

REFERENCES

- Banerjee, A., & Chaudhury, S. (2010). Statistics without tears: Populations and samples. *Industrial Psychiatry Journal*, 19(1), 60. <https://doi.org/10.4103/0972-6748.77642>
- Bertamini, M., & Sinico, M. (2021). A Study of Objects With Smooth or Sharp Features Created as Line Drawings by Individuals Trained in Design. *Empirical Studies of the Arts*, 39(1), 61–77. <https://doi.org/10.1177/0276237419897048>
- Bines, A. (2019, January 2). *Fenty Beauty Is Launching 10 More Foundation Shades & Here's Exactly Which Tones Were Added*. Bustle. <https://www.bustle.com/p/fenty-beauty-is-launching-10-more-foundation-shades-heres-exactly-which-tones-were-added-15582655>
- Buriak, J. M. (2016). Which Font Looks Best in a Figure? *Chemistry of Materials*, 28(3), 689–690. <https://doi.org/10.1021/acs.chemmater.6b00306>
- Chandler, D. (2007). *Semiotics: The basics* (2nd ed). Routledge.
- Clarke, R. (2001). Studies in Organisational Semiotics: An introduction. *Australasian Journal of Information Systems*, 8(2). <https://doi.org/10.3127/ajis.v8i2.245>
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed). SAGE Publications.
- Ding, E. (2016). Rethinking the Peircean trichotomy of icon, index, and symbol. *Semiotica*, 2016(213), 165–175. <https://doi.org/10.1515/sem-2015-0134>
- Dr. Meghamala. S. Tavaragi & Mrs. Sushma. C. (2016). Colors and Its Significance. *International Journal of Indian Psychology*, 3(2). <https://doi.org/10.25215/0302.126>
- Frisby, C. M. (2019). Black and Beautiful: A Content Analysis and Study of Colorism and Strides toward Inclusivity in the Cosmetic Industry. *Advances in Journalism and Communication*, 07(02), 35–54. <https://doi.org/10.4236/ajc.2019.72003>
- Hall, A. (2021). Racism in the Beauty Industry. *Digital Commons Academic Festival 2021 Sacred Heart University*. 1–15.
- Kurt, S., & Osueke, K. K. (2014). The Effects of Color on the Moods of College

Students. *SAGE Open*, 4(1), 215824401452542.
<https://doi.org/10.1177/2158244014525423>

Long, J. (2019). Semiotic Study of English Text. *Proceedings of the 1st International Symposium on Innovation and Education, Law and Social Sciences (IELSS 2019)*. Proceedings of the 1st International Symposium on Innovation and Education, Law and Social Sciences (IELSS 2019), Shenyang City, China. <https://doi.org/10.2991/ielss-19.2019.72>

Morgan, S. J. (2019). From White to Very White to Kinda Brown: Analysis of Racist Practices in the Cosmetic Industry. *Gender & Ethnic Studies Section 2019 Journal*

Pandita, R. (2017). Internet a change agent: An overview of internet penetration and growth across the world. *International Journal of Information Dissemination and Technology*, 7(2), 83. <https://doi.org/10.5958/2249-5576.2017.00001.2>

Patton, M. Q. (2002). *Qualitative research and evaluation method* (3rd ed). Thousand Oaks, CA: *SAGE Publications*.

Peate, S. (2023, March 8). *Fenty Beauty logo and meaning*. Fabrik Brands. <https://fabrikbrands.com/fenty-beauty-logo-history-and-background/>

Rahmawati, D. (2019). Beauty Concept Represented On Cosmetic Advertisement. *Jurnal JOEPALLT (Journal of English Pedagogy, Linguistics, Literature, and Teaching)*, 7(1). <https://doi.org/10.35194/jj.v7i1.414>

Richards, J. I., & Curran, C. M. (2002). Oracles on “Advertising”: Searching for a Definition. *Journal of Advertising*, 31(2), 63–77. <https://doi.org/10.1080/00913367.2002.10673667>

Sugiura M., & Sugiura, K. (2021). Are Women With Fairskin (Whitened Skin) Beautiful? Perspectives In Asia. *International Journal of Clinical Dermatology & Research*, 275–276. <https://doi.org/10.19070/2332-2977-210006e>

Tavor, T. (2012). Online Advertising Development And Their Economic Effectiveness. *Australian Journal of Business and Management Research*, 01(06), 121–133. <https://doi.org/10.52283/NSWRCA.AJBMR.20110106A13>

Udah, H. (2017). Racial Hierarchy and the Global Black Experience of Racism. *Open Journal of Social Sciences*, 05(03), 137–148. <https://doi.org/10.4236/jss.2017.53012>

Weichselbaumer, D. (2020). Multiple Discrimination against Female Immigrants Wearing Headscarves. *ILR Review*, 73(3), 600–627. <https://doi.org/10.1177/0019793919875707>

Wischhover, C. (2018, May 30). *The Fenty Effect Means Everyone Offers 40 Foundation Shades Now.* Racked.
<https://www.racked.com/2018/5/30/17409524/fenty-effect-foundation-40-shades>

