

Green Messaging in Indonesia's Beauty Industry: Social Media Campaign Strategies from Garnier and Lyfe with Less

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ABSTRACT

The awareness of sustainable beauty has increased in Indonesia, with local and global beauty companies' entities incorporating eco-friendly campaigns into their social media strategies. The objective of this research is to identify what, why, and how beauty brands and sustainable communities implement these campaigns to engage consumers. Utilizing an in-depth qualitative approach, purposive sampling was used to conduct interviews with three key decision-makers from Garnier Indonesia and the Lyfe with Less community. The findings reveal four primary social media content communication strategies utilized to promote green beauty: transforming brand commitment, shifting towards greener products, educating consumers about sustainable living, and presenting transparent reporting to the public. By comparing a commercial mass-market brand with a grassroots minimalist community, this study contributes valuable insights into effective brand positioning, sustainability communication, and strategies for avoiding greenwashing within the Indonesian beauty industry.

Keywords: sustainable beauty, campaign strategies, eco beauty, beauty industries, sustainability

INTRODUCTION

Since the advent of social media, online activism on environmental issues had flourished in recent years. This had encouraged billions of people to adopt a greener lifestyle to such a degree that the movement had transformed awareness of the issue into a lifestyle choice. This had become a part of people's everyday lives. However, despite not being able to influence the rest of the population to fully adopt an eco-friendlier lifestyle, the movement contributed greatly to the movement by introducing green living to the world and influencing others to become more environmentally aware of their actions. A variety of social media accounts promoted environmental causes, upcycling and recycling existing goods, veganism, conscious consumerism, and promoting a zero-waste lifestyle, clean renewable energy, ecological sustainability, and reducing carbon footprint and plastic were just a few of the numerous campaigns.

'Sustainability', or living a sustainable lifestyle, was the primary keyword these accounts plan to promote. This was accomplished by reducing waste, being conscious of the environment, and adopting a more environmentally friendly lifestyle in general. The beauty industry was also participating in the sustainability campaign. In Indonesia, many local beauty brands take environmental concerns into account when developing their products. Through social media, these brands promoted the product as well as share messages about sustainable beauty. Examples of campaigns were Garnier with #onegreenstep and Lyfe with Less with #pakaisampaihabis (used until finishes).

The purpose of this study was to examine the social media strategies used by a sustainable community and a beauty brand in Indonesia as part of a sustainability campaign. It explores to what extent a sustainable community and beauty brand promoted green, sustainable beauty, and acknowledges its uniqueness as compared to other brands that might had conducted similar programs. This leads to the concept of branding and the position of the brand on the market. Branding, as defined by Kotler and Keller (2006), was the process of establishing the supremacy of a brand over products or services. Brand positioning was an element of brand awareness that must be communicated to the target audience in terms of how it stands apart from its competitors (Aaker, 1996). Considering previous case studies demonstrating how sustainability appeals to consumer engagement (Fraß & Walter, 2021), brands should consider how they could drive consumer engagement, brand positioning, and brand image through sustainability campaigns. Studies had shown that environmentally friendly brands tend to become a factor in sustainable marketing strategies and sustainability concepts, but consumers continue to behave differently, making the segment of green consumers a niche market (Grubor & Milovanov, 2017).

As defined by the United Nations Environment Program (UNEP), environmental sustainability involves making decisions that were beneficial for future generations by preventing further damage to the environment. The concept of environmental sustainability refers to maintaining a balance between consumerist human culture and the living world by preventing the long-term consequences of industrial growth or unnecessarily depleting natural resources (Inspire, 2021). There were sustainability-based beauty campaigns because of consumer awareness of the issue. Forbes reported in a recent study that the beauty industry had not been making a positive impact on the environment due to the production of 120 billion packaging units annually, contributing to the loss of 18 million acres of forest per year (Sherrif, 2019). There had been a growing trend in the industry to promoted sustainability. An article discussed in a recent study indicated that brands such as The Body Shop were extremely concerned with Corporate Social Responsibility and green issues. One of the campaigns launched by The Body Shop in 2015 was #Pay4Plastic (Hardhiyanti & Rasyid, 2018). In addition to their continuous business communication efforts, The Body Shop's brand image was intimately linked to making a positive environmental impact. This makes The Body Shop's brand unique when compared to other brands, as it targets middle- to upper-class consumers, who were likely to be more knowledgeable about social and environmental concerns.

