

## DAFTAR PUSTAKA

- Aditya, N. R. (2021, Februari 2). *The Body Shop Indonesia Desak DPR Sahkan RUU PKS, CEO: Rakyat Menunggu*. KOMPAS.com.  
<https://nasional.kompas.com/read/2021/02/02/15484361/the-body-shop-indonesia-desak-dpr-sahkan-ruu-pks-ceo-rakyat-menunggu>
- Adrian Bellamy. (2023, April 3). Dalam Wikipedia.
- Adventy, A. (2023, Januari 24). Komisaris Utama HK Metal (HKMU) Aryo Widiwardhono Undur Diri. *Bisnis.com*. Diambil 6 Juli 2023, dari  
<https://market.bisnis.com/read/20230124/192/1621156/komisaris-utama-hk-metal-hkmu-aryo-widiwardhono-undur-diri>
- Agmasari, S. (2016, Maret 13). *Sukses Daur Ulang Kemasan Produk, The Body Shop Indonesia Dapat Penghargaan*. KOMPAS.com.  
<https://lifestyle.kompas.com/read/2016/03/13/164425320/Sukses.Daur.Ulang.Ke.masan.Produk.The.Body.Shop.Indonesia.Dapat.Penghargaan>
- Ahmad, F., Guzmán, F., & Kidwell, B. (2022). Effective messaging strategies to increase brand love for sociopolitical activist brands. *Journal of Business Research*, 151, 609–622. <https://doi.org/10.1016/j.jbusres.2022.07.031>
- Ajeng, B. (2021, September 21). The Body Shop Hadirkan Program Baru Bring Back Our Bottles, Ini 5 Faktanya. *kumparanWOMAN*. Diambil 25 Juni 2023, dari  
<https://kumparan.com/kumparanwoman/the-body-shop-hadirkan-program-baru-bring-back-our-bottles-ini-5-faktanya-1wXEfEapRbO/full>
- Aji, H. M. & Sutikno, B. (2015). The extended consequence of greenwashing: Perceived customer skepticism. *International Journal of Business and Information*, 10(4), 433-468.
- Alasan Banyak Warga Indonesia Dukung Invasi Rusia. (2022, Maret 13). *CNN Indonesia*. <https://www.cnnindonesia.com/internasional/20220313082445-106-770473/alasan-banyak-warga-indonesia-dukung-invasi-rusia>
- Ali, A. (2012). The Body Shop Angkat Tema "Melindungi Bumi Melalui Pengolahan Sampah Plastik". *LensaIndonesia.com*. Diambil 26 Juni 2023, dari  
<https://www.lensaIndonesia.com/2012/12/14/the-body-shop-angkat-tema-melindungi-bumi-melalui-pengolahan-sampah-plastik.html>
- Almaney, A. (1971). Predicting message effect in written business communications: The need for theoretical formulations. *Journal of Business Communication*, 8(2), 27–33. doi:10.1177=002194367100800203
- Alvara. (2020). *Indonesia Gen Z and Millennial Report 2020* (Januari 2020).  
<https://alvara-strategic.com/indonesia-gen-z-and-millennial-report-2020/>
- Amindoni, A. (2022, Mei 25). *RKUHP: Wacana kriminalisasi LGBT, "Indonesia akan jadi negara paria."* BBC News Indonesia.  
<https://www.bbc.com/indonesia/indonesia-61567481>

- Anderson, J. (2019). *The Swedish Democrates way to success: A desk study of SDs rhetoric* [Bachelor thesis, Linnéuniversitetet]. DiVA Portal. <https://www.diva-portal.org/smash/get/diva2:1331168/FULLTEXT03>
- Arjanto, D. (2017, September 3). Begini Cinta Laura Kampanye di CFD Tolak Tes Hewan Buat Kosmetik. *Tempo.co*. Diambil 26 Juni 2023, dari <https://metro.tempco.co/read/905514/begini-cinta-laura-kampanye-di-cfd-tolak-tes-hewan-buat-kosmetik>
- Arkema, B. F. (2022). *Brand Activism and the Role of Authenticity and Identity Signalling* (Thesis). University of Twente.
- Armano, D. (2017, Februari 17). *5 Types of Activism Every Brand Should Prepare for, Even If You're Not Taking Sides*. AdWeek. Diambil 22 Agustus 2022, dari <https://www.adweek.com/brand-marketing/5-types-of-activism-every-brand-should-prepare-for-even-if-youre-not-taking-sides/>
- Aryo Widiwardhono. (t.t.). *Experience* [halaman LinkedIn]. LinkedIn. Diambil 6 Juli 2023, dari <https://www.linkedin.com/in/widiwardhono/?originalSubdomain=id>
- Asyari, R. (2010). *Studi Kasus Persepsi Media, Saluran Distribusi, dan Konsumen Terhadap Brand Positioning The Body Shop di Indonesia* (Thesis). Universitas Sebelas Maret, Surakarta. Diambil dari <https://core.ac.uk/download/pdf/16508891.pdf>
- Aura, J. (2022, Mei 31). *The Body Shop Ajak Pemuda Lawan Perubahan Iklim lewat Kampanye Be Seen Be Heard*. Kumparan Woman. Diambil 11 Februari 2023, dari <https://kumparan.com/kumparanwoman/the-body-shop-ajak-pemuda-lawan-perubahan-iklim-lewat-kampanye-be-seen-be-heard-1yBJDQ0WEzH/full>
- B Labs. (2023). *Natura & Co*. bcorporation.net. Diambil 6 Juli 2023, dari <https://www.bcorporation.net/en-us/find-a-b-corp/company/natura-co/>
- Baran, S., & Stanley, D. (2013). *Mass Communication Theory: Foundations, Ferment, and Future* (Edisi 7). Cengage Learning.
- Bardan, A. B. (2020, November 5). *The Body Shop Indonesia desak pengesahan RUU Penghapusan Kekerasan Seksual*. Kontan.co.id. <https://nasional.kontan.co.id/news/the-body-shop-indonesia-desak-pengesahan-ruu-penghapusan-kekerasan-seksual>
- Beauty Gives Back: Program Bring Back Our Bottle dari The Body Shop. (2018, Juni 9). *Kumparan*. Diambil 5 Februari 2023, dari <https://kumparan.com/kumparanstyle/beauty-gives-back-program-bring-back-our-bottle-dari-the-body-shop>
- Beere, P. (Tuan rumah) (2022, Maret 14). The Body Shop → Christopher Davis: Employee Activism and Company Culture [Episode siniar]. *Corporate Sustainability with Philip Beere*. Apple Podcasts. Diambil 3 Juli 2023, dari <https://podcasts.apple.com/no/podcast/the-body-shop-christopher-davis-employee-activism/id1386531041?i=1000416105517&l=nb>
- Benner, R. (2018). *Brand Activism: Working Toward Progressive Representations of Social Movements in Advertising* (Thesis). Robert D. Clark Honors College.

