

**PENGARUH PESAN *SUSTAINABLE SKINCARE* PADA KAMPANYE
#MULAI DARIMEJARIAS TERHADAP *GREEN PURCHASE BEHAVIOR*
(SURVEI PADA *FOLLOWERS* INSTAGRAM @AVOSKINBEAUTY)**

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ABSTRAK

Perilaku konsumtif terhadap pembelian produk *skincare* di Indonesia sangat marak terjadi. Di sisi lain, kampanye hijau atau penyampaian pesan berkelanjutan oleh brand *skincare* masih jarang dilakukan. Kondisi ini sejalan dengan temuan 'Ainy (2020) yang mengungkapkan bahwa 93,16% masyarakat di Kelurahan Karang Panjang Kota Ambon, menunjukkan perilaku konsumtif akibat intensitas berbelanja melalui *e-commerce*. Tingginya tingkat konsumsi ini belum diimbangi dengan kesadaran lingkungan yang memadai, yang tercermin dari meningkatnya limbah kemasan produk *skincare*. Menanggapi hal tersebut, Avoskin menghadirkan Kampanye #MulaiDariMejaRias sebagai upaya edukasi untuk mendorong pola konsumsi yang lebih bijak dan berkelanjutan. Penelitian ini bertujuan untuk mengetahui pengaruh pesan *sustainable skincare* pada kampanye #MulaiDariMejaRias terhadap *Green Purchase Behavior* pada *followers* Instagram @avoskinbeauty. Penelitian menggunakan pendekatan kuantitatif eksplanatif dengan metode survei melalui kuesioner yang disebarakan kepada 100 responden. Analisis dilakukan berdasarkan tiga faktor utama dalam *Theory of Planned Behavior* (TPB), yaitu Sikap terhadap Perilaku, Norma Subjektif, dan Persepsi Kendali atas Perilaku. Data dianalisis menggunakan uji asumsi klasik, koefisien determinasi, dan uji hipotesis. Hasil penelitian menunjukkan bahwa ketiga faktor TPB berpengaruh signifikan terhadap *Green Purchase Behavior* dengan nilai pengaruh: Sikap terhadap Perilaku (0,242), Norma Subjektif (0,252), dan Persepsi Kendali atas Perilaku (0,408). Nilai koefisien determinasi sebesar 57,1% membuktikan bahwa Kampanye #MulaiDariMejaRias efektif dalam membentuk perilaku konsumsi yang lebih sadar lingkungan di kalangan pengguna media sosial. Temuan ini dapat menjadi acuan bagi studi selanjutnya mengenai efektivitas kampanye persuasif digital di media sosial.

Kata Kunci: Pesan Kampanye, *Sustainable Skincare*, *Green Purchase Behavior*, *Theory of Planned Behavior* (TPB).

**THE INFLUENCE OF SUSTAINABLE SKINCARE MESSAGES ON THE
#MULAI DARIMEJARIAS CAMPAIGN ON GREEN PURCHASE
BEHAVIOR (SURVEY ON @AVOSKINBEAUTY INSTAGRAM
FOLLOWERS)**

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ABSTRACT

Consumptive behavior in purchasing skincare products in Indonesia is increasingly prevalent. On the other hand, green campaigns or the delivery of sustainable messages by skincare brands are still relatively rare. This condition aligns with the findings of Ainy (2020), which revealed that 93.16% of the community in Karang Panjang Sub-district, Ambon City, exhibited consumptive behavior due to the frequency of shopping through e-commerce platforms. This high level of consumption is not yet accompanied by adequate environmental awareness, as reflected in the increasing waste of skincare packaging. In response to this issue, Avoskin launched the #MulaiDariMejaRias Campaign as an educational effort to encourage more conscious and sustainable consumption patterns. This study aims to determine the influence of sustainable skincare messages in the #MulaiDariMejaRias Campaign on Green Purchase Behavior among Instagram followers of @avoskinbeauty. The research uses a quantitative explanatory approach with a survey method, distributing questionnaires to 100 respondents. The analysis is based on the three main factors of the Theory of Planned Behavior (TPB): Attitude toward Behavior, Subjective Norm, and Perceived Behavioral Control. The data were analyzed using classical assumption tests, coefficient of determination, and hypothesis testing. The results show that all three TPB factors significantly influence Green Purchase Behavior, with the following effect values: Attitude toward Behavior (0.242), Subjective Norm (0.252), and Perceived Behavioral Control (0.408). The coefficient of determination value of 57.1% proves that the #MulaiDariMejaRias Campaign is effective in shaping more environmentally conscious consumption behavior among social media users. These findings may serve as a reference for future studies on the effectiveness of persuasive digital campaigns on social media platforms.

Keywords: Campaign Message, Sustainable Skincare, Green Purchase Behavior, Theory of Planned Behavior (TPB).