Meanwhile, Garnier Indonesia, one of the subjects of this study, was a mass-market beauty brand that launched its #OneGreenStep campaign in April 2021. Lyfe with Less, a community that promotes a minimalist lifestyle in Indonesia through its #pakaisampaihabis (used until finished) campaign in 2020, was another subject. These campaigns were intended to make the green beauty movement accessible and engaging for consumers. As trends had developed in the era of sustainable beauty, brands with

different target markets might require different approaches. Besides Garnier, Lyfe with Less also increased activity awareness through its campaign, emphasizing the community's role within the industry. This study aims to identify a beauty brand and sustainable beauty community that compose effective social media communication strategies to engage consumers in their target market. Thus, this could have a significant impact on the brand's image and positioning on the market. The purpose of this study was to examine the extent to which the green beauty movement influences both factors.

As described by Ries & Trout (2001) in the book *Positioning: The Battle for Your Mind*, positioning refers to the act of occupying a distinctive position in consumers' minds. Thus, brand positioning emphasizes how a brand was perceived by consumers and how it stands out from the competition in the marketplace. In short, it was a factor that intrigues consumers. This could lead to a brand having a particular marketing communication approach to convey its message. A message that was intended to be conveyed to consumers typically takes the form of a marketing campaign. Mass market refers to a product or service that was intended to reach as many people as possible. Based on the brand category, gender, distribution channel, and price point, beauty brands could be part of the mass-market segment.

This study aims to identify social media campaign strategies related to the sustainable beauty of the Indonesian beauty brand and the sustainable community. The study includes an analysis of campaign design, strategies, and communication. Furthermore, the objective of this study was to uncover communication strategies and approaches employed by the local beauty brand and the sustainable community to develop a successful social media campaign, based on primary resources who had participated in the creation of the campaign, from the earliest stages to the completion of the campaign, as well as maintain the strategies that had been developed. This study would uncover the social media communication strategies most suitable for a sustainable community and beauty brand in Indonesia. Based on the objectives stated above, this research would provide valuable information for communication studies to promote sustainable lifestyles through effective campaigns. The objective of this research was to answer the question of whether these campaigns were effective in communicating the message of sustainable beauty.

The novelty of this study lies in its comparative approach: it critically examines the social media campaign strategies of a large-scale commercial entity (Garnier Indonesia) against those of a grassroots sustainability community (Lyfe with Less). Analysing how these fundamentally different organizations construct their green messaging, this study uncovers the communication strategies required to establish brand positioning and mitigate the risks of greenwashing in an increasingly sceptical consumer market. Previous literature has explored green marketing in the cosmetics industry, there remains a distinct gap in understanding how green messaging is tailored within the specific cultural and market context of Indonesia. Furthermore, existing studies tend to examine commercial brands in isolation.

LITERATURE REVIEW

Sustainability Communication and Greenwashing

Several studies had demonstrated that the sustainability efforts of beauty brands had an impact on consumers' purchase intentions, largely because of claims that were presented by the brand through promotional methods (Dewi et al., 2020; González, 2020). Consumers might be emotionally attached to the concept of sustainability, which

