

# Strategi Kampanye #KerenTanpaNyampah Public Relations The Body Shop Indonesia dalam Memperkenalkan Program Refill Station = The Body Shop Indonesia's #KerenTanpaNyampah Public Relations Campaign Strategy in Introducing the Refill Station Program

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## Abstrak

Makalah ini membahas strategi kampanye #KerenTanpaNyampah public relations The Body Shop Indonesia yang melakukan press launch pada 14 September 2021 dalam memperkenalkan program Refill Station. Terdapat latar belakang keberlanjutan dan ekonomi sirkular; rumusan masalah pertanggungjawaban atas limbah; dengan tujuan mengetahui dan menganalisis strategi dan kegiatannya. Tipe kampanyenya, yaitu Campaign Model of Successful Organization dengan nilai berkelanjutan serta unique, selling, dan position melalui ethically sourced dan naturally-based ingredients. Program ini memiliki tujuan public awareness akan lingkungan dan alam serta behavior modification keyakinan sustainable beauty; peran publisitas dan inform or image melalui media sosial; dan strategi atau pendekatan persuasif untuk refill dan edukatif mengenai sampah. Tekniknya, yaitu secara tidak langsung partisipatif melalui unggahan, asosiasi sustainable beauty, serta ganjaran manfaat lingkungan dan berhemat.

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This paper discusses the #KerenTanpaNyampah public relations campaign strategy of The Body Shop Indonesia which conducted a press launch on September 14, 2021 in introducing the Refill Station program. There is a background of sustainability and circular economy; formulation of the problem of responsibility for waste; with the aim of knowing and analyzing its strategies and activities. The type of campaign is Campaign Model of Successful Organization with sustainable values and unique, selling, and positioning through ethically sourced and naturally-based ingredients. This program has the goal of public awareness of the environment and nature as well as behavior modification of sustainable beauty beliefs; the role of publicity and inform or image through social media; and persuasive strategies or approaches to refill and educate about waste. The technique is indirectly participatory through posts, sustainable beauty associations, and rewards for environmental benefits and savings.