- Berestova, A., Kim, D.-Y., & Kim, S.-Y. (2022). Consumers' active reaction to brands taking stands on public issues on Twitter. *Sustainability*, 14(567), 1–14.
- Bintari, N. R. (2015, Juli 21). *Perkuat Corporate Citizenship, The Body Shop Hadirkan Sekolah BISA!*. MIX. Diambil 27 Juni 2023, dari <https://mix.co.id/corporate-social-initiative/csr/perkuat-corporate-citizenship-the-body-shop-hadirkan-sekolah-bisa/>
- Blackhurst, C. (2015, Desember 11). Jeremy Schwartz: The Body Shop boss taking on Anita Roddick's legacy. *Evening Standard UK*. Diambil 4 Juli 2023, dari <https://www.standard.co.uk/business/jeremy-schwartz-the-body-shop-boss-taking-on-anita-roddick-s-legacy-a3135386.html>
- Body Shop chief steps down. (2002, Februari 12). *BBC News*. Diambil 28 Juni 2023, dari <http://news.bbc.co.uk/2/hi/business/1815591.stm>
- Body Shop profit slide continues. (2002, Oktober 17). *BBC News*. Diambil 2 Juli 2023, dari <http://news.bbc.co.uk/2/hi/business/2336065.stm>
- Body Shop rejects bids. (2002, Februari 12). *CNNMoney*. Diambil 29 Juni 2023, dari <https://money.cnn.com/2002/02/12/international/bodyshop/>
- Bonasir, R. (2010, Desember 15). *Perdagangan orang masih marak*. BBC News Indonesia. Diambil 9 Februari 2023, dari [https://www.bbc.com/indonesia/berita\\_indonesia/2010/12/101215\\_humantrafficking](https://www.bbc.com/indonesia/berita_indonesia/2010/12/101215_humantrafficking)
- Booth, R. (2006, Maret 17). *Activists call Body Shop boycott*. The Guardian. Diambil 16 Februari 2023, dari <https://www.theguardian.com/business/2006/mar/17/retail.animalrights>
- Brand Activism: An Interview with Philip Kotler and Christian Sarkar*. (2019, Desember 18). The Marketing Journal. Diambil 25 Oktober 2022, dari <https://www.marketingjournal.org/brand-activism-an-interview-with-philip-kotler-and-christian-sarkar/>
- Break Free From Plastic. ((2020, Januari 9). *Plastic Bags Ban in Jakarta: Pro-Environment Policy Awakens Community Optimism Towards Earth-Saving Efforts*. <https://www.breakfreefromplastic.org/2020/01/10/plastic-bag-ban-jakarta/>
- Briscoe, F., & Gupta, A. (2016). Social activism in and around organizations. *The Academy of Management Annals*, 10(1), 671–727. <https://doi.org/10.5465/19416520.2016.1153261>
- Brønn, P. S. (2014). Corporate communication. *Corporate Communications: An International Journal*, 19(4), 403-405. <https://doi.org/10.1108/CCIJ-06-2014-0040>
- Bryman, A. (2012). *Social Research Methods* (Edisi 4). Oxford University Press.
- Butler, S. (2017, April 10). Can end of unhappy marriage with L'Oréal breathe new life into Body Shop?. *The Guardian*. Diambil 6 Juli 2023, dari <https://www.theguardian.com/business/2017/apr/08/body-shop-divorce-from-loreal-looms-closer>

- Cahalane, C. (2006, November 3). 'I believe they are honourable and the work they do is honourable'. *The Guardian*. Diambil 9 Juli 2023, dari <https://www.theguardian.com/business/2006/nov/03/ethicaliving.environment>
- Carlile, C. (2023, Februari 17). *The Body Shop Boycott*. EthicalConsumer.org. Diambil 9 Juli 2023, dari <https://www.ethicalconsumer.org/health-beauty/body-shop-boycott>
- Champlin, S., Sterbenk, Y., Windels, K., & Poteet, M. (2019). How brand-cause fit shapes real world advertising messages: A qualitative exploration of 'femvertising.' *International Journal of Advertising*, 38(8), 1240–1263. <https://doi.org/10.1080/02650487.2019.1615294>
- Chan, A. (2020, Juni 2). *Nike's 'Don't Do It' Campaign For Black Lives Matter, And Where You Can Donate To Support The Cause*. Nylon Singapore. Diambil 6 Agustus 2022, dari <https://www.nylon.com.sg/2020/06/nikes-dont-do-it-campaign-for-black-lives-matter-and-where-you-can-donate-to-support-the-cause/>
- Charles, G. (2007, November 27). L'Oreal chief handed top role at The Body Shop. *Campaign*. Diambil 2 Juli 2023, dari [www.campaignlive.co.uk/%2Farticle%2Floreale-chief-handed-top-role-body-shop%2F769340](http://www.campaignlive.co.uk/%2Farticle%2Floreale-chief-handed-top-role-body-shop%2F769340)
- Cheal, V. (2022, Juli 1). *Everything you need to know about purpose washing*. B2B Marketing. Diambil 24 Januari 2023, dari <https://www.b2bmarketing.net/en-gb/resources/blog/everything-you-need-know-about-purpose-washing-0>
- Chen, Y.-S., & Chang, C.-H. (2013a). Greenwash and green trust: The mediation effects of green consumer confusion and green perceived risk. *Journal of Business Ethics*, 114(3), 489–500. <https://doi.org/10.1007/s10551-012-1360-0>
- Christopher Davis. (t.t.) *Experience* [halaman LinkedIn]. LinkedIn. Diambil 2 Juli 2023, dari <https://www.linkedin.com/in/christophergeorgedavis/?originalSubdomain=uk>
- Chu, S.-C., Kim, H., & Kim, Y. (2022). When brands get real: The role of authenticity and electronic word-of-mouth in shaping consumer response to brands taking a stand. *International Journal of Advertising*, 1–28. <https://doi.org/10.1080/02650487.2022.2138057>
- Cision PRWeb. (2018, Januari). *New Study Reveals Socially Conscious Brands Have An Edge With Consumers*. Diambil 9 Juli 2023, dari <https://www.prweb.com/releases/2018/01/prweb15066798.htm>
- Clancy, H. (2022, September 22). *The Body Shop is bringing youth perspective to the boardroom. Should you?* GreenBiz. <https://www.greenbiz.com/article/body-shop-bringing-youth-perspective-boardroom-should-you>
- Clevergirl. (2013, Maret 22). Say No To Plastic with The Body Shop and Central Park Mall. *WhileYouOnEarth.blogspot.com*. Diambil 26 Juni 2023, dari <http://whileyouonearth.blogspot.com/2013/03/say-no-to-plastic-with-body-shop-and.html>