might be responsible for this phenomenon. According to Dewi, Avicenna & Meideline (2020), consumers might consider environmental issues before purchasing products from Innisfree Indonesia because of the company's environmentally friendly marketing campaign on Instagram. It was not new for beauty brands to had expectations. In a study of three brands that circulate "aspirational realness" around their beauty products, Findlay (2019), observed that consumers were incorporated into brands through self-identification, resulting in a distinctive place for brands in a wide range of promotional online content. The findings of this study emphasize the importance of launching sustainable beauty campaigns that were targeted at the right consumers with the right approach. In another study, cause campaigns relating to organic and sustainable cosmetics significantly affect the emotional benefits and trust of consumers, and this effect was equally significant for both genders (males and females), but more prominent among females as the main consumers of beauty products (Mendon et al., 2019).). Furthermore, a case study of multi-national brands in Pakistan suggests that emotional positioning was preferred by females, children, and individuals in the A and B socioeconomic classes (Billah & Khan, 2018).

As the social and cultural role of women in the marketplace changes, so did the strategies of the beauty industry in their sustainable campaigns. Marketing and communication strategies change over time to be in line with current issues, right now, sustainability was the issue being focused on. Koor et al. An analysis of the communication strategies of an eco-friendly hotel in 2021 demonstrated that the effectiveness of sustainability communication was more persuasive when the intention and matter of the communication were clearly communicated. It was found that message appeal, perceived corporate social responsibility, and intention were positively correlated with intention. It was widely acknowledged that social networks were effective marketing tools (Spironelli, 2019). As part of the green beauty movement, beauty brands had taken steps to communicate their vision and mission. Among those methods was the development of programs such as campaigns-this could be done in a variety of ways based on the brand's specific needs. A previous study utilizing a qualitative research approach revealed that luxury beauty firms were actively engaged in the green beauty movement through their Corporate Social Responsibility programs (Reis, 2021). Reis (2021) further asserts that these luxury brands were determining their survival by increasing sustainability strategies and practices. The case study of Schwarzkopf illustrates how continuous integration of environmental aspects into their business model provides the opportunity to survive a challenging future (Chan et al., 2020.).

Green Brand Positioning

Several eco-conscious brands had developed several past campaigns over the years, such as The Body Shop. Previous studies that analysed the brand had found that through its campaigns, The Body Shop had been continuously enhancing its brand identity (Hardhiyanti, & Rasyid, 2018; Aulina & Yuliati, 2017).). A study analysing the #Pay4Plastic campaign as part of The Body Shop's Corporate Social Responsibility as part of the data triangular data collection method revealed that the brand utilises its communication channels (both internally and externally) to strengthen brand identity as well as create consumers and employees who could develop loyalty towards the brand to create a sustainable cosmetic business in Indonesia (Hardhiyanti & Rasyid, 2018). Furthermore, Aulia & Yuliati (2017) indicate that the most significant factor that might influence consumers' purchase intent was Green Brand Positioning, and that

knowledge of green brands positively influences consumer attitudes toward green brands, resulting in a specific position within the market for the brand.

Adigüzel (2020) emphasized that to develop a positioning strategy, brands must develop an innovation strategy. This would enable a brand to understand what the company represents, what sets them apart from their competitors, the market conditions, the opportunities available, and how the brand could position itself. This includes considering the target group and competitors as two relevant points of reference. In addition, he suggested that technology gave brands the ability to communicate directly with consumers (Adigüzel, 2020). Considering that green brand positioning in consumers' minds was a networked process, network analysis seems appropriate for exploring green brand positioning online (Wang, 2016). Wang (2016) argues that online marketing was one of the most effective ways for brands to present their image and interpretation of green beauty in an online environment to support offline activities.

Campaign Communication Strategies

Through a snowball selection method, Sofie Joosse & Taylor Brydges (2018) explored the role blogs play in communicating environmental concerns and promoting sustainability. By analysing the contents of three Swedish blogs that specialize in promoting sustainable lifestyles (lifestyle, beauty, and cuisine), we were able to determine that each blog promotes sustainable lifestyles. As a result of this study, Joose and Brydges found that bloggers' stories demonstrated real-life examples of sustainability that helped readers to better connect, as it simplified complex ideas of sustainability to be easily understood by society. Although the analysis was unable to provide additional insight into the effects of the viewer's offline actions, the paper concluded that, by following simple steps, as advised in the blogs, the audience could achieve a sustainable lifestyle by following a similar blog structure, which was like a storytelling structure. Furthermore, the research found that engagement and interaction vary according to certain factors, including the topic brought up, readers' perspectives, and the variety of topics covered.

