

ABSTRACT

This study examines the influence of the #LoveAvoskinLoveEarth environmental campaign on customer loyalty on Instagram @AvoskinBeauty. The campaign is part of Avoskin's brand sustainability strategy aimed at promoting environmental awareness and strengthening customer engagement with eco-friendly products. As consumer concern for sustainability issues increases, Avoskin utilizes social media—particularly Instagram—as its main communication channel. This research aims to determine the extent of the campaign's impact on customer loyalty. The study is based on Griffin's Customer Loyalty theory and O'Keefe's Message Design Logic theory as its conceptual foundation. A descriptive quantitative method was used, with a questionnaire distributed to respondents who are Avoskin product users and participants of the #LoveAvoskinLoveEarth campaign. Data were analyzed using SPSS version 29. The findings show that the campaign positively influences customer loyalty by 17.2%. Customers who were more engaged in the campaign demonstrated higher levels of loyalty to the Avoskin brand. In conclusion, sustainability-based campaigns communicated through social media can strengthen the relationship between a brand and its customers, thereby increasing loyalty toward products that uphold sustainability values

Keywords: *Enviromental campaign, customer loyalty, sustainability, Avoskin, Instagram.*