- Cohen, S. (2020, Mei 30). *'For Once, Don't Do It': The Powerful Idea Behind Nike's New Anti-Racism Ad*. Forbes. Diambil 6 Agustus 2022, dari <https://www.forbes.com/sites/sethcohen/2020/05/30/for-once-dont-do-it---the-powerful-idea-behind-nikes-new-anti-racism-ad/?sh=1d65efa22fdb>
- Costello, B. (2009, Juni 1). The Body Shop: Conscience Effort. WWD. Diambil 2 Juli 2023, dari <https://wwd.com/feature/the-body-shop-conscience-effort-2147874-1493457/>
- Cruelty Free International dan The Body Shop Menyerukan Pelarangan Global Terhadap Pengujian Kosmetik pada Hewan. (2013, Oktober 25). *Antara*. Diambil 26 Juni 2023, dari <https://www.antaranews.com/berita/402080/cruelty-free-international-dan-the-body-shop-menyserukan-pelarangan-global-terhadap-pengujian-kosmetik-pada-hewan>
- Curley, J. (2019, November 19). *The 6P's of Brand Activism*. LinkedIn Pulse. <https://www.linkedin.com/pulse/6ps-brand-activism-jay-curley>
- Davis, Christopher: *Director International Campaigns The Body Shop*. (t.t.). Corporate.dw.com. Diambil 2 Juli 2023, dari <https://corporate.dw.com/en/davis-christopher/a-6523115>
- Deloitte Indonesia Perspective. (2019, September). *Millennials in Industry 4.0: A Gift or a Threat to Indonesian Human Resources?* [Edisi pertama]
- Deloitte. (2022). *The Deloitte Global 2022 Gen Z and Millennial Survey*. <https://www2.deloitte.com/global/en/pages/about-deloitte/articles/genzmillennialsurvey.html>
- Descouens, M., & Gerbault, V. (2021). *Generation Y's attitude towards femvertising in cosmetics: women empowerment or purplewashing? : A mono-method qualitative study* [Master's Dissertation, Umeå University]. Umeå University Library. <http://urn.kb.se/resolve?urn=urn:nbn:se:umu:diva-185097>
- Dewangga, O. S. (2022, Februari 13). Gandeng The Body Shop Indonesia, GIDKP Gelar Envirochallenge Bagi Siswa SMA. *RM.id*. Diambil 27 Juni 2023, dari <https://rm.id/>. <https://rm.id/baca-berita/life-style/112221/gandeng-the-body-shop-indonesia-gidkp-gelar-envirochallenge-bagi-siswa-sma>
- Diahnisa, T. (2016, April 15). *Green Business ala The Body Shop Indonesia*. SWA. Diambil 26 Juni 2023, dari <https://swa.co.id/swa/business-strategy/green-business-ala-body-shop-indonesia>
- Dimock, M. (2019, Januari 17). *Defining generations: Where Millennials end and Generation Z begins*. Pew Research Center. Diambil 12 Juli 2023, dari <https://www.pewresearch.org/short-reads/2019/01/17/where-millennials-end-and-generation-z-begins/>
- Dinisari, M. C. (2016, November, 18). The Bodyshop Donasikan Rp2,8 Miliar Untuk Program Bio Bridge Hutan Batang Toru. *Bisnis.com*. <https://entrepreneur.bisnis.com/read/20161118/240/603930/the-bodyshop-donasikan-rp28-miliar-untuk-program-bio-bridge-hutan-batang-toru>