Based on the three literature articles mentioned above (Fritzell, 2018; Joose & Brydges, 2018), it has been shown that presenting the content attractively through simple styles (Fritzell, 2018), as well as structuring the content in ways that were similar to storytelling rather than complex sentences (Joose & Brydges, 2018), could lead to a more effective presentation of content. According to the study, the above factors were highly creative, encouraging, achievable, and entertaining for viewers, resulting in a higher likelihood that the viewers would act in accordance with the account's message towards sustainability, or at least alter their perception of the account.

A study conducted by Katharina Engelin, which examined posts associated with the hashtag #sustainability on Instagram (2020), could help with the research for this paper. It was concluded that activist behavior toward environmental issues, sustainability, and conscious consumerism resulted in an engaging and positive outcome in changing the viewer's mindset towards acting sustainably and increasing their personal drive to raise awareness while also affecting their accountability, identity, eco-efficiency, and consumerism.

Theoretical Framework

To evaluate the effectiveness of these campaign strategies, this study utilizes Keller's Brand Equity Model (1977), which suggests that Brand Identity is the foundation of brand positioning. Keller highlighted a progression from defining the brand ("Who are you?"), to establishing the brand's meaning through concrete actions, and finally, generating a brand response based on consumer empathy and emotional resonance. In the context of green beauty, brand resonance is achieved when consumers form a bond with the brand's sustainability efforts, translating campaign communication into a strong, clearly positioned market identity.

First, it was necessary to answer the question "Who were you?", which could be accomplished by defining a problem and developing a solution. In relation to Garnier Indonesia, the problem defined was the lack of awareness of sustainable beauty. Through its image and promotion of sustainability to the mass market, the brand provides a solution to the problem. Second, the meaning of the brand. When a brand identifies itself with a particular image, there comes a time when action was needed to further enhance. In Keller's view, a brand's perceived value was determined by its actions. Third, the brand's response, or how the brand would respond to its customers. This was possible because the brand itself took many factors into account and triggers an emotional response. Essentially, empathy was awareness of and an emotional response to the current state of the environment. According to Keller's Brand Equity Model, brand resonance was the most significant factor. At this point, it was expected that customers had formed a bond with the brand. In the case of Garnier Green Beauty, the brand seeks to promote sustainability practices to its consumers. Consequently, when a bond was formed between the brand and sustainability, it was assumed that customers would have a positive brand experience, which practically translates into rebranding effectiveness. Conversely, Lyfe with Less achieves brand resonance directly through its foundational structure: a strong sense of community and active engagement. Rather than simply generating awareness, it facilitates direct behavioural change through activations such as the #pakaisampaihabis campaign. By providing a platform where individuals actively participate in sustainability campaigns and connect over shared environmental accountability, Lyfe with Less cultivates the deep, participatory bond that exemplifies the pinnacle of Keller's model.

METHODS

In this research, a qualitative approach was applied. There were several methods for gathering data using a qualitative approach, including focus group discussions, case studies, visual texts, content analyses, observations, or interviewing candidates for the desired topic (Aspers et al., 2019). The study used an in-depth qualitative approach utilizing purposive sampling. The sample size is limited to three informants; however, these individuals were specifically selected because they are primary sources and executive decision makers behind their campaigns. The informants included the Brand Communications Manager and the Corporate Responsibility and Sustainability Director of Garnier Indonesia, alongside the founder of Lyfe with Less. In qualitative research focused on strategic corporate communication, interviewing the key strategists provides the necessary depth and data saturation to fully understand the mechanics of the campaigns.

