

ABSTRACT

The rapid growth of the beauty industry in Indonesia has driven increased consumption of beauty products, significantly contributing to waste-related issues, particularly packaging waste. The #FDSustainabeauty campaign by Female Daily Network emerged as an initiative to educate consumers about the importance of managing beauty-related waste. This study highlights the strategic role of women as key actors in this issue, considering they are the dominant users of beauty products and possess a high level of environmental awareness. The research aims to analyze women's participation in the campaign, focusing on four stages of participation as proposed by Cohen & Uphoff: decision-making, implementation, utilization, and evaluation. This study adopts a qualitative approach with a case study design. Data were collected through in-depth interviews, observations, and documentation. The findings reveal that women were not involved in the decision-making stage, yet were highly active during the implementation stage, both in physical attendance and digital engagement. In the utilization stage, the campaign encouraged ecological reflection among some participants, although its long-term continuity remains limited. The evaluation stage has not been formally facilitated. This study underscores the importance of integrating visual elements, incentives, and social media content in shaping women's participation. It contributes to the literature on participation and ecofeminism in the context of the beauty industry and offers practical implications for future environmental campaigns.

Keywords: *Women's Participation, Environmental Campaign, Ecofeminism, Beauty Waste Management, Sustainable Beauty*