EFEKTIVITAS PROGRAM CSR *"BRING BACK OUR BOTTLE"* TERHADAP KESADARAN KONSUMEN PADA PELESTARIAN LINGKUNGAN (SURVEI PADA *FOLLOWERS* @THEBODYSHOP.IMPACT)

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ABSTRAK

World Economic Forum (WEF) mencatat di Indonesia terdapat 4,8 juta ton sampah plastik yang tidak terkelola dengan baik pertahun nya. The Body Shop memiliki program CSR *(Corporate Social Responsibility)* yang melibatkan pelestarian lingkungan, salah satunya adalah program *Bring Back Our Bottle*. Penelitian ini bertujuan untuk mengetahui mengidentifikasi motivasi *followers* Instagram @thebodyshop.impact terhadap kesadaran program CSR *Bring Back Our Bottle"*, mengidentifikasi daya tarik pesan dari program CSR *"Bring Back Our Bottle"*, mengidentifikasi kemampuan *followers* Instagram @thebodyshop.impact terhadap program CSR *"Bring Back Our Bottle"*, menganalisis pengaruh motivasi, kemampuan, dan daya tarik program *CSR "Bring Back Our Bottle"* terhadap kesadaran konsumen pada pelestarian lingkungan, dan seberapa efektif program CSR *"Bring Back Our Bottle"* terhadap kesadaran konsumen pada pelestarian lingkungan. Teori yang digunakan pada penelitian ini yaitu teori elaborasi likelihood model. Penelitian ini dilaksanakan dengan menyebarkan kuesioner melalui *Google Form* kepada 100 responden yang merupakan konsumen The Body Shop Indonesia serta pernah mengikuti program *Bring Back Our Bottle*. Metode yang digunakan pada penelitian ini yaitu kuantitatif evaluatif dengan menggunakan data primer dan data sekunder. Teknik pengambilan sampel dilakukan menggunakan purposive sampling. Data yang didapatkan diolah melalui *software* SPSS 26. Hasil analisis data statistik deskriptif mengenai motivasi *followers* Instagram @thebodyshop.impact memiliki rata-rata 3,30. Hasil analisis daya tarik pesan dari program CSR *"Bring Back Our Bottle"* memiliki rata-rata 3,50. Hasil analisis kemampuan *followers* Instagram @thebodyshop.impact memiliki rata-rata 3,41. Hasil penelitian ini menggunakan teori *elaboration likelihood model* menunjukkan bahwa responden menggunakan *central route*. Variabel X memiliki nilai efektivitas sebesar 84% dan variabel Y memiliki nilai efektivitas sebesar 82%. Dapat disimpulkan bahwa program *Bring Back Our Bottle* sangat efektif untuk meningkatkan kesadaran konsumen pada pelestarian lingkungan.

Kata Kunci: CSR, Efektivitas, Elaborasi Likelihood Model, Kesadaran, Pelestarian Lingkungan,

Effectiveness of the "Bring Back Our Bottle" CSR Program on Consumer Awareness of Environmental Conservation (Survey on Followers @thebodyshop.impact)

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ABSTRACT

The World Economic Forum (WEF) highlighted that Indonesia accumulates 4.8 million tonnes of inadequately managed plastic waste annually. The Body Shop champions Corporate Social Responsibility (CSR), notably through environmental initiatives like the Bring Back Our Bottle program. This study aims to delve into the motivations of @thebodyshop.impact Instagram followers concerning their awareness of the Bring Back Our Bottle CSR initiative. It seeks to assess the appeal of messages from this program, evaluate the capacity of @thebodyshop.impact followers to engage with the "Bring Back Our Bottle" CSR, analyze how motivation, capability, and program appeal influence consumer awareness of environmental preservation, and evaluate the effectiveness of this CSR initiative on environmental consciousness. The research adopts the Elaboration Likelihood Model theory. It involved distributing Google Form questionnaires to 100 respondents, consumers of The Body Shop Indonesia, who participated in the Bring Back Our Bottle program. The methodology employed is quantitative and evaluative, utilizing both primary and secondary data. Purposive sampling was used for participant selection, and SPSS 26 software was used for data analysis. Descriptive statistical analysis indicates @thebodyshop.impact followers' motivation averaged 3.30, the appeal of the "Bring Back Our Bottle" program messages averaged 3.50, and their capability scored an average of 3.41. The findings reveal that respondents predominantly engage with the central route of the Elaboration Likelihood Model. Variable X exhibited an effectiveness value of 84%, and variable Y showed an effectiveness value of 82%. These results suggest that the Bring Back Our Bottle program significantly contributes to enhancing consumer awareness of environmental conservation.
Keywords: Awareness, CSR, Effectivenes, Environmental Conservation, Likelihood Model Elaboration