

Analysis of Eco-label and Natural Skincare Branding Strategy “Sensatia Botanicals” in Building Brand Awareness through Social Media

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ABSTRACT

Keywords

Brand Awareness
Branding Strategy
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This study discusses how the Eco-label Branding Strategy Analysis and Natural Skincare Sensatia Botanicals in Building Brand Awareness through Social Media. The purpose of this study is to determine the strategies used by Sensatia Botanicals in building brand awareness among consumers and potential customers. The method used in this study is qualitative descriptive by analyzing the content uploaded by Sensatia on her social media accounts, namely TikTok and Instagram and conducting a literature study. The results of this study show that Sensatia Botanicals have succeeded in carrying out branding strategies through their social media platforms by making interesting, informative, and educational content and making maximum use of the available features to introduce their products made from natural and environmentally friendly raw materials to be more value in the eyes of consumers or potential customers than the content is successful in increasing brand awareness that provides Positive results in building brand awareness to be better known by the wider community from various circles, both women and men as a quality local beauty care brand and have a commitment to care for the environment.

1. Introduction

The environment is a place to develop and grow for living things. Over time, the population has increased and caused many environmental problems which have now become troubling issues among the community, especially for developing countries, one of which is Indonesia. According to the survey, quoted from the databoks showed that of 1,041 respondents aged 16-38 years, as many as 27.4% felt worried about climate change and global warming. While the other as many as 12.98% feel worried about plastic waste pollution, some others feel worried about the extinction of biodiversity, water pollution, air pollution, and floods. From the data above, it has been proven that global warming is one of the evidences of environmental damage which is currently an environmental problem that is very much considered by the wider community (Rahayu, 2017). The biggest contributor to global warming is due to activities carried out by humans with the use of fuel for transportation and consuming products that are difficult to decompose (Venkataramanan & Smitha, 2011). In this case, activities and products consumed by humans contribute 60 percent to the impact that results in environmental issues (Douglas, 2020). Environmental problems that occur today can only be solved if consumers have the responsibility to reduce environmental pollution by replacing difficult products to decompose into green products for the next (Nekmahmud & Fekete-Farkas, 2020).

One of the programs carried out to continue to protect the environment is to start by implementing environmentally friendly products. As it begins to apply green products, according to (Khalaf, 2019) that green products have characteristics that are processed in an environmentally friendly and non-destructive way. The green product in question is a product that is produced not to pollute the earth. Eco branding itself is an expression used by a brand to promote its products to be known as products that care about the environment (Ramadhani & Setiawati, 2022). With this, the company carries out a strategy by producing environmentally friendly goods and natural-based ingredients labeled environmentally friendly or green products (Okadiani, 2019). Thus green products become easily recognized by consumers because there is a label that shows that it has been declared as a green product, namely eco-label (Laksmi & Wardana, 2015).

Companies are stakeholders that influence sustainable development and there is a need for encouragement to create a green economy role in a company because an inclusive and sustainable business style followed by a government that supports pro-environmental policies will produce solutions that can save the earth (Martha & Febriyantor, 2019). One of the local companies engaged in the beauty industry that applies environmentally friendly and sustainable products is Sensatia Botanicals. The cosmetic industry has responded to consumer needs with a wide range of eco-friendly beauty products as well as products that support a healthier lifestyle for the long term (Dimitrova, 2009). Green cosmetics aim to protect the environment, reduce pollution, use non-renewable resources responsibly, and safeguard animal welfare and species (McEachern & McClean, 2002). According to (Putri, 2021) quoted from fimela.com Sensatia not only focuses on building a business but also pays attention to the welfare of workers and the environment by utilizing nature.

Sensatia Botanicals is a beauty care brand located in Bali, Indonesia. And it has been established since 2000, starting from producing bath soap made from coconut oil, now it has more than 200 products and already has permission from the Food and Drug Supervisory Agency (BPOM) and has been GMP (Good Manufacturing Practice) certified, not only that Sensatia has also been MUI halal certified and all products produced are free from SLS content even without conducting experiments on animals. In addition, sensatia botanicals became the first local brand to have a recycling program by returning skincare packaging bottles, as well as carrying out a program to clean the environment around the beach (Wardani, 2022). Currently, environmentally friendly products and natural raw materials are still rarely known and not widely known (Laksmi & Wardana, 2015). Seeing this opportunity, Sensatia made a strong branding strategy to build brand awareness so that it is better known by the wider community through social media such as Tiktok and Instagram.