- Dinnie, K. (2003). The expressive organization: Linking identity, reputation, and the corporate brand. *European Journal of Marketing*, 37(7/8), 1147-1150.  
[wohttps://doi.org/10.1108/03090560310477735](https://doi.org/10.1108/03090560310477735)
- Domingues, Y. J. (2021). *The Impact of Brand Activism Content on Instagram Engagement* (Publikasi No. 28991939) [Master's Dissertation, Universidade Católica Portuguesa]. ProQuest Dissertations Publishing.
- Drake, V. E. (2017). The impact of female empowerment in advertising (femvertising). *Journal of Research in Marketing*, 7(3), 593–599.
- Duarte, F. (2020, Juni 13). *Black Lives Matter: Do companies really support the cause?*
- Dunn, J. (2013, Februari 12). OUTSTANDING DIRECTORS: Adrian Bellamy, Gap, Williams-Sonoma. *The Business Journals*. Diambil 2 Juli 2023, dari <https://www.bizjournals.com/sanfrancisco/directors-adrian-bellamy-gap.html>
- ECPAT International & The Body Shop International. (2012, Maret). *Creating Change Through Partnership 2012*. Diambil 3 Juli 2023, dari [https://ecpat.org/wp-content/uploads/2021/06/Creating-Change-Throught-Partnership\\_FINAL.pdf](https://ecpat.org/wp-content/uploads/2021/06/Creating-Change-Throught-Partnership_FINAL.pdf)
- Einwohner, R. L., & Rochford, E. (2019). After the march: Using instagram to perform and sustain the women's march. *Sociological Forum*, 34(S1), 1090-1111.  
<https://doi.org/10.1111/socf.12542>
- Eleftheriou-Smith, L. (2013, Juli 26). L'Oreal's Jeremy Schwartz to lead The Body Shop International. *Campaign UK*. Diambil 4 Juli 2023, dari <https://www.campaignlive.co.uk/article/loreal-jeremy-schwartz-lead-body-shop-international/1192974>
- Elmira, P. (2021, September 14). *Keren Tanpa Nyampah, Semangat Berkontribusi Selamatkan Bumi*. Liputan6.  
<https://www.liputan6.com/lifestyle/read/4658176/keren-tanpa-nyampah-semangat-berkontribusi-selamatkan-bumi>
- Ermaningtiastuti, C. (2022, Mei 20). *The Body Shop Sasar Dampak Jangka Panjang Lewat Brand Activism*. Marketeers. Diambil 22 Maret 2023, dari <https://www.marketeers.com/the-body-shop-sasar-dampak-jangka-panjang-lewat-brand-activism/>
- Eyada, B. (2020). Brand activism, the relation and impact on consumer perception: A case study on Nike advertising. *International Journal of Marketing Studies*, 12(4), 30. <https://doi.org/10.5539/ijms.v12n4p30>
- Fadli, R. (2020, Oktober 7). *Survey WHO tentang Kesehatan Mental dan COVID-19*. Halodoc.com. Diambil 9 Februari 2023, dari <https://www.halodoc.com/artikel/survey-who-tentang-kesehatan-mental-dan-covid-19>
- Fimela. (2013, April 8). *Green Month Campaign: The Body Shop® Rampok Plastik serta Dukung Petisi dan Diet Plastik*. Diambil 26 Juni 2023, dari <https://www.fimela.com/lifestyle/read/3718976/green-month-campaign-the-body-shop-rampok-plastik-serta-dukung-petisi-dan-diet-plastik>

- Firdaus, R. (2022, Oktober 21). *Perfect Fit Siap Buat Perempuan Lebih Nyaman saat Menstruasi Sekaligus Dobrak Stigma dan Bantu Jaga Planet Bumi*. Beautynesia. Diambil 27 Juni 2023, dari <https://www.beautynesia.id/wellness/perfect-fit-siap-buat-perempuan-lebih-nyaman-saat-menstruasi-sekaligus-dobrak-stigma-dan-bantu-jaga-planet-bumi/b-264284>
- Foley, S. (2002, Februari 16). Body Shop chief ran bankrupt retailer. *Independent*. Diambil 2 Juli 2023, dari <https://www.independent.co.uk/news/business/news/body-shop-chief-ran-bankrupt-retailer-9143242.html>
- Forum Jurnalis Perempuan Indonesia. (2017, November 28). *Body Shop : Temuan Orangutan Tapanuli Ini Sangat Penting*. <https://fjpindonesia.com/body-shop-temuan-orangutan-tapanuli-ini-sangat-penting/>
- Freeman, D. (2017, Februari 14). *Activist Brands: It's Time to Take A Stand*. AdAge. Diambil 22 Agustus 2022, dari <https://adage.com/article/agency-viewpoint/time-a-brand-stance/307970>
- Gallas, D. (2017, September 11). Body Shop owners 'to keep Dame Anita Roddick's legacy alive'. *BBC*. Diambil 5 Juli 2023, dari <https://www.bbc.com/news/business-41231763>
- Gerakan Indonesia Diet Kantong Plastik. (2022, Februari 14). *Envirochallenge Online Competition*. Diambil 27 Juni 2023, dari <https://dietkantongplastik.info/envirochallenge-online-competition/>
- Gerakan Indonesia Diet Kantong Plastik. (t.t.). *Envirochallenge*. Diambil 27 Juni 2023, dari <https://dietkantongplastik.info/kampanye/envirochallenge/>
- Global Hand. (t.t.). *Body Shop partners with Women's Aid to prevent domestic violence*. Diambil dari <https://www.globalhand.org/en/search/success+story/document/20773>
- Gracianty, S. (2023). Pengaruh greenwashing terhadap brand equity dan dampaknya pada purchase intention. *Sains Manajemen, Bisnis, dan Administrasi*, 1(1), 073-089.
- Gray, A. A. (2019). *Brands Take a Stand for Good: The Effect of Brand Activism on Social Media Engagement* [Honors Theses and Capstones, University of New Hampshire]. University of New Hampshire Scholars Repository. <https://scholars.unh.edu/cgi/viewcontent.cgi?article=1445&context=honors>
- Gumelar, G. (2019, Maret 6). Kantong Berbayar Tak Selesaikan Karut Marut Plastik. *CNN Indonesia*. Diambil 27 Juni 2023, dari <https://www.cnnindonesia.com/ekonomi/20190306121720-92-374974/kantong-berbayar-tak-selesaikan-karut-marut-plastik>
- Hall, E. (2006, November 20). SOPHIE GASPERMENT: Managing director, L'Oreal U.K. *AdAge*. Diambil 2 Juli 2023, dari <https://adage.com/article/print-edition/sophie-gasperment/113346>

