

ABSTRACT

The beauty industry is considered to be the largest supplier of plastic waste in Indonesia. This causes high demands from people who want change. For example, beauty trends in Indonesia since 2022 have changed towards being more natural and environmentally friendly. The urgency in this research is that researchers want to analyze the form of self-existence members of the #TBSBabes Community through The Body Shop's Refill Station program. This research is included in qualitative research with a phenomenological approach in analyzing and describing research data. Through Alfred Schutz's phenomenological theory, two forms of motives were found in members of the #TBSBabes Community, namely because of motives in the form of habitual motives and environmental motives. Then in-order-to motives are educational motives regarding environmental preservation. Based on these two motives, researchers interpret the form of self-existence that is formed from the participation of #TBSBabes Community members in the Refill Station program, namely being recognized by their social environment as eco-beauty content creators. Every human behavior forms a meaning, as in this research, namely members of the #TBSBabes Community who want to gain recognition in their social environment.

Keywords: *Sustainable Lifestyle, Self-Existence, Community, Motives*