A primary data collection method was conducted through two online interviews. The interview lasted approximately 45 to 60 minutes each. This method was supported

by key informants of Garnier Indonesia, the Brand Communications Manager and the Director of Corporate Responsibility and Sustainability. They were involved in the development of Garnier Green Beauty and One Green Step. Meanwhile, for Lyfe with Less, the informant was the founder of the community itself, as the one who initiated the #pakaisampaihabis campaign. To maintain focus while allowing spontaneous insights, a semi-structured interview guide was utilized. The guide focused on three core areas: the historical ideation of the campaigns, the specific social media tactics utilized to engage target audiences, and the organizational strategies employed to establish brand positioning and mitigate consumer scepticism regarding greenwashing.

Data was collected via semi-structured online interviews, guided by a protocol focused on campaign ideation, communication tactics, and brand positioning objectives. To analyse the non-numerical data, a thematic analysis procedure was utilised, coding the interview transcripts to identify recurring communication strategies. To ensure data validity and trustworthiness, the researcher applied method triangulation by cross-referencing the interview transcripts with visual texts and content analyses of the brands' actual social media posts and public reports. This involved examining public-facing Instagram posts, specific campaign hashtags (#OneGreenStep and #pakaisampaihabis), and official corporate sustainability reports. By comparing the internal strategies described by the decision-makers against the external messaging published on their primary visual platform, the study confirmed that the reported communication strategies were actively and consistently executed in the public domain.

RESULTS AND DISCUSSION

At Garnier Indonesia, brand positioning on sustainability comprises four pillars: transforming brand commitment, shifting towards greener products, educating about sustainable living, and reporting transparently. As a community, Lyfe with Less positions itself as a minimalist lifestyle community. One of the campaigns they launched in 2020, #pakaisampaihabis, encourages people to maintain the things they buy by using them until they run out or are damaged. Their goal was to raise awareness about reducing impulsive buying and potential waste. The purchase of beauty products might be an example of impulsive buying. This campaign aims to encourage the public to change the habit of purchasing beauty products. As consumers, by using beauty products until they have run out and being responsible with the empties, we demonstrate our commitment to responsible consumption.

A brand's new identity begins with transforming its commitment. The mass-market brand had rebranded itself as a green beauty brand since the launch of the campaign in April 2021. In addition, the brand's website (www.garnier.co.id) emphasizes its new commitment to green beauty with the following line on its brand commitment page: "Garnier can make a positive impact on sustainability, accessible to everyone, as the world's leading beauty brand."

In the results of the interviews, the Brand Communications Manager was addressed as Informant 1, and the Corporate Responsibility and Sustainability Director was addressed as Informant 2; the founder of Lyfe with Less was addressed as Informant 3.

(One Green Step & Garnier Green Beauty) was not merely a sustainability campaign, but it had become a brand mission, where Garnier Green Beauty and One Green Step were a transformation that shows Garnier Indonesia's mission was in line with L'Oréal For the Future's mission. This isn't only a CSR campaign; we transform radically in the way we did the business too (Informant 1).

...Due to the large scale of our brand, we had a bigger responsibility—not in a commercializing way, but in the level of awareness. As a leading mass-market beauty brand, we had a huge role in leading the sustainability movement. It was indeed the brand DNA (Informant 2).

With #pakaisampaihabis campaign, we wish to raise awareness that beauty product enthusiasts should be responsible when using products and reducing waste. We hope that consumers will learn three things from this campaign. Firstly, they should be grateful for what they purchased. Second, we need to be objective in evaluating the product we have chosen. In addition, we are responsible for disposing of the waste (Informant 3).

As discussed previously (Aulia & Yuliati, 2017), green brand knowledge positively influences attitudes toward green brands and green purchase intentions. However, the study did not discuss whether brand knowledge might influence consumers to become advocates of the initiative. Consumers were, therefore, the ultimate decision-makers. The results of this study indicate that Garnier Indonesia was committed to transforming its business. Prior to putting the commitment into practice, the brand must be committed. As a result of the interview results, it was shown that Garnier Green Beauty was committed to becoming a pioneer in the sustainable beauty market. This commitment was delivered through various programs the brand had initiated to make consumers aware of the brand's commitment.