According to Rizaldi & Hidayat (Rizaldi & Hidayat, 2020) said that branding strategy is one of the most important components, where this will determine the value of a product being marketed. While brand awareness according to Keller and Swaminathan (2019) in the book defines brand awareness is the power of memory on a brand in the minds of consumers which can be assessed as the ability of consumers to identify a brand in different circumstances (Sitorus, 2022). Social media according to Boyd is a combination of software that is a place for individuals or groups or communities to join, share, interact, and in certain cases collaborate with each other or work together, play, and form social bonds virtually (Nasrullah, 2015). Nowadays social media is very useful for companies in forming, developing, and running their business, because the influence of social media is very large in the community which can eventually form a branding strategy to increase public awareness of a brand (Pienrasmi & Nur, 2021).

Having interesting, creative, and informative content about a product or advertising campaign and promotion balanced with the suitability of the appearance on social media accounts with the product image built can be a successful strategy in giving a positive image to the brand, thereby increasing brand awareness which leads to encouraging consumers to remain loyal to buy products (Wardani & Daniar, 2021).

Based on the explanation of previous research using quantitative research methods by examining green marketing & purchasing decisions. And no research has been found that shows comprehensively explaining branding strategies in building brand awareness through social media. Therefore, this study provides updates with a focus on branding strategies in building brand awareness through social media Tiktok and Instagram with qualitative methods. So, the purpose of this study is to look at the Eco-label and Natural Skincare branding strategy "Sensatia Botanicals" in Building Brand Awareness through Social Media.

2. Method

The research method chosen is descriptive qualitative using literature studies or literature sourced from journals, books, and websites related to the research topic. The descriptive method is a method that provides a view of the explanation of a situation as sequentially as possible without any treatment of the object under study (Kountur, 2003). In essence, this method is a specific event in detail, so that finally in can be a clearer understanding of an event being studied. The approach applied by researchers is a qualitative approach. Qualitative research is a study that can provide an overview of an event as deeply as possible through data collection that prioritizes quality over quantity of data (Kriantono, 2006).

3. Result and Discussion

3.1 Eco-label

Eco-label is a sign or symbol that shows environmental awareness and acts as a tool in environmental management. According to ISO 14020, ecolabeling is an appropriate, trustworthy and accountable way to convey information to consumers about the environmental aspects of a product, component or its packaging (Pusfaster, n.d.). Starting from the success of the ISO 9000 standard that regulates total quality management, ISO began to release standards related to environmental management systems, including those related to eco-labels. Within a short period of time, several environmental standards were established known as the ISO 14020 series (Muslim & Indriani, 2014). The three types of eco-labels referred to according to ecolabel.net, namely:

- a. Type I: Eco-friendly labeling by a third party that meets the specified requirements.
- b. Type II: Includes the claims of manufacturers, importers, retailers, or distributors for the environmental characteristics of a product or service, focuses on the quality of a particular product and is based on a company's statement without the approval of an independent body, but must be verifiable, may be referred to as "environmental self-declaration."
- c. Type III: Eco-label pursuant to a voluntary statement regarding the sustainability of the entire lifecycle of a product or service described by the dealer according to independent third-party verification.

Eco-labels are used as communication tools and information media to promote environmental awareness and environmental sustainability, as well as to identify more environmentally friendly products and increase consumer awareness of the importance of environmental protection (Isharyadi, 2022).

3.2 Natural Skincare

Natural skincare is skin care produced from natural ingredients without a mixture of chemicals. According to Elle.co.id that more and more women are feeling the need to reduce the use of skin care products that contain chemicals, both for personal health reasons and an interest in the good principles held by brands offering natural, organic, or vegan products. In addition, the types of skin care products that contain natural ingredients are grouped into three, namely natural, organic, and vegan (Rizqi, 2021).

