

INTISARI

Penelitian ini berjudul “Program *Green Beauty* oleh Brand Kecantikan Garnier Ditinjau dari Etika Lingkungan *Deep Ecology* Arne Naess”. Permasalahan yang diangkat adalah mengenai *Green Beauty*, program berkelanjutan dan ramah lingkungan di bidang kecantikan yang diusung oleh *brand* terkenal Garnier, yang dapat menjadi jalan keluar dalam mengatasi permasalahan lingkungan. Akan tetapi program ini justru berpotensi meningkatkan siklus produksi-konsumsi yang lebih masif yang akan menimbulkan permasalahan lingkungan baru. Program *Green Beauty* akan dikaji menggunakan konsep *Deep Ecology* Arne Naess yang menekankan pentingnya perubahan fundamental dalam mengatasi persoalan lingkungan. Penelitian ini bertujuan untuk menganalisis program *Green Beauty* dalam sudut pandang *Deep Ecology*.

Objek material penelitian ini adalah program *Green Beauty* dari *brand* kecantikan Garnier dengan objek formal berupa teori etika lingkungan *Deep Ecology* Arne Naess. Metode penelitian ini bersifat kualitatif dengan model penelitian tentang masalah aktual. Penelitian dilakukan melalui studi pustaka dengan bahan penelitian berupa buku, jurnal, skripsi, laporan, internet dan pustaka penunjang lainnya. Unsur metodis dalam penelitian ini yaitu interpretasi, holistika, heuristika, analisis kritis dan deskripsi.

Hasil dari penelitian ini yakni *Deep Ecology* Arne Naess sebagai teori etika lingkungan anti-antroposentrisme mengusung konsep *deep ecological movement* dalam persoalan mengatasi krisis lingkungan. Program *Green Beauty* Garnier muncul sebagai jawaban untuk menangani permasalahan lingkungan akibat proses produksi-konsumsi yang telah berlangsung sejak lama. Program yang diusung Garnier ini hanya mengatasi permasalahan lingkungan sebatas apa yang tampak, artinya bahwa *Green Beauty* masih mengadopsi pendekatan *shallow ecological movement*. Program *Green Beauty* Garnier masih jauh dari nilai-nilai *Deep Ecology* karena tidak sampai merubah dasar ideologi dari kegiatan usahanya dalam mengatasi permasalahan lingkungan.

Kata Kunci: *Green Beauty Movement*, *Deep Ecology*, Antroposentrisme

ABSTRACT

This research is entitled "Green Beauty Program by Garnier from The Perspective of Deep Ecology Arne Naess". The issue raised was regarding Green Beauty, a sustainable and eco-friendly program in the beauty sector by the well-known brand Garnier, which can be a solution to overcome environmental problems. In fact, this program has the potential to increase a more massive production-consumption cycle that will cause new environmental problems. The program will be studied using the Deep Ecology concept which emphasizes the importance of fundamental changes in overcoming environmental problems. This research aims to analyze the Green Beauty program from the perspective of Deep Ecology.

The material object of this research is the Green Beauty program from the beauty brand Garnier and the formal object is the Deep Ecology by Arne Naess. This research method is qualitative with a research model on actual problems. The research was conducted through a literature study with research materials sources from books, journals, theses, reports, internet and other supporting literature. The methodical elements in this research are interpretation, holistic, heuristics, critical analysis and description.

The results of this research are Deep Ecology Arne Naess as an anti-anthropocentrism theory of environmental ethics carries the concept of the deep ecological movement in dealing with environmental crises. The Green Beauty program by Garnier emerged as an answer to dealing with environmental problems caused by the production-consumption process that has been going on for a long time. The program carried out by Garnier solves only visible environmental problems, meaning that Green Beauty still adopts the shallow ecological movement approach. The Green Beauty program by Garnier is still far from the values of Deep Ecology because it does not change the ideological basis of its business activities in dealing with environmental problems.

Keywords: Green Beauty Movement, Deep Ecology, Anthropocentrism