A brand's commitment to sustainability was demonstrated when it produced greener products. Garnier Indonesia, for example, includes changes to the production process. Dewi et al. (2020) explain that consumers were looking for products that were toxic-free and certified to be ethically and environmentally responsible. Several of the newly launched products were marketed as being more environmentally and ethically responsible, whether through the production (cruelty-free) or the ingredients found in the products themselves (washable eco pads, paraben-free, etc). Throughout the packaging and formula of the product, the brand emphasizes its shift towards a greener and more circular approach. As part of its efforts to provide information regarding the recycled materials used in packaging, Garnier Indonesia presents new and ethical products on its online platforms to ensure that the audience perceives Garnier Indonesia as a green mass-market beauty brand that continuously enhances its products. Based on the results of the interviews, it appears that:

We were transforming the way we did business, but we were also transforming ourselves internally, as well as selecting formulas, packaging, ensuring that we were cruelty-free, tracking carbon footprints, and sourcing (Informant 1).

In terms of packaging materials, we track and aim for the use of more recycled materials, or PCR (Post Consumer Recycle) materials. In addition, we had become more ethical in our sourcing of ingredients and packaging, too. In addition to being more natural, the formula was safer for the environment as well (Informant 2).

The community recognizes that #pakaisampaihabis was not the first to initiate a sustainable beauty campaign of this nature. Similar campaigns were also carried out by some beauty brands. Most beauty brands allow their customers to return only the

brand's empty containers. #pakaisampaihabis allows its customers to return empty containers from any brand. Further, most sustainable beauty campaigns from beauty brands were usually conducted in collaboration with one waste management organization. In Indonesia, most waste management organizations did not reach all cities. To reach more areas in Indonesia, this campaign focuses more on collaboration with waste banks.

The novelty of #pakaisampaihabis is that we accept empty cosmetic containers regardless of brand. The campaign also focuses not only on collaboration with waste management organizations but also waste banks so that customers outside Jakarta can also participate in the campaign (Informant 3).

To promote a green beauty image, it was suggested to showcase alternatives and switch to greener packaging (Drobac et al., 2020), but this study had demonstrated that more needs to be done: the product formulation must be formulated with natural ingredients. The Garnier Indonesia brand recognizes the fact that being a green beauty brand involves demonstrating a commitment to the environment. Therefore, the ingredients used in the brand's products must be described as safe for the skin, the environment, and ethically sourced. It could be seen in several content pieces that Garnier Indonesia was moving in the direction of producing products that were natural in ingredients, require no animal testing, and were overall environmentally and ethically friendly. In addition, this strategy was reflected in the content posted to the brand's Instagram account, followed by an explanation of what makes the products 'green' or 'sustainable'.

According to informants 1 and 2, the goal of providing education about the green beauty movement was to engage people in sustainable practices. Therefore, informative content that highlights what consumers could do to live sustainably was continuously posted as a reminder and invitation to the audience (consumers). Educative, informative, and sharable posts regarding how to live more sustainably were posted in hopes that they might assist consumers in changing their behaviour. Consumer education plays an important role in their perception of sustainability or changes in their behaviour, which might have had an impact on their perception of a brand that promotes sustainability. In addition, informant 3 agrees that most posts about the campaign on social media were related to educational and informative content regarding sustainable beauty.

Nieto-Márquez (2020) said that beauty companies claim to be concerned about social and environmental responsibility. In this study, Garnier Indonesia asserts that some brands had been perceived by the public as having greenwashed in the past, and Garnier Indonesia makes efforts to demonstrate that this was not the case. Through proper consumer education, the brand seeks consumer participation in the movement. Each level of awareness within the audience could consume the information through storytelling. As a result of its market size, the brand holds a great deal of responsibility. In the interview, Garnier Indonesia was cited as playing an increasingly important role in promoting sustainable beauty. By making educational content and hosting webinars or live broadcasts on Garnier Indonesia's social media platform, Garnier Indonesia demonstrates its commitment to this responsibility. The brand would often collaborate with a variety of media outlets during live broadcasts to reach audiences beyond the brand's reach. As a result, the audience would no longer assume that greenwashing was taking place.