- a. Natural is a skin care product consisting of natural ingredients, for example such as grains, plant extracts, and processed animals. And also meets the standard of about 10% content of natural ingredients.
- b. Organic is that organic skincare is produced similar to natural products, but without the use of pesticides, synthetic fertilizers, genetically modified ingredients, or antibiotics, and must meet standards to obtain organic certification.
- c. Vegan is Vegan skincare products are free from animal-derived ingredients, including beeswax, carmine, lanolin, collagen, elastin, animal-derived glycerin, stearic acid, and honey.

3.3 Strategy

Strategy in general is an effort made by individuals and groups in preparing plans that aim to achieve the desired thing. The concept of strategy itself is defined based on two different views, namely (Mulitawati & Retnasary, 2020) :

- a. From the point of view of where a community or organization wants to do.
- b. From the point of view of what ultimately a community or organization does.

According to the first point of view, strategy is as a program to set and achieve organizational goals and can implement the mission (Stoner, 1995). What this means is that the leader plays an active, conscious and logical role in determining the company's strategy. Meanwhile, according to the second point of view, strategy is an organization's reaction or response to its environment at any time. This means that this view is applied by reactive leaders, who only respond and adapt to the environment passively when needed. Strategy means giving unity of direction to all its members. If the concept of strategy is uncertain, then the decision to be taken becomes subjective and ignores other decisions.

3.4 Branding

Branding has a very vital role in the formation of the image of a company or organization. According to Kotler & Keller (2016) said that the branding process can also be interpreted as the process of introducing a product to the market through a special identity or certain characteristics. It was conveyed by Wijaya (2015) that the branding process has several stages, (1) brand awareness; (2) consumers know a brand from a particular product or brand knowledge; (3) consumers begin to know the brand image or brand image; (4) the existence of consumer experience of the brand or brand experience; (5) Consumer loyalty or brand loyalty, the last peak is in consumers having spirituality in the brand or brand spirituality. Furthermore, in general branding has elements, such as:

- a. The presence of a logo on the brand.
- b. Have a brand name.
- c. Visual appearance of the product, for example; Product design, packaging, highlighted colors.
- d. Corporate mascot or corporate store to represent the brand.
- e. Sounds that can represent the brand such as sound symbols related to the brand.
- f. Words either in the form of taglines or slogans.

3.5 Branding Strategy

According to some experts, Van Riel and Burgen (2002) state that branding strategy or brand strategy is an organized effort and an effort to implement the formation and maintain a good corporate image. According to Schultz and Barnes (1999) that branding strategy is the management of a brand identity where there are many activities to organize all elements with the aim of forming a brand (Ciputra, 2023). The branding process must be able to show the difference of a product from other products. So there are several stages to carry out the branding process, namely:

- a. Creating products and marketing innovations
At this stage, a company is required to make and innovate a product to be supplied. And at this stage the company also conducts research, makes products that can be accepted by consumers, and carries out innovations in accordance with the circumstances and trends that are emerging among the community.
- b. Implementation of product differentiation
At this stage, the Company embarks on its operations and market differentiation strategy. In addition to implementation, the company also monitors branding strategies.
- c. Evaluate the implementation of branding strategy
Once the company has implemented its branding and product strategy, the next step is to evaluate performance by paying attention to elements such as market share, profitability, brand awareness, brand identity, and trust. This is important to determine the success of a branding strategy.

The above things must be adjusted to consumer behavior or known as behavioural intention so that it can influence consumer decisions or views on a product or brand. The branding strategy implemented by the company must convey value, as well as the orientation of the product to be offered to consumers (Kusi, 2022). According to (Lopes & Veiga, 2019), the branding process will have an impact on the company's image.

