

Perencanaan program pemasaran sosial bottle to handle dalam mendorong tingkat kesadaran masyarakat terhadap pengembalian botol The Body Shop Indonesia melalui metode Transmedia Storytelling = Social marketing program planning bottle to handle to raise public awareness of bottle Return program The Body Shop Indonesia through Transmedia Storytelling

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Abstrak

Program pemasaran sosial Bottle to Handle sebagai upaya untuk meningkatkan partisipasi khalayak terkait pengurangan jumlah sampah kemasan kosmetik oleh The Body Shop Indonesia. Program pemasaran sosial ini dijalankan dengan menggunakan metode transmedia storytelling yang menekankan pada satu narasi besar tentang cerita kehidupan tiga anak muda di ibu kota yang berusaha mengubah mindset nya agar hidup lebih ramah lingkungan. Program ini akan disebarakan dalam kegiatan offline dan online. Program Bottle to Handle menargetkan pada pelanggan The Body Shop Indonesia di Jabodetabek yang berusia 17-35 tahun.By implementing the social marketing program Bottle to Handle as an effort to increase public participation related to reducing the amount of cosmetic packaging waste by The Body Shop Indonesia. This social marketing program is carried out using the transmedia storytelling method which emphasizes one big narrative about the lives of three youngster in the capital city of Indonesia who are trying to change their mindset so that they live more environmentally friendly. This program will be distributed in offline and online activities. The Bottle to Handle program targets, customers of The Body Shop Indonesia, in Jabodetabek aged 17-35 years