We create value and storytelling through the online platform, adding more considerations towards the consumers (Informant 1).

The Green Academy teaches people how to sort their waste, what kind of plastic to use, and what could be done to conserve the environment (Informant 2).

In terms of communication strategies about the movement, we found it most effective to involve influencers; we did not pay them, however, they seem to gain new experience because of being involved in this movement. The collaboration with media outlets was also an effective method of increasing awareness. As part of our digital content creation, we also utilize current trends, such as reels on Instagram and TikTok (Informant 3).

Consumers could access information about green beauty through Garnier Indonesia's online platform. Be it through storytelling or the launching of the Green Academy program, a free module provided by the brand for consumers to learn from, followed by quizzes to test consumers' knowledge. Moreover, Garnier Indonesia's responsibility through interactive education was demonstrated in its commitment to providing a thorough understanding of the green beauty movement as well as its many layers, as outlined by Informant 1:

We made a series of webinars and live broadcasts, worked with publishers, raised the multi-layered topic from many viewpoints, from beauty to overall lifestyle, to consumer behavior. We talk about it in our webinars or Instagram live, which was our objective to raise awareness and generate consideration (Informant 1)."

"This year, we created a series of webinars on sustainable beauty. Additionally, we visited our waste bank partners to learn about the process of recycling empty beauty product containers (Informant 3).

Through collaboration with various media, Garnier Indonesia goes live on Instagram to promote and socialize its vision regarding green beauty, providing an open forum for discussion. This was one of the strategies Garnier Indonesia uses to change consumers' behaviour even more and therefore, gain the position the brand aims for in the market; to become the pioneer in the segment of sustainable beauty.

Finally, it was considered imperative for a mass-market brand to present transparency to gain the trust of consumers. Transparency in the sustainable beauty market has become a must for consumers to feel motivated to join the movement. This was because consumers had to deal with the challenge of being perceived negatively. In his study, Gonçalves (2021) agreed that it was important to prevent consumers from being misled, as they might think that the entire line of products was certified, thus making producers more transparent and preventing greenwashing. The roadmap was not only reflected in the products of Garnier Indonesia, but also transparently reported to stakeholders through its content and annual audit, including consumers and the government (the Ministry of Environment and Forestry of the Republic of Indonesia). In addition to posting content demonstrating transparency towards consumers, Garnier Indonesia also reports what the brand had achieved to gain consumer trust. The results of the interview support this strategy:

Our goal is to convince all consumers that this is not just a campaign, but that we are transparent about our roadmap and concrete plans, too (Informant 1).

...from our supply chains to our sourcing, to our products, to our packaging, and to the point where we recycle. We then report it transparently as well. Furthermore, we were officially endorsed by the Ministry of Environment and Forestry of the Republic of Indonesia (KLHK), so we must keep the government informed at every stage (Informant 2).

According to Informant 1, they must ensure that they were able to convince consumers that they were committed to sustainability on a long-term basis. It was imperative for the brand to reflect transparency to demonstrate its honesty and prevent greenwashing. There had been numerous discussions regarding greenwashing in the past, and Garnier Indonesia needs to make sure that the brand did not fall under this perception. Therefore, it imperative to present reports of accomplishments to consumers and inform the government of the brand's advancements to maximize the brand's position on the market. For instance, content that highlights a certain number of wastes the brand had recycled was presented frequently.

