

# Efektifkah Klaim Ramah Lingkungan dalam Iklan? Pengaruh Iklan Ramah Lingkungan terhadap Green Skepticism Konsumen Dewasa Muda pada Produk Green Skincare = Are Claims in Green Advertisement Effective? The Effect of Green Advertisement on Green Skepticism Young Adults Consumers of Green Skincare Products

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## Abstrak

Bergesernya tren gaya hidup yang mengedepankan ramah lingkungan akibat permasalahan lingkungan yang semakin mengkhawatirkan, mulai marak digunakannya green advertisement dalam menarik konsumen. Tujuan dari penelitian ini adalah untuk melihat pengaruh green advertisement terhadap green skepticism konsumen dewasa muda pada produk green skincare. Metode eksperimen pada penelitian ini menggunakan desain eksperimen randomized between-subjects two-group posttest only. Penelitian ini menggunakan poster iklan sebagai stimulus yang mewakili green advertisement. Green skepticism diukur menggunakan alat ukur dari Matthes dan Wonneberger (2014) dengan tiga item. Jumlah partisipan penelitian ini sebanyak 342 konsumen yang merupakan Warga Negara Indonesia dengan rentang usia 18—25 tahun. Peneliti memberikan perlakuan berupa dua stimulus poster green advertisement. Green skepticism konsumen diukur menggunakan alat ukur yang dikembangkan oleh Matthes dan Wonneberger (2014). Data dianalisis menggunakan metode Independent Sample t-Test untuk menguji hipotesis. Hasil penelitian menunjukkan bahwa terdapat pengaruh yang signifikan pada green skepticism konsumen kelompok 1 ( $M=6.85$ ,  $SD=2.473$ ) berupa poster green advertisement dengan klaim ramah lingkungan ( $M=6.85$ , dan kelompok 2 ( $M=13.50$ ,  $SD=3.808$ ),  $t(340)=-19.205$ ,  $p<0.05$  yang diberikan perlakuan poster green advertisement klaim ramah lingkungan yang menyesatkan (greenwashing).

.....The shift in lifestyle trends that prioritize environmentally friendly due to environmental problems that are increasingly worrying, the use of green advertisements is starting to be rife in attracting consumers. The purpose of this study was to see the effect of green advertisement on green skepticism of young adult consumers in green skincare products. The experimental method in this study used a randomized between-subjects two-group posttest experimental design only. This study uses advertisement posters as a stimulus that represents green advertisement. Green skepticism is measured using a measurement tool from Mathes and Wonneberger (2014) with three items. The number of participants in this study were 342 consumers who were Indonesian citizens with an age range of 18—25 years. The researcher gave treatment in the form of two stimulus green advertisement posters. Consumer green skepticism is measured using a measurement tool developed by Mathes and Wonneberger (2014). Data were analyzed using the Independent Sample t-Test method to test the hypothesis. The results showed that there was a significant effect on consumer green skepticism in group 1 ( $M=6.85$ ,  $SD=2.473$ ) in the form of green advertisement posters with green claims ( $M=6.85$ , and group 2 ( $M=13.50$ ,  $SD=3.808$ ),  $t(340)=-19.205$ ,  $p<0.05$  which was given the green advertisement poster treatment of greenwashing claims.