- Hand Cream Penyelamat Anak-anak dari The Body Shop. (2010, April 13). *Wolipop*. Diambil 9 Februari 2023, dari <https://wolipop.detik.com/beauty-hacks/d-1337468/hand-cream-penyelamat-anak-anak-dari-the-body-shop>
- Hanina, T. (2021, Maret 8). Sebanyak 421.128 Petisi RUU PKS Diserahkan The Body Shop kepada DPR RI. *IDN Times*. Diambil 11 Juli 2023, dari <https://www.idntimes.com/life/inspiration/tyas-hanina-1/421128-petisi-ruu-pks-diserahkan-the-body-shop-kepada-dpr-akuperempuan>
- Hartika, M., Pawito, & Utari, P. (2022). Brand activism on the digital public sphere: Campaign content analysis of #BringBackOurBottle on Instagram. *IOP Conference Series: Earth and Environmental Science*, 1016(1), 012027. <https://doi.org/10.1088/1755-1315/1016/1/012027>
- Henry. (2021, Maret 8). *Petisi Desak Pengesahan RUU PKS Resmi Dilayangkan ke DPR, Apa Langkah Berikutnya?* Liputan6. <https://www.liputan6.com/lifestyle/read/4501437/petisi-desak-pengesahan-ruu-pks-resmi-dilayangkan-ke-dpr-apa-langkah-berikutnya>
- Hentikan Perdagangan Anak dan Perempuan! (2010, Juli 29). *KOMPAS.com*. Diambil 5 Februari 2023, dari <https://otomotif.kompas.com/read/2010/07/29/09104999/hentikan-perdagangan-anak-dan-perempuan>.
- Hermann, A. (2020). *Ensuring Brand Activism In Integrated Marketing Communication Campaigns Resonates With Millennial Consumers* [Honors Theses, Sally McDonnell Barksdale Honors College]. CORE.ac.uk. <https://core.ac.uk/download/pdf/335347897.pdf>
- HIJUP. (2016, April 8). *The Body Shop: Enrich Not Exploit, It's in Our Hand*. hijup.com. <https://www.hijup.com/magazine/the-body-shop-enrich-not-exploit-its-in-our-hand/>
- Horwell, V. (2007, September 12). *Dame Anita Roddick: Pioneering green entrepreneur who used the profits of her ethical beauty business to campaign for a better world*. The Guardian. Diambil 14 Februari 2023, dari <https://www.theguardian.com/news/2007/sep/12/guardianobituaries.business>
- IDN Research Institute. (2019). *Indonesia Millennial Report 2019*. Indonesia Inklusi. <https://indonesiainklusi.id/basis-pengetahuan/kumpulan-laporan/idn-times-indonesia-millennial-report-2019/>
- Irwanti, A. M. (2015). *Kolaborasi The Body Shop Indonesia dan ECPAT Indonesia dalam mendukung human security di Indonesia melalui kampanye Stop The Trafficking Of Children And Young People (2009-2012)* [Master Thesis, Universitas Katolik Parahyangan]. [https://library.unpar.ac.id/index.php?p=show\\_detail&id=213753](https://library.unpar.ac.id/index.php?p=show_detail&id=213753)
- Jahdi, K. S., & Acikdilli, G. (2009). Marketing communications and corporate social responsibility (CSR): Marriage of convenience or shotgun wedding? *Journal of Business Ethics*, 88(1), 103–113. <https://doi.org/10.1007/s10551-009-0113-1>



- Janine. (2008, Juli 29). *The Body Shop Shea Lip Care Stick Duo to Help Stop Violence in the Home*. beautygeeks. <https://imabeautygeek.com/2008/07/29/the-body-shop-shea-lip-care-stick-duo-to-help-stop-violence-in-the-home/>
- Jati, W. R. (2016). Aktivisme kelas menengah berbasis media sosial: Munculnya relawan dalam pemilu 2014. *Jurnal Ilmu Sosial dan Ilmu Politik*, 20(2), 147-162.
- Jeremy Schwartz. (t.t.). *Experience* [halaman LinkedIn]. LinkedIn. Diambil 4 Juli 2023, dari <https://www.linkedin.com/in/jeremyschwartz2023-ceo-ned/details/experience/>
- Jontah, W. (2007). Kendala dalam pengimplementasian undang-undang penghapusan kekerasan dalam rumah tangga. *Jurnal Pembangunan Wilayah dan Masyarakat*, 7(1), 8–19.
- Jørgensen, M., & Phillips, L. J. (2002). *Discourse analysis as theory and method*. SAGE Publications Ltd, <https://doi.org/10.4135/9781849208871>
- Kementerian Hukum dan Hak Asasi Manusia Republik Indonesia. (t.t.). *Artikel Hukum Pidana: Penegakan Hukum Kejahatan Kekerasan Dalam Rumah Tangga*. Diambil 27 Juni 2023, dari [https://ditjenpp.kemenkumham.go.id/index.php?option=com\\_content&view=article&id=677:penegakan-hukum-kejahatan-kekerasan-dalam-rumah-tangga&catid=101&Itemid=181&lang=en](https://ditjenpp.kemenkumham.go.id/index.php?option=com_content&view=article&id=677:penegakan-hukum-kejahatan-kekerasan-dalam-rumah-tangga&catid=101&Itemid=181&lang=en)
- Kent, T., & Stone, D. (2007). The Body Shop and the role of design in retail branding. *International Journal of Retail & Distribution Management*, 35(7), 531–543. <https://doi.org/10.1108/09590550710755912>
- Key, T. M., Keel, A. L., Czaplewski, A. J., & Olson, E. M. (2021). Brand activism change agents: Strategic storytelling for impact and authenticity. *Journal of Strategic Marketing*, 1–17. <https://doi.org/10.1080/0965254X.2021.1904435>
- Khaerunnisa, R. (2022, Mei 30). *The Body Shop meluncurkan kampanye perubahan iklim “Be Seen Be Heard.”* Antaranews.com. Diambil 9 Februari 2023, dari <https://www.antaranews.com/berita/2909745/the-body-shop-luncurkan-kampanye-perubahan-iklim-be-seen-be-heard>
- Khaja, M. (2020, Juni 30). *How Businesses Can Show Real Support for Black Lives Matter*. Inc. Diambil 25 Oktober 2022, dari <https://www.inc.com/mariyam-khaja/how-to-be-an-ally-to-black-lives-matter.html>
- Kirchherr, J., Reike, D., & Hekkert, M. (2017). Conceptualizing the circular economy: An analysis of 114 definitions. *Resources, Conservation and Recycling*, 127, 221–232. <https://doi.org/10.1016/j.resconrec.2017.09.005>
- Kolling, C., Ribeiro, J. L. D., & de Medeiros, J. F. (2022). Performance of the cosmetics industry from the perspective of corporate social responsibility and design for sustainability. *Sustainable Production and Consumption*, 30, 171–185. <https://doi.org/10.1016/j.spc.2021.12.002>
- Kominfo.go.id. (2016, Februari 20). *Pemerintah Konsisten Jalankan Kostitusi, Tidak Melayani Pernikahan Sejenis*. Diambil 5 April 2023, dari