3.6 Brand Awareness

Brand awareness is the ability of prospective buyers to recognize and recall that a brand is part of a particular product category by Aaker (2011). Kotler and Keller define that brand awareness is a driver of a customer's capacity to remember a brand in a fairly deep category then make a purchase (Kotler & Keller, 2012). Consumer memory on a brand is important and brand awareness has an impact on brand equity (Pramadyanto, 2022). From the description above, it is concluded that brand awareness is customer awareness to be able to distinguish a brand in the same product class with its competitors so that the brand can be easily recognized and remembered well by customers. There are several stages used in testing brand awareness by Kotler, Keller, Brady, Goodman, Hansen (2019) as follows:

- a. Brand Recall, defined as the extent to which the buyer's recall of a brand, when given a question on a particular product category.
- b. Brand Recognition, defined as the extent to which the buyer's memory in recognizing a brand in a particular product category.
- c. Purchase Decision, defined as the extent of the buyer's memory to include the company's product brand in the shopping cart choice option when they will buy the product.
- d. Consumption, defined as buyers will immediately think of a brand when they want to buy products from a company because the brand has become top of mind in the minds of customers.

The ability of consumers to recognize or remember a brand depends on the quality of brand communication and consumer perception of the brand offered. Thus, knowledge is needed to know the level of brand awareness in customers to implement a brand strategy that is right on target. The following, there are four levels of brand awareness according to Kotler (2006) namely: (1) Brand Unaware is the lowest level in recognizing brand awareness; (2) Brand Recognition is the level to which customer awareness of the brand is seen with a minimum of being able to mention and know the characteristics of the brand; (3) Brand recall is the level to which consumers can recall a brand without assistance; (4) Top of mind is the level to which a brand is the first to be remembered and mentioned by customers when consumers are asked about a product category (Rahmadhani, 2017).

3.7 Social Media

Social media is included in new media. New media, in general, refers to the use of internet technology, especially in terms of public use in the context of online news, advertising, broadcasting, broadcasting applications (such as downloading music), forums and discussions, the internet, information retrieval, and the possibility of forming special communities (McQuail, 2005). The characteristics of new media are to exceed the limitations of print and broadcast media with many to many conversation capabilities, reception capabilities, cultural objects, dislocation of communicative actions, providing instant global contact, and inserting modern subjects into network devices. That way social media is an online media, where users are free to carry out activities to participate, collaborate, and share in the virtual world. In addition, social media is a web-based platform that transforms communication into interactive dialogue (Liedfray, 2022). Social media is an innovative communication and collaboration tool that allows for diverse interactions that were previously inaccessible to the general public (Brogan, 2010).

Types of Social Media:

- a. Social media apps for video sharing like YouTube.
- b. Microblog social media application, microblog application is classified as the simplest to use among other social media programs such as Twitter.
- c. Social media apps for sharing social networks, such as Facebook and Google.
- d. Professional network sharing application, in this social media the users are generally academics, students, researchers, and even the government. For example, LinkedIn and Scribd.
- e. Application for sharing photos, this application is very popular among the public because it spreads casual, informal social communication materials, unique content, funny, entertaining, even scary.

3.8 Eco-label and Natural Skincare Branding Strategy "Sensatia Botanicals" Builds Brand Awareness through Social Media

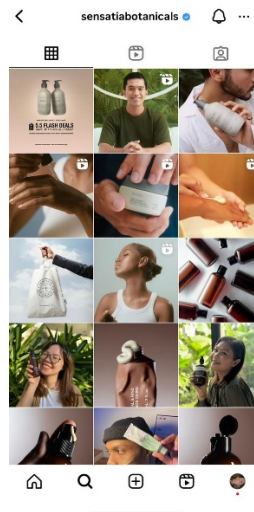
Sensatia Botanicals has been established for 24 years. From the beginning of its establishment to the present, it is certainly not an easy thing for Sensatia to continue to survive in the midst of many other beauty brands that continue to emerge from time to time. Therefore, Sensatia carries out various strategies, one of which is a branding strategy through social media to build brand awareness in buyers. This makes sensatia able to continue to maintain the brand and is widely known by the public as a beauty brand that is committed to caring for the environment or called environmentally friendly. From the results of the researchers' observations on Sensatia Botanicals' social media accounts. Sensatia carries out branding strategies on its social media through Instagram and TikTok. Through this social media, sensatia can save more costs to brand its products and can reach wider consumers.

