ABSTRACT

The problem of waste in Indonesia is currently an issue that is widely discussed by the public considering that Indonesia is the second-largest waste-producing country in the world. The Body Shop as a company engaged in beauty and producing plastic packaging shows its responsibility and contribution to the environment through the #KerenTanpaNyampah campaign which educates and invites the public, especially the younger generation to be wise in sorting and processing waste and reducing the use of single-use packaging. Therefore, the author is interested in researching the campaign strategy carried out by The Body Shop, namely the #KerenTanpaNyampah campaign. The focus of this research is related to The Body Shop's public relations campaign strategy in implementing the #KerenTanpaNyampah campaign. This study uses a qualitative descriptive method to describe all the data and facts obtained. The purpose of this study was to determine the public relations campaign strategy used in the #KerenTanpaNyampah campaign. The results of this study indicate that the public relations campaign strategy used by The Body Shop in the #KerenTanpaNyampah campaign has been successful and has had an impact on the audience.

Keyword : environment, public relations campaign, plastic waste, strategy, sustainability.