- [https://www.kominfo.go.id/content/detail/6856/pemerintah-konsisten-jalankan-kostitusi-tidak-melayani-pernikahan-sejenis/0/rilis\\_media\\_gpr](https://www.kominfo.go.id/content/detail/6856/pemerintah-konsisten-jalankan-kostitusi-tidak-melayani-pernikahan-sejenis/0/rilis_media_gpr)
- Korovkin, V. (2020). The Body Shop Case Analysis. The Challenges of Managing Business As Holistic Configuration. *SSRN Electronic Journal*.  
<https://doi.org/10.2139/ssrn.3576017>
- Kotler, P., & Sarkar, C. (2017, Januari 9). “Finally, Brand Activism!” The Marketing Journal. <https://www.marketingjournal.org/finally-brand-activism-philip-kotler-and-christian-sarkar/>
- Krippendorff, K. (2019). *Content analysis: an introduction to its methodology* (Edisi 4). SAGE Publications, Inc.
- Kriyantono, R. (2006). *Teknik Praktis Riset Komunikasi Kuantitatif dan Kualitatif: Disertai Contoh Praktis Skripsi, Tesis, dan Disertai Riset Media, Public Relations, Advertising, Komunikasi Organisasi, Komunikasi Pemasaran* (2 ed.). Prenadamedia Group.
- Kubiak, K., & Ouda, S. (2020). *Brand Activism - the Battle Between Authenticity and Consumer Scepticism* [Master Thesis, Lund University]. Lund University.  
<https://www.lunduniversity.lu.se/lup/publication/9023072>
- Kusuma, H. (2017, Juli 1). *Tak Hanya Starbucks, Banyak Perusahaan Dukung Pernikahan Sejenis*. DetikFinance. <https://finance.detik.com/berita-ekonomi-bisnis/d-3545099/tak-hanya-starbucks-banyak-perusahaan-dukung-pernikahan-sejenis>
- Lasswell, H. D. (1948). The structure and function of communication in society. Dalam L. Bryson (Ed.), *The Communication of Ideas* (hlm. 215–228). New York: The Institute for Religious and Social Studies.
- Leonidou, C. N., & Skarmeas, D. (2017). Gray shades of green: Causes and consequences of green skepticism. *Journal of Business Ethics*, 144(2), 401–415.  
<https://doi.org/10.1007/s10551-015-2829-4>
- Lindlof, T. R., & Taylor, B. C. (2002). *Qualitative Communication Research Methods* (Edisi 2). Sage Publications.
- L'Oréal Finance. (2013, Oktober 13). L'Oréal announces the acquisition by The Body Shop of a majority stake in Brazil's Emporio Body Store. Diambil 5 Juli 2023, dari <https://www.loreal-finance.com/eng/news-release/loreal-announces-acquisition-body-shop-majority-stake-brazils-emporio-body-store>
- L'Oréal Is Paying \$1.1 Billion for Body Shop. (2006, Maret 18). *NY Times*. Diambil 2 Juli 2023, dari <https://www.nytimes.com/2006/03/18/business/worldbusiness/18body.html>
- Lyon, T. P., & Montgomery, A. W. (2015b). The means and end of greenwash. *Organization & Environment*, 28(2), 223–249.  
<https://doi.org/10.1177/1086026615575332>
- Mackay, J. (2021, Februari 4). *The Tobacco Industry Hides the Truth about Tobacco and Cancer*. Global Center for Good Governance in Tobacco Control. Diambil 17