3.9 Sensatia Botanicals Builds Brand Awareness through Instagram

Instagram is a social media platform designed to make it easier for users to share photos and videos to interact with others. With a simple appearance makes it easy for users to play Instagram. This makes Instagram a social media that has many users. According to Oberlo.com, the latest data on Instagram users shows that the estimated number of Instagram users will reach 1.4 billion worldwide by 2024. The number of Instagram users in 2024 will increase annually by 3.7% compared to the previous year (Oberlo, n.d.). Therefore, Sensatia chose Instagram as a strategy to build brand awareness by utilizing the features provided by Instagram. Based on the information above, here is the branding strategy carried out by sensatia botanicals on Instagram:

Instagram Feed

Sensatia shares various photos on the feed that show care and beauty treatments made from natural ingredients packaged in the form of interesting and consistent educational content to introduce her products to the wider community.



Source: instagram @sensatiabotanicals

Instagram Reels

The use of the reels intagram feature is also used by making informative videos about the product using models that can provide value to the brand. In addition, the video uploaded by sensatia contains story telling by telling the beginning of sensatia's journey, which can increase consumer awareness and loyalty.



Source: instagram @sensatiabotanicals

Instagram Story

Sensatia shares stories to interact with its consumers and also promote its products to consumers or potential customers to make it appear that the social media account is active.



Source: instagram @sensatiabotanicals

Instagram Shopping

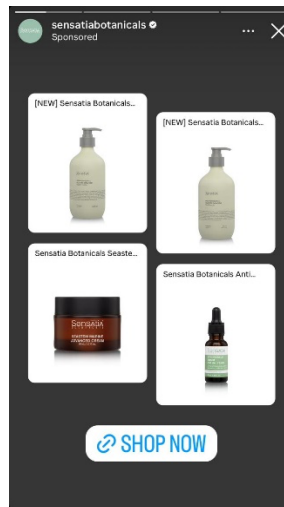
The Instagram shopping feature is used by sensatia to make it easier for consumers from various cities in Indonesia to make transactions and can save more costs in providing places or outlets offline.



Source: instagram @sensatiabotanicals

Instagram Ads

The advertising feature on Instagram is also used by Sensatia in promoting its products to increase brand awareness to new consumers who are looking for similar products on social media with the same keywords, it is called the Instagram algorithm.



Source: instagram @sensatiabotanicals

Collaborate with influencers

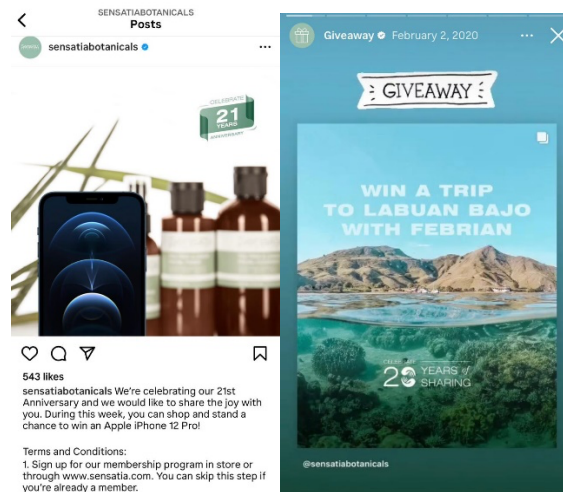
To further strengthen its branding in building brand awareness, sensatia also collaborates with various beauty influencers, both with women and men, thereby making its reach wider and trusted by consumers.



Source: instagram @sensatiabotanicals

Giveaway

In order to celebrate its birthday in 2020 and 2021, Sensatia held a giveaway given to Instagram followers or consumers to get a vacation to Labuan Bajo and iPhone 12. This has become an attraction for many people which has resulted in increased awareness of sensational botanicals.



Source: instagram @sensatiabotanicals

Comment, like, and share instagram

With the feature of commenting, liking, and sharing on Instagram it makes it easier for Sensatia to see feedback from consumers while using sensatia botanicals products and it can also increase awareness of potential customers who just want to try or are interested in trying beauty products from sensatia botanicals.