A critical comparison of Garnier Indonesia and Lyfe with Less reveals distinctly tailored communication approaches dictated by their organizational nature. As a mass-market commercial brand, Garnier faces a significantly higher inherent risks of consumer scepticism and accusations of greenwashing. To combat this, Garnier's communication tone is formal, heavily reliant on structural transparency, roadmaps, government endorsement, and large-scale educational webinars to build credibility. Their target is the mass consumer, aiming to shift overarching purchasing behaviours at scale.

On the other hand, Lyfe with Less operates as a grassroots community, affording it inherent credibility and a lower risk of perceived greenwashing. Their tone is peer-to-peer, conversational, and highly community-driven. Instead of focusing on supply chain transparency, their #pakaisampaihabis campaign targets existing beauty enthusiasts with an emphasis on personal accountability, reducing impulsive buying, and managing end-of-life product waste. While Garnier seek to pioneer green production and sales, Lyfe with Less acts as a behavioural regulator within the same industry.

According to the study, the four strategies contributed to a sense of brand awareness among consumers. Through its programs, formal reports, or social media material, Garnier Indonesia had transformed itself into a green brand. In addition to generating sales, this also serves to generate discussion and participation in the movement. This would ensure that the brand remains at the forefront of the sustainable living movement as well as the green beauty movement in the future. Transforming a business practice requires a change in goals and communication strategies as well. As a result, it had been confirmed that Garnier Indonesia's strategies support the brand's position in the marketplace.

Even though no specific theory could be linked to this case of campaign communication strategy, Keller's contributions to brand equity was the most comprehensive conceptualization of this issue. The brand image plays a significant role in determining the effectiveness of Garnier Green Beauty in this context. Following the exclusive interviews, Garnier Indonesia had officially rebranded itself as a sustainable mass-market brand that promotes a greener lifestyle with clean products and a wide range of other initiatives.

CONCLUSIONS

Garnier Indonesia claims to be a pioneer in sustainable beauty. Generally, this was due to the scale of the brand, which was followed by the scale of the consumer or mass market. As a result of these factors, the brand utilizes a 360-degree approach to promote its campaigns, Garnier Green Beauty and One Green Step, which were programs that fall under the brand's commitment. As part of the brand's mission and brand DNA, the brand promotes and practices sustainability within and beyond its brand. As a result of the findings, we divided the strategies into four categories: transforming brand commitment, shifting to greener products, educating consumers about sustainable living, and presenting transparency to the public. During the data collection process, Garnier Indonesia discovered four strategies that support its goal of maintaining its position as one of the pioneers of sustainable beauty. Garnier Indonesia was expected to have a unique approach to positioning itself as a mass market green beauty brand. Based on the data, the expected results had been confirmed. Moreover, Lyfe with Less also claims that they were the pioneers of the sustainable beauty campaign community. There were a lot of sustainable campaigns, but mostly focused on reduce of plastic waste or sustainable fashion.

As a result of the newness of this study, the findings enhance our understanding of brand positioning strategies, particularly in the market for cosmetics and beauty industries. Through the acknowledgement and categorization of the four communication strategies found in this study, practitioners in the beauty & cosmetics industry might be able to formulate effective communication strategies that would lead to a clear brand positioning. This study provides an insight into the current state of sustainable beauty in Indonesia and what efforts might be taken to promoted it.

There were limitations to this study in terms of assessing the success of the campaign and mission from the perspective of the consumer. This research in this article merely discusses the strategy that could be used to establish a clear brand positioning. This was in accordance with the brand itself, but not how the brand might reach its target audience or consumers. Further research was required to determine how consumers perceive this effort made by a mass-market beauty brand. After all, consumers made the final decision whether to participate in the movement; this was within their rights. Therefore, to assess and determine if Garnier Indonesia and Lyfe with less were truly the pioneering force of sustainable or green beauty campaigns from the consumers' perspective, research that focuses on consumers would be necessary; a focus group discussion was recommended to determine how this topic was discussed within the beauty industry. It would be possible to do a similar study for other businesses and industries regarding how they communicate their brand mission, brand DNA, or core campaign.

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