- November 2022, dari <https://ggtc.world/multimedia/blogs/the-tobacco-industry-hides-the-truth-about-tobacco-and-cancer>
- Magdalene. (2021, September 17). *#KerenTanpaNyampah, The Body Shop® Komitmen Selamatkan Jutaan Botol Bekas*.  
<https://magdalene.co/story/kerentanpanyampah-the-body-shop-komitmen-selamatkan-jutaan-botol-bekas>
- Manfredi-Sánchez, J.-L. (2019). Brand activism. *Communication & Society*, 32(4), 343–359. <https://doi.org/10.15581/003.32.4.343-359>
- Mark-Herbert, C., Rotter, J., & Pakseresht, A. (2018). *A triple bottom line to ensure corporate responsibility*. Swedish University of Agricultural Science.
- McDonald, R. E., Laverie, D. A., & Manis, K. T. (2021). The interplay between advertising and society: An historical analysis. *Journal of Macromarketing*, 41(4), 585–609. <https://doi.org/10.1177/0276146720964324>
- Mecadinisa, N. (2017, September 5). Cinta Laura Berhasil Kumpulkan Petisi untuk Perlindungan Hewan. *Liputan6.com*. Diambil 26 Juni 2023, dari <https://www.liputan6.com/fashion-beauty/read/3083068/cinta-laura-berhasil-kumpulkan-petisi-untuk-perlindungan-hewan>
- Mecadinisa, N. (2021, Maret 9). The Body Shop Indonesia Serahkan 421.218 Petisi Sahkan RUU PKS. *Fimela*. Diambil 27 Juni 2023, dari <https://www.fimela.com/beauty/read/4501382/the-body-shop-indonesia-serahkan-421218-petisi-sahkan-ruu-pks>
- Merriam-Webster. (2017, September). Stay Woke. *Dalam Merriam-Webster Dictionary*. Diambil 7 Juli 2023, dari <https://www.merriam-webster.com/words-at-play/woke-meaning-origin>
- Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). *Qualitative data analysis: a methods sourcebook* (Edisi 3). SAGE Publications, Inc.
- Millard, J. (2009). Performing beauty: Dove’s “real beauty” campaign. *Symbolic Interaction*, 32(2), 146–168. <https://doi.org/10.1525/si.2009.32.2.146>
- Mirzaei, A., Wilkie, D. C., & Siuki, H. (2022). Woke brand activism authenticity or the lack of it. *Journal of Business Research*, 139, 1–12. <https://doi.org/10.1016/j.jbusres.2021.09.044>
- Mobbi. (2023, April 5). *Selalu Ramai Setiap Weekend, Begini Sejarah Car Free Day Jakarta*. Diambil 26 Juni 2023, dari <https://www.mobbi.id/blog/selalu-ramai-setiap-weekend-begini-sejarah-car-free-day-jakarta-042023#:~:text=Hadir%20di%20Indonesia,%20Imam%20Bonjol%2C%20Jakarta%20Pusat>
- Morgan, B. (2019, Agustus 26). *101 Companies Committed To Reducing Their Carbon Footprint*. Forbes. <https://www.forbes.com/sites/blakemorgan/2019/08/26/101-companies-committed-to-reducing-their-carbon-footprint/?sh=1e8d9f63260b>
- Munandar, J. & Trisnawati, I. (2016). *Analisis Brand Equity pada The Body Shop Bogor* [Undergraduate theses, Bogor Agricultural University (IPB)]. DSpace. <https://repository.ipb.ac.id/jspui/handle/123456789/87169>

- Muthiariny, D. E. (2020, November 25). *500 Shoes Line before DPR Building in Silent Protest over RUU PKS*. Tempo.co. <https://en.tempo.co/read/1408727/500-shoes-line-before-dpr-building-in-silent-protest-over-ruu-pks>
- Mutia, A. (2022). *Daftar Kosmetik Vegan Paling Populer di Indonesia Versi Populix*. Katadata. <https://databoks.katadata.co.id/datapublish/2022/11/08/daftar-kosmetik-vegan-paling-populer-di-indonesia-versi-populix>
- nadiladara. (2015, November 22). *Melihat Proses Daur Ulang Bekas Kemasan Botol The Body Shop*. Female Daily. Diambil 5 Februari 2023, dari <https://editorial.femaledaily.com/blog/2015/11/22/melihat-proses-daur-ulang-bekas-kemasan-botol-the-body-shop>
- Nadiladara. (2016, April 14). *The Body Shop Enrich Not Exploit: Lebih Dari Sekadar Jargon*. Female Daily. Diambil 8 Juli 2023, dari <https://editorial.femaledaily.com/blog/2016/04/14/the-body-shop-enrich-not-exploit-lebih-dari-sekadar-jargon>
- Nguyen, D. T., Le, D. H. A., Truong, L. G., Truong, N. G., & Vu, V. V. (2022). The effect of Generation Z's perceptions of brand activism on brand loyalty: evidence from Vietnam. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-02-2022-0165>
- Novika, S. (2021, Mei 18). *Perjalanan Centro Tutup Gerai hingga Dinyatakan Pailit*. DetikFinance. [https://finance.detik.com/berita-ekonomi-bisnis/d-5572765/perjalanan-centro-tutup-gerai-hingga-dinyatakan-pailit#:~:text=Pengelola%20Centro%20Department%20Store%20dan,Sentosa%20\(Centro\)%20telah%20pailit.](https://finance.detik.com/berita-ekonomi-bisnis/d-5572765/perjalanan-centro-tutup-gerai-hingga-dinyatakan-pailit#:~:text=Pengelola%20Centro%20Department%20Store%20dan,Sentosa%20(Centro)%20telah%20pailit.)
- NOW! Jakarta. (2021, April 6). *Meet Sustainable Suzy | Suzy Hutomo of Body Shop Indonesia, an Exclusive Interview* [video]. YouTube. Diambil 6 Juli 2023, dari <https://youtu.be/buS6Bt4QoyQ>
- Ouiridi, M. E., Ouiridi, A. E., Segers, J., & Henderickx, E. (2014). Social media conceptualization and taxonomy. *Journal of Creative Communications*, 9(2), 107–126. <https://doi.org/10.1177/0973258614528608>
- Ozuem, W., & Willis, M. (2022). Influencer marketing. Dalam *Digital Marketing Strategies for Value Co-creation* (hlm. 209–242). Cham: Springer International Publishing. [https://doi.org/10.1007/978-3-030-94444-5\\_10](https://doi.org/10.1007/978-3-030-94444-5_10)
- Parsons, S. (2017, Oktober 2). *Natura Cosméticos names David Boynton as The Body Shop CEO*. *Cosmetics Business*. Diambil 5 Juli 2023, dari [https://cosmeticsbusiness.com/news/article\\_page/Natura\\_Cosmetics\\_names\\_David\\_Boynton\\_as\\_The\\_Body\\_Shop\\_CEO/134328](https://cosmeticsbusiness.com/news/article_page/Natura_Cosmetics_names_David_Boynton_as_The_Body_Shop_CEO/134328)
- Patni, P., & Dev, N. (2021). A critical analysis of Zomato's brand activism. *International Journal of Applied Research*, 7(12), 246–250. <https://doi.org/10.22271/allresearch.2021.v7.i12d.9254>
- Pattyranie, A. (2018, Maret 24). *9 Tahun Dukung Earth Hour, The Body Shop Promo Diskon 20%*. *TribunManado.co.id*. Diambil 26 Juni 2023, dari