Source: instagram @sensatiabotanicals

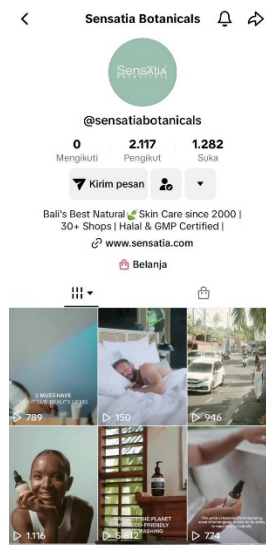
3.10 Sensatia Botanicals Builds Brand Awareness through TikTok

TikTok is a social media platform that provides a place to hone creativity and skills to create and share short and long videos with music addition features and the for your page or FYP feature that can be used to spread a wider reach from various circles. Quoting from dataindonesia.id TikTok users in Indonesia reached 126.83 million people in January 2024 and increased by 19.1% compared to the previous three months of 106.52 million people (Sadya, n.d.). Sensatia is a brand that continues to keep up with the times, therefore Sensatia also uses TikTok as a branding strategy to further

disseminate its products so that more consumers are aware of the existence of Sensatia Botanicals. Based on the information above, here is the branding strategy carried out by sensatia botanicals on TikTok:

Creating Videos

Creating educational and informative videos that are packaged creatively and interestingly in terms of the importance of protecting the environment and using models to use beauty products from sensations. In addition, as well as on Instagram, Sensatia also uploads story telling videos that explain the benefits, uses, and results provided after using products from sensatia botanicals with the aim of increasing consumer awareness and potential customers.



Source: tiktok @sensatiabotanicals

Collaborate with beauty content creators

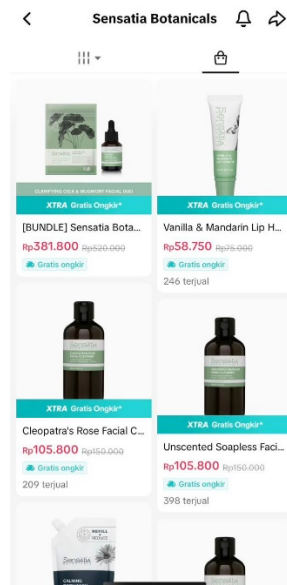
On the TikTok platform, sensatia also takes advantage of collaboration with beauty content creators who have high engagement on TikTok by making review videos of the results of using sensatia botanicals products.



Source: tiktok @sensatiabotanicals

TikTok Shop

The TikTok Shop feature is also used by Sensatia to make it easier for consumers to shop through social media so that there are several options for purchasing products online.



Source: tiktok @sensatiabotanicals

Comments, likes, and shares tiktok

With the feature of commenting, liking, and sharing on TikTok, it can make it easier for sensatia to see feedback from consumers while using sensatia botanicals products and it can also increase awareness of potential consumers who just want to try or are interested in trying beauty products from sensatia botanicals. However, on tiktok there is still less response given by consumers than on instagram sensatia botanicals.



Source: tiktok @sensatiabotanicals

4. Conclusion

Based on the results of the analysis that has been carried out by researchers, it can be concluded that the branding strategy carried out by sensatia botanicals through social media such as Instagram and TikTok has been carried out optimally, namely by utilizing the features that are already available on the platform. On the Instagram account, @sensatiabotanicals has implemented interesting, informative and educational content about quality manufacturing raw materials, introduced environmentally friendly products, and invited consumers to be aware and start caring about the environment for sustainability. In addition, sensatia held a giveaway and uploaded it on stories and nstagram feeds to interact directly with consumers so as to increase brand awareness in potential consumers who are interested in the giveaway held by sensatia. The existence of advertising features on Instagram also helps sensatia in promoting and introducing its products to new consumers who are looking for similar products. On the TikTok account, @sensatiabotanicals also uploads videos that show Sensatia's commitment to the environment by providing educational videos about its environmentally friendly products and natural raw materials and collaborating with beauty content creators as a strategy in building brand awareness with the aim of reaching more consumers who are aware of the sensatia botanicals brand. In addition, Sensatia also uses Instagram and TikTok Shop to make it easier for consumers to shop. Of the two social media platforms, engagement on Instagram is higher than tiktok sensatia botanicals. Recommendations for further research are expected to be able to conduct further research with direct interviews with sensatia parties so as to be able to provide deeper research results.

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