

The Relationship between the Effectiveness of the #KerenTanpaNyampah Social Marketing Campaign and Green Brand Image Among @Thebodyshopindo.impact Instagram Followers

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Abstract

The social marketing campaign aims to achieve a social goal, one of which is an environmental issue. As known, the accumulation of waste is due to excessive use of plastic, leading to an increasing waste presence each year. In response, The Body Shop Indonesia endeavors to address this by strengthening its commitment to environmental issues through the #KerenTanpaNyampah campaign. The Body Shop utilizes Instagram as a platform to disseminate its social marketing campaign message. The campaign aims to foster a green brand image for The Body Shop in the eyes of its audience. The objective of this study is to examine the Relationship between the Effectiveness of the #KerenTanpaNyampah Social Marketing Campaign and Green Brand Image. This research adopts a positivist paradigm with a quantitative approach, conducted by distributing online questionnaires via direct messages to 376 followers of the @thebodyshopindo.impact Instagram account. The findings indicate a strong correlation between Variable X (Effectiveness of the Social Marketing Campaign) and Variable Y (Green Brand Image). Therefore, it can be concluded that the Effectiveness of the Social Marketing Campaign significantly and positively influences Green Brand Image.

Keywords: Green Brand Image; Social Marketing Campaign; Social Media

INTRODUCTION

A campaign can be described as not only aimed at influencing others, but also crafted so that the target audience gains awareness, attitudes, and behaviors in line with the desires or intentions of the campaign's information provider. Campaigns are crucial based on their established goals; they should be relevant and easily recognizable to the target audience to elicit a positive response (Mala, Wijayanto, & Wahyudi, 2021, pp. 23-29). When conducting a campaign, a company certainly requires effective media for information and communication to disseminate information to the audience. A campaign is considered successful if individuals or a group of people are motivated to initiate change regarding an issue. Therefore, a campaign must be well-planned, capture the audience's attention, and generate beneficial

impacts through clear programs with persuasive value. According to the 2023 We Are Social report, 77% of Indonesia's population are active social media users. This increase in social media usage is leveraged by companies to promote eco-friendly product campaigns through digital economic initiatives (KEMKOMINFO, 2023). The Body Shop is one of the companies that have chosen Instagram social media as a platform to disseminate information regarding the #KerenTanpaNyampah campaign through the @Thebodyshopindo.impact Instagram account.

The Body Shop is a company operating in the beauty industry sector, primarily focusing on cosmetics and makeup products. Since its inception, The Body Shop has had a vision as an ethical and responsible business, believing that every corporate activity impacts the environment (Shafira, 2021). The Body Shop employs digital tactics within the social environment to convey the #KerenTanpaNyampah campaign message, aiming to elicit a positive response from the audience. The Body Shop aims to create impactful benefits for both people and the planet. The #KerenTanpaNyampah hashtag on The Body Shop's Instagram account has amassed approximately 500 posts to drive the campaign more effectively (Wahidah, Handayani, & Krisnando, 2023).

Pictures 1. Campaign on Instagram Account @Thebodyshopindo.impact



Source: Instagram, 2024

Quoting from The Body Shop press release (2021), the #KerenTanpaNyampah campaign was first voiced in 2021, precisely on August 31st (The Body Shop Indonesia, 2021). Named "Keren Tanpa Nyampah" as part of The Body Shop's commitment tagline, aiming to realize a circular economy to become a sustainable company for the environment. Utilizing resources repeatedly is The Body Shop's way of encouraging the audience to adopt a circular economy. This movement is carried out by The Body Shop to fulfill responsibilities based on the Regulation of the Minister of Environment and Forestry of the Republic of Indonesia Number

P.75/MENLHK/SETJEN/KUM.1/10/2019 concerning the Roadmap for Waste Reduction by Producers. Not only that, The Body Shop also collaborates with several partners from non-profit organizations such as the Indonesian Plastic Bag Diet Movement (OIDIP), Ecoton, and Pulau Plastik. #KerenTanpaNyampah has several programs conducted by The Body Shop, such as Bring Back Our Bottles (BBOB) and Refill Station. Bring Back Our Bottles (BBOB) is a program where customers can return empty packaging to The Body Shop stores and receive bonus points for each returned item. The collected empty packaging is then processed through crushing into plastic pellets, heated, and molded into ready-to-use beauty products such as mirrors, combs, and more.