- <https://manado.tribunnews.com/2018/03/24/9-tahun-dukung-earth-hour-the-body-shop-promo-diskon-20>
- Piper, D. (2020, Juni 2). *Brands show support for Black Lives Matter*. Creative Bloq. Diambil 6 Agustus 2022, dari <https://www.creativebloq.com/news/brands-black-lives-matter>
- Plumer, B. (2013, Januari 30). *Congress tried to fix immigration back in 1986. Why did it fail?* The Washington Post. <https://www.washingtonpost.com/news/wonk/wp/2013/01/30/in-1986-congress-tried-to-solve-immigration-why-didnt-it-work/>
- Press Association. (2006, April 10). Body Shop loses its buzz following sale to L'Oréal. *The Guardian*. Diambil dari <https://www.theguardian.com/business/2006/apr/10/5>
- Purbaya, G. F. (2022, Mei 19). The Body Shop Luncurkan Konsep Gerai Dari Barang Bekas. *Validnews.id*. Diambil 12 Juli 2023, dari <https://validnews.id/kultura/the-body-shop-luncurkan-konsep-gerai-dari-barang-bekas>
- Putri, A. W. (2019, Oktober 30). *Stigma Sosial Menghalangi Kesembuhan Penderita Gangguan Jiwa Baca selengkapnya di artikel "Stigma Sosial Menghalangi Kesembuhan Penderita Gangguan Jiwa"*. Tirto.id. Diambil 9 Februari 2023, dari <https://tirto.id/stigma-sosial-menghalangi-kesembuhan-penderita-gangguan-jiwa-ekv2>
- Putri, W. D. (2016, Maret 14). The Body Shop Terima Penghargaan dari Kementerian LHK. *Republika*. Diambil 26 Juni 2023, dari <https://ameera.republika.co.id/berita/o40o7p359/the-body-shop-terima-penghargaan-dari-kementerian-lhk>
- Rahmiati, F., & Pertiwi, F. A. (2022). The body shop's preparedness for post-pandemic survivability: The participation in society and environmental issues. *Jurnal Komunikasi Ikatan Sarjana Komunikasi Indonesia*, 7(1), 143–151. <https://doi.org/10.25008/jkiski.v7i1.533>
- Rannard, G. (2022, Februari 7). Climate change: Top companies exaggerating their progress - study. *BBC*. <https://www.bbc.com/news/science-environment-60248830>
- Rayakan Earth Hour Bersama The Body Shop. (2021, Maret 27). *Beritasurabaya.net*. Diambil 26 Juni 2023, dari [http://www.beritasurabaya.net/index\\_sub.php?category=7&id=27409&tags=Rayakan-Earth-Hour-Bersama-The-Body-Shop](http://www.beritasurabaya.net/index_sub.php?category=7&id=27409&tags=Rayakan-Earth-Hour-Bersama-The-Body-Shop)
- Reckitt Benckiser chairman to retire in 2018. (2017, September 19). *Reuters*. Diambil 2 Juli 2023, dari <https://www.reuters.com/article/us-reckitt-benc-grp-chairman-idUSKCN1BU0P0>
- Rivaroli, S., Spadoni, R., & Bregoli, I. (2022). What grounds our loyalty towards “authentic brand activism” of a sustainable food brand? *Sustainability*, 14(12), 7341. <https://doi.org/10.3390/su14127341>



- Rocca, R., Acerbi, F., Fumagalli, L., & Taisch, M. (2022). Sustainability paradigm in the cosmetics industry: State of the art. *Cleaner Waste Systems*, 3, 100057. <https://doi.org/10.1016/j.clwas.2022.100057>
- Romano, A. L., Ferreira, L. M. D. F., & Caeiro, S. S. F. S. (2021). Modelling sustainability risk in the brazilian cosmetics industry. *Sustainability*, 13(24), 13771. <https://doi.org/10.3390/su132413771>
- Ruiz-Blanco, S., Romero, S., & Fernandez-Feijoo, B. (2022). Green, blue or black, but washing—What company characteristics determine greenwashing? *Environment, Development and Sustainability*, 24(3), 4024–4045. <https://doi.org/10.1007/s10668-021-01602-x>
- RUU PKS Masuk Prolegnas 2021, Sinyal Perlindungan Korban. (2021, Maret 26). *CNN Indonesia*. <https://www.cnnindonesia.com/nasional/20210326005956-32-622271/ruu-pks-masuk-prolegnas-2021-sinyal-perlindungan-korban>
- RUU TPKS disahkan setelah berbagai penolakan selama enam tahun, apa saja poin pentingnya? (2022, April 12). *BBC News Indonesia*. <https://www.bbc.com/indonesia/indonesia-61077691>
- Sachdev, N., Chahal, S., & Jain, S. (2021). Study of brand activism on millennials and generation z. *Asian Journal of Economics, Business and Accounting*, 50–61. <https://doi.org/10.9734/ajeaba/2021/v21i1630484>
- Saffana, N. (2022, Desember 20). Intip Koleksi Gift Set dari The Body Shop, Bisa Berbagi Hadiah sambil Berdonasi. *kumparanWOMAN*. <https://kumparan.com/kumparanwoman/intip-koleksi-gift-set-dari-the-body-shop-bisa-berbagi-hadiah-sambil-berdonasi-1zT8nzgaBUr/full>
- Saini, A. (2005, Juli 17). Body Shop gives itself a facelift. *The Guardian*. Diambil 1 Juli 2023, dari <https://www.theguardian.com/business/2005/jul/17/lifeandhealth.beauty>
- Saleh, T. (2020, Juni 25). *Heboh Soal Dukungan LGBT, Unilever Akhirnya Buka Suara*. *CNBC Indonesia*. <https://www.cnbcindonesia.com/market/20200625183957-17-168109/heboh-soal-dukungan-lgbt-unilever-akhirnya-buka-suara>
- Santosa, L. W. (2014, November 3). Fesyen bisa bantu tingkatkan kesadaran soal sampah. *Antara Megapolitan*. Diambil 26 Juni 2023, dari <https://megapolitan.antaranews.com/rilis-pers/462152/fesyen-bisa-bantu-tingkatkan-kