, and collaborations with beauty brands, these creators participate in the commercialization of the digital beauty industry. Their presence illustrates how social media not only facilitates self-expression but also enables creators to convert audience visibility and engagement into economic value within the platform ecosystem. According to 'Rilotta & Nettelbeck, 2007,' the development of disability awareness is the process of cultivating awareness, knowledge, beliefs, and positive attitudes toward people with disabilities. One can accept existing differences by possessing this knowledge and awareness. Experience, knowledge, and accurate information about disability can help people with disabilities see and treat others with disabilities with respect (Krisyono & Fiaji, 2022). This challenges traditional assumptions about disability by sharing their daily lives, experiences, and professional activities. They also demonstrate that people with disabilities can actively participate in industrial activities.

Based on the data presented above, the researcher aims to analyze the activities of beauty influencers with physical disabilities on TikTok, focusing on how the content they produce represents disability awareness, which encompasses aspects of knowledge, awareness, and acceptance. Based on these objectives, this study employs a qualitative approach and the theory of commodification proposed by Vincent Mosco to explore how social media platforms facilitate visibility, audience engagement, and business collaboration opportunities. This study contributes to the discussion on digital inclusion and supports the global agenda to reduce inequality, particularly in promoting equal participation and economic opportunities for people with disabilities in the digital beauty industry.

2. Method

This study employs content analysis, and the results will be systematically presented through a qualitative approach. Content analysis is a research method used to create an accurate representation of text or symbols within a specific context (Priantiwi & Abdurrahman, 2023). According to Moleong (2016), qualitative research aims to understand the facts regarding what research subjects or participants experience. For example, behavior, perceptions, motivations, actions, and so on. This study employs a qualitative approach to gain an in-depth understanding of the phenomenon of beauty influencer activities by individuals with physical disabilities on the TikTok platform. The subject of this study is Afii Mans, a content creator with a physical disability who is active on TikTok with 11,900 followers. Data collection techniques were conducted using the primary methods of observation and documentation. Observation was conducted by examining content directly uploaded by the research subject, including the form of the content, the messages conveyed, and interaction patterns such as comments, likes, and shares. Meanwhile, documentation involved collecting archives in the form of screenshots and video content.

3. Result and Discussion

4.1. Presenting the Results

1. Content Scraping Result

Based on the data collection process using scraping techniques on Afii Mans's account, data was obtained covering various important variables such as captions, the number of interactions (likes, comments, shares), the number of views, video duration, and the time of content publication.

In an analysis of content from January through March 2026, a total of 37 pieces of content were found to have been uploaded to the Afii Mans account. The data shows a significant increase over time: 7 pieces in January, 12 in February, and 18 in March. These results indicate that content production is becoming increasingly effective and consistent over time.

In terms of content characteristics, most videos have a relatively short duration, ranging from 10 to 15 seconds. Additionally, the audio usage pattern, dominated by original sound, indicates an effort by Afii Mans to follow trends or utilize popular audio to boost content visibility.

An analysis of engagement reveals significant differences. Some pieces of content received a high number of views over 2,900 accompanied by an increase in likes, comments, and shares. This indicates that the uploaded content is appealing in terms of theme, format, and narrative or caption.

2. Overall Content Analysis

During the data collection process, the researcher identified all posts published between January and March. Based on the data analysis, there were 37 pieces of content uploaded during that period. When visualized in the following graph, it is evident that content distribution remains relatively stable each month, with only minor variations in the number of posts.

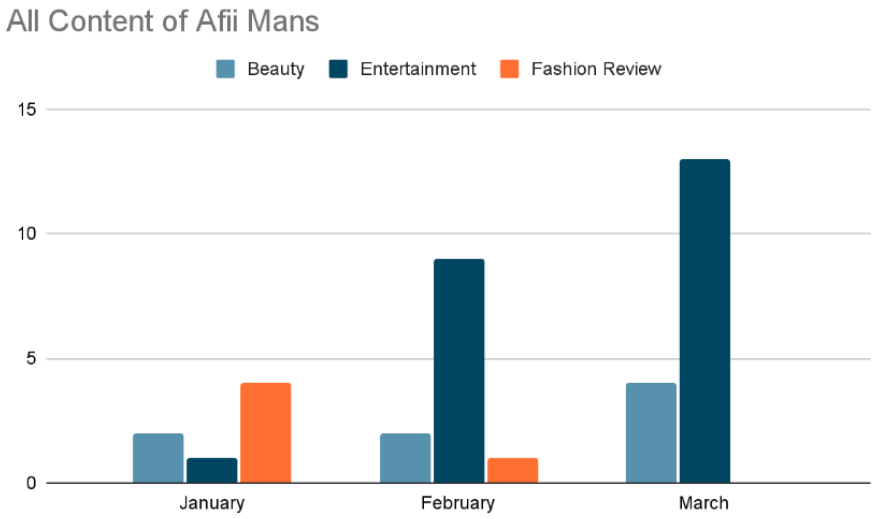


Chart 1. Period January – March 2026

As shown in the graph above under the "Overall Content" section, the line for January indicates a trend of increasing content volume through March. In January, there were 7 pieces of content, which increased to 12 in February, and peaking in March with 18 pieces of content, bringing the total to 37. This pattern indicates a gradual increase in production, reflecting either consistency in content strategy or increased activity.

3. Specific Content Analysis in the Beauty Industry Industry

A comparison of all uploaded content with specific content related to beauty is presented in the following chart below.

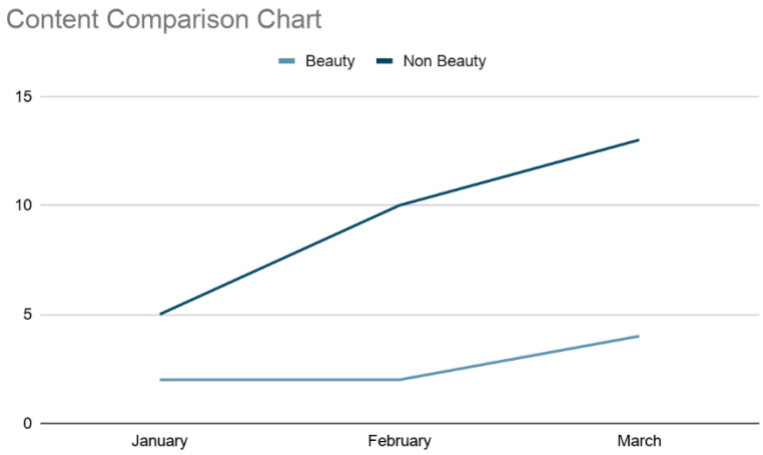


Chart 2. Comparison chart of overall content and beauty specific content

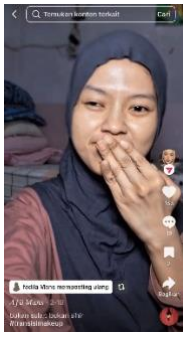
Through the process of categorizing content by theme, it was found that only 8 out of 37 pieces of content specifically focused on the beauty industry, consisting of 2 pieces in January, followed by 2 more in February, and increasing to 4 pieces in March. This indicates that the increase in content production remained stable, albeit not drastically. This content generally consists of makeup tutorials, makeup transformations, as well as promotions or reviews of beauty products. Meanwhile, some of the other content covers personal themes, entertainment, social interaction, and narratives of daily life.

Table 1. Content analysis table for the beauty industry during Januari untill March

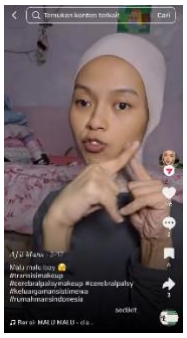
No	Month	Category	Date	Post	Message Description	Hashtag	Activity Type
1	January	Beauty Industry	16/01/ 2026		Not yet had time to beach using this is the feel it's like in beach like @scentsery	#Parfumwanitascenteryparfum	Review content that conveys that individuals with disabilities are entitled to the same rights as individuals without disabilities

2			31/01/2026		Join me as i unbox hampers from @Scarlet Whitening Official I still can't help but smile when i think back on my live stream with Feli. It was my first live stream, and it was truly memorable. It wasn't just about being in front of the camera i learned so much. How to have a natural conversation, share stories with confidence, and even dare to be my self without overthinking. It turns out the learning process can be this warm and supportive. I'm so happy to have had the opportunity and space to grow. Thank you so much, Scarlet and setara, for an experience	#cerebral palsy#talentsetara #setarasquad#makeup#beautycommunity	The skincare review content from this local brand effectively demonstrates acceptance of influencer with disabilities in the digital space. The use of the hashtag #cerebral palsy indicates that this content serves as an effort to educate the audience about the importance of disability awareness. Additionally, the use of the hashtag #setara squad represent an awareness

					that wasn't just fun, but also incredibly meaningful for my journey. This will be a moment i will alway remember		campaign emphasizing the importance of equality for individuals with disabilities in the digital space, particularly within the beauty industry
3	February		15/02/2026		Prok prok what's going on ?	#makeupt ransition	Makeup transition content using the hashtag #makeupt ransition represent a type of beauty content designed to boost audience engagement. This is evident from the higer number of comments compared to other content, as well as the high number of likes and shares as a sign off support for the creator

4			18/02/ 2026		It's not magic, it's not sorry	#makeup transition	Makeup transition content featuring popular music is a form of social media visibility for people with disabilities, particularly in the beauty industry
5	March		14/03/ 2026		Beauty creator @Rumah Mans Indonesia the kids from @Mansuri_ MANS	#makeuptransition#mansinhomeindonesia #specialmansinfamily	This makeup tutorials created by the beauty creators at @rumah mansindonesia demonstrate that the content they produce helps raise awareness about disabilities, as evidenced by the hashtags #rumah mansindonesia and #rumah

							mansisti mewa, which highlight the communi ty of people with disabiliti es
6			16/03/ 2026		The transition is over	#rayapenu hrasa#ma keuptransi tion	Makeup transition content featuring sounds that evoke the festive season, as the demonstr ated by the hashtag #rayapen uhrasa, effectivel y conveys the value of equality between people with disabiliti es and those without. This content shows that people with disabiliti es have the same

							opportunity to celebrate the festive season by expressing them selves, particularly through the use of makeup
7			17/03/2026		Shy boy	#maketransition#cerebralpalsymakeup#keluargamansistimewa #rumahmansindonesia	The use of the hashtag #cerebral palsy in that makeup tutorial content embodies the value of equality. This hashtag demonstrates that individuals with disabilities, particularly those with cerebral palsy, are capable of expressing themselves and actively

							participating through digital content
8			19/03/2026		I call you?!	#cerebral palsymakeup#transisimakeup #keluargamansistimewa#rumahmansindonesia	Makeup transition content that uses relevant hashtags demonstrates that such beauty related content can raise awareness about disabilities. This is evident in the representationof the talent Afii Mans, a person with cerebral palsy who conveys a message of inclusivity to the audience

4.2. Create a Discussion

a. Disability Awareness Built Through Content

In the table, the researcher found that content related to the beauty industry totaled 8 pieces of content spanning the period from January to March 2026. Interestingly, the content also contained elements of disability identity, such as the use of hashtags related to cerebral palsy, which demonstrated Afii Mans's efforts at self-representation as a person with a disability in the digital

space. Overall, the scraping results show that although the research subject positions herself as a beauty influencer, beauty content does not dominate the content as a whole aimed at building disability awareness.

The analysis in this section is based on data processing of 8 pieces of content published over a three-month period, from January to March 2026, with varying upload dates. Each piece of content was analyzed based on disability awareness elements including knowledge, awareness, and acceptance and correlated with the number of views, likes, comments, shares, and saves.

The content uploaded under numbers 2, 5, 7, and 8 with content number 2 being a review of the local skincare brand Scarlett, which received 455 views, and content numbers 5, 7, and 8 featuring makeup transition tutorials with approximately 1,700 views demonstrates disability awareness in the knowledge element. According to Rillota & Nettelbeck (2007), knowledge within disability awareness is an effort to convey information related to disability conditions. In this case, this conveyance is demonstrated through the use of hashtags #cerebralpalsy, #rumahmansindonesia, #keluargamansistimewa, and #cerebralpalsymakeup. Additionally, one piece of content showcased a collaboration between the research subject and other children with disabilities in content creation. This effectively conveyed to the audience that the content contained an element of knowledge namely, that the creator is an individual with physical limitations due to a disability.

In addition, there are several pieces of content that represent disability awareness within the awareness element. The awareness element relates to an individual's ability to recognize the existence and rights of people with disabilities as equal members of society (Rillota & Nettelbeck, 2007). This is evident in content items 2 and 6. Content number 2, with 455 views, not only represents knowledge demonstrated through the use of hashtags but also falls under the awareness element because it uses the hashtag #setarasquad, which highlights the importance of audience awareness regarding equality between individuals with disabilities and those without in the digital space, particularly on social media. Meanwhile, in content number 6, with interactions and a view count reaching 691, the awareness element is demonstrated through the use of a popular sound transition during the holiday season, representing that individuals with disabilities also have the equal right to appear and express themselves in the context of beauty, particularly in the use of makeup during festive occasions.

Furthermore, the element of acceptance as part of disability awareness is also represented as an advanced stage of knowledge and awareness, reflected in positive attitudes and behaviors toward people with disabilities. This is represented through several pieces of content, such as content number 1, a perfume review with 198 viewer interactions content number 2, a skincare review endorsed by the Scarlett brand as well as content 3, 4, and 8. This is evident from the number of interactions in the comments, which reached approximately 37, indicating appreciation and support for the research subject. These responses reflect acceptance within the digital space, particularly on social media.

The analysis results show that each piece of content exhibits distinct representational tendencies across various elements of disability awareness. These differences are evident in the variety of content types, the use of symbols such as hashtags, and the level of audience interaction generated. Thus, the analysis provides an empirical overview of how the research subject, Afii Mans, builds and represents disability awareness through diverse beauty content on social media, particularly TikTok.

4. Conclusion

This study shows that the activities of beauty influencers with physical disabilities on TikTok serve not only as a form of self-expression or mere entertainment, but also as an educational medium for raising disability awareness. Through an analysis of eight pieces of content specifically focused on the beauty industry, it was found that the representation of disability awareness is shaped by three

main elements: knowledge, awareness, and acceptance. The knowledge element is demonstrated by the use of hashtags that identify disability conditions as well as collaborations with other creators with disabilities. The awareness element is represented through narratives of equality conveyed via captions on the content, while the acceptance element is represented through positive audience responses in the form of comments, likes, and shares as a form of support.

Additionally, the variety of content produced such as product reviews and makeup tutorials influences audience engagement levels. Transition content that follows trends and the use of popular sounds tend to generate higher engagement, making them more effective in conveying disability awareness messages and increasing visibility. From the perspective of Vincent Mosco's theory of commodification, these activities demonstrate the commodification of content, the audience, and disability identity. Disability identity is not merely a form of self- representation but also holds economic value through audience engagement and opportunities for collaboration with brands.

Overall, this study confirms that the TikTok platform plays a strategic role in creating a more inclusive digital space for people with disabilities. The presence of beauty influencers with disabilities not only expands representation within the beauty industry but also contributes to challenging social stigma, raising public awareness, and fostering equality and inclusivity in the digital space.

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