Pictures 2. Bring Back Our Bottles Campaign Flyer



Source: Instagram The Body Shop, 2024

The establishment of this program has brought recognition to The Body Shop, earning the Zero Waste to Landfill award from Waste Change. This award is given to The Body Shop for successfully reducing environmental waste and landfill waste by 13,490 kg as of September 2020. This achievement is equivalent to planting 292 trees over 10 years (The Body Shop Indonesia, 2021).

Pictures 3. Refill Station by The Body Shop



Source: Instagram The Body Shop, 2024

Not only BBOB, The Body Shop continues to expand the #KerenTanpaNyampah campaign through the Refill Station program. Customers can purchase The Body Shop

products with a new experience: refilling using specially provided metal refill bottles. This initiative aims to reduce excessive use of plastic packaging, and customers will receive products at a lower cost than usual. Both programs are united under the #KerenTanpaNyampah campaign, which signifies The Body Shop's call for consumers to be more mindful in using single-use packaging and managing waste. (Ayu & Nuraini, 2022). This campaign also aims to make environmental changes, reduce waste accumulation, and create a new lifestyle for the audience to be wiser in managing waste. Moreover, this campaign can change perceptions among the audience and create a positive image for a company.

Based on information from thebodyshop.co.id, The Body Shop utilizes an economic system that maximizes existing resources to avoid wastefulness. This reflects the brand image that The Body Shop aims to achieve as a circular economy company, focusing on recycling and re-creating to minimize resources, waste, pollution, and carbon emissions. It can be concluded that The Body Shop manages waste by adhering to the basic environmental principles of Reduce, Reuse, Recycle (3R) in building its Green Brand Image through the #KerenTanpaNyampah campaign. (Zamroni, 2020).

The presence of a brand image on a product is something that needs attention because it can create impressions and messages in the minds of consumers who are aware of it. Based on this, companies have a significant opportunity to determine what brand image they want to apply to their products. Green brand image can be defined as a belief, idea, and impression held by consumers in evaluating a product (Kotler & Keller dalam Osiyo & Semuel, 2018). Researchers can conclude that Green Brand Image is a belief in a specific brand or product that shapes consumer perceptions based on information and experiences with the product used. Green brand image employs the concept of 3R: Reduce, which minimizes the use of disposable items that can generate waste. Reuse, which involves using repaired items again for an extended period. Recycle, which transforms waste materials into useful materials (Hidayat, Ningsih, Halim, & Agustina, 2023).

METHOD

This research employs the positivism paradigm with a quantitative approach to examine the causal relationship between the dependent variable, social marketing campaign (X1), and the independent variable, green brand image (Y1) (Sugiyono, 2013). Data collection is conducted using an online questionnaire distributed via direct messages to followers of the

@thebodyshopindo.impact Instagram account. Based on the sample size calculation using the Slovin's formula, a total of 385 samples are required. The author distributed 450 questionnaires to respondents who meet the predefined characteristics, aiming to ensure a backup of responses in case some do not meet the specified criteria. The sample characteristics include followers of the @thebodyshopindo.impact Instagram account aged between 17-35 years who are aware of the #KerenTanpaNyampah campaign. Validity testing was conducted with 30 pre-test samples to assess the questionnaire's validity before wider distribution. The operational concept used is as follows:

Table 1. Operational Concept

Variabel	Dimensi	Indikator	Skala	
Social Marketing Campaign Effectiveness (Liliweri, 2011)	Audience Attention	Appropriateness of the message to the audience on Instagram	Interval	
		Appropriateness of the channel used	Interval	
		The interest of the audience's attention on Instagram	Interval	
	Message Comprehension	Message	Source Credibility	Interval
		Comprehension	Clarity of message	Interval
			Power of the message	Interval
	Message Influence	Message Influence	Availability of information	Interval
			Provides immediate attention	Interval
		Change in Social Context	Provides encouragement to direct certain forms of behavior	Interval
	Green Brand Image	Reduce	The implementation of waste reduction is in accordance with the campaign message	Interval
The suitability of the campaign program with the reduce component			Interval	
Reuse		Conducting waste management by utilizing existing products	Interval	
		Creating long-term use of goods	Interval	
Recycle		The packaging recycling process is in accordance with the campaign objectives	Interval	
		The suitability of the campaign program with the recycle component	Interval	

Source: Research Results, 2024

RESULTS AND DISCUSSION

The Body Shop is a company operating in the beauty industry sector, primarily focusing on cosmetics and makeup products. Since its inception, The Body Shop has envisioned itself as an ethical and responsible business, believing that every corporate activity impacts the

environment (The Body Shop Indonesia, 2021). The presence of digital platforms, particularly e-commerce synergized with social media, has significantly benefited The Body Shop as a well-established brand. This is evidenced by the substantial number of followers on The Body Shop's official Facebook and Instagram accounts. As The Body Shop ventured into online marketing, these social media platforms played a crucial role in establishing its presence in e-commerce. The majority of new customers' first interactions with The Body Shop occur through social media platforms before transitioning to e-commerce. The successful integration of e-commerce platforms with social media has directly increased audience interest and engagement on Facebook and Instagram (Kurniawan, 2011). With a strong brand image, The Body Shop has been influenced by its loyal customers who prioritize environmental sustainability. The brand's cosmetics production processes are perceived as more environmentally friendly compared to its competitors. In Indonesia, loyal consumers of The Body Shop are typically between 25-35 years old. Over the past few years, this consumer trend has expanded from ages 15-35 (Kurniawan, 2011).

Social marketing campaigns are efforts to promote an idea or concept aimed primarily at addressing social issues through marketing. Another goal of these campaigns is to drive tangible actions and sustainability within communities in tackling specific social issues, such as environmental concerns. Social marketing campaigns typically utilize social media to support their social objectives, including advertising, promotions, and company branding. This is facilitated by the evolving digital landscape, which has made digital campaigns more accessible and efficient. Social media, particularly platforms like Instagram, plays a crucial role in enhancing the effectiveness of digital social marketing campaigns. It serves as a valuable tool to increase engagement for companies seeking to disseminate campaigns digitally, thereby creating greater opportunities for positive responses from targeted audiences.

The Body Shop Indonesia is distributing a social marketing campaign with the hashtag #KerenTanpaNyampah. It's an innovative program aimed at supporting sustainability and minimizing plastic waste. This campaign includes two programs: "Bring Back Our Bottles" and "Refill Station". A campaign must be effective and impactful for its intended audience. Therefore, in this study, researchers used statement items to assess and measure the effectiveness of the social marketing campaign (variable X) and evaluate its impact, focusing on dimensions such as audience attention, message comprehension, message influence, and changes in social context (Liliweri, 2011). Additionally, there is variable Y, which is Green

Brand Image. Green Brand Image is a belief in a specific brand or product that shapes consumer perceptions based on information and experiences with the product used.

Creating an environmentally friendly brand image, or green brand image, is known to be a crucial step for companies committed to sustainability. Likewise, The Body Shop's social marketing campaign #KerenTanpaNyampah aims to build such an image. With consistency and high commitment, The Body Shop can create a green brand image and inspire positive changes in social contexts. In this study, the variable of green brand image is measured using three dimensions: reduce, reuse, recycle. These dimensions are embedded within the messages of The Body Shop's social marketing campaign #KerenTanpaNyampah.

Furthermore, this research aims to investigate whether there is a relationship between variable X (social marketing campaign) and variable Y (green brand image). The respondents in this study are followers of @thebodyshopindo.impact on Instagram who are knowledgeable about The Body Shop's #KerenTanpaNyampah campaign, aged between 17-35 years. The required sample size for this research is 385 respondents based on the Slovin's formula, but the researcher obtained only 376 respondents because the remainder did not meet the predefined sample characteristics. The obtained sample achieved a high response rate of 83.6% from the total distributed questionnaires.

The profile of respondents obtained shows that women dominate the contributions in this study. Additionally, respondents aged 20-25 years constitute the majority in this research. Furthermore, the majority of respondents are students or private employees. Based on the correlation test results in this study, there is a correlation value of 0.749 with a significance of $0.001 < 0.05$. This indicates that the effectiveness of the social marketing campaign has a positive relationship with green brand image. In this study, variable X (social marketing campaign) achieved the highest score in the dimension of audience attention. This implies that campaign effectiveness has the greatest influence on audience attention. The second most influential dimension in the effectiveness of the #KerenTanpaNyampah campaign is message comprehension, indicating that respondents' understanding of the #KerenTanpaNyampah social marketing campaign is quite good. As for variable Y (green brand image), the "reduce" dimension indicates that the #KerenTanpaNyampah campaign effectively incorporates waste reduction components through its messaging. The "reuse" component aligns well with the campaign's messages. However, the "recycle" dimension has the lowest percentage among the other two dimensions. This does not indicate failure in

implementing recycling in the campaign but rather that the values of reduce and reuse dominate in building the green brand image in this study.

Overall, the results of the social marketing campaign variable (table 2), indicate that the highest score across all dimensions is audience attention (35.1%). This suggests that campaign effectiveness has the greatest influence on audience attention. The second most influential dimension in the effectiveness of the #KerenTanpaNyampah campaign is message comprehension (30.9%). Therefore, in this study, respondents demonstrated a higher level of attention compared to other dimensions, indicating their strong interest in the campaign. Additionally, a significant portion also showed good understanding of the message in The Body Shop Indonesia's #KerenTanpaNyampah social marketing campaign.

Overall results of the green brand image variable (table 3), indicate that the highest score in each dimension is 34.3% for the "reduce" dimension, indicating that the #KerenTanpaNyampah campaign effectively incorporates waste reduction components through its messaging. Meanwhile, 33.2% of respondents answered that the "reuse" component aligns well with the message conveyed in The Body Shop Indonesia's #KerenTanpaNyampah campaign. Thus, the majority of respondents in this study demonstrated strong attention to the "reduce" dimension.

Based on calculations using SPSS version 29 software as a tool for correlation testing, it was found that the social marketing campaign has a very strong correlation with green brand image (Sig. < .001). This is supported by a value of 0.749 in the table above. Therefore, variable X has a strong and high correlation with variable Y on table 4.

Table 2. Variable of Social Marketing Campaigns

Response	Total Respondents	Percentage (%)
Audience Attention	132	35.1
Message Comprehension	116	30.9
Message Impact	106	28.2
Social Context Change	115	30.6

Source: Research Results, 2024

Table 3. Variable of Green Brand Image

Response	Total Respondents	Percentage (%)
Reduce	129	34.3
Reuse	125	33.2
Recycle	108	28.7

Source: Research Results, 2024

Table 4. Correlation Test by SPSS

Correlations			
		Campaign X	GBI.Y
Campaign X	Pearson Correlation	1	.749**
	Sig. (2-tailed)		<,001
	N	376	376
GBI.Y	Pearson Correlation	.749**	1
	Sig. (2-tailed)	<,001	376
	N	376	

** . Correlation is significant at the 0.01 level (2-tailed).

Source:Research Results, 2024

CONCLUSION

Based on this study titled "The Relationship between the Effectiveness of the #KerenTanpaNyampah Social Marketing Campaign and Green Brand Image Among Followers of the Instagram Account @Thebodyshopindo.Impact," respondents who answered met the specified criteria, but the majority were women aged 20-25 who are primarily students or private sector employees. The data was collected through an online questionnaire distributed via Google Forms and analyzed using SPSS version 29 software. The correlation testing results indicate that variable X (effectiveness of the #KerenTanpaNyampah campaign) has a strong relationship with variable Y (green brand image). Based on the data, it can also be concluded that the highest indicator for variable X is attention from the audience, while the lowest indicator is message influence. For variable Y, the highest indicator is reduce, while the lowest indicator is recycle.

The recommendations in this study are divided into 2 parts: Academic advice, to further research campaigns with broader scope or explore new avenues, such as investigating using different variables from various other theories discussing campaigns, thereby ensuring more comprehensive and varied research outcomes. Second, Practical advice, The Body Shop's social marketing campaign with the hashtag #KerenTanpaNyampah should aim to increase and maintain consistency in posting compelling content, thereby continuously persuading followers to adopt attitudes and behaviors that care for the environment.

ACKNOWLEDGEMENTS

The researcher would like to thank the friends who have helped in this research. Any omissions or errors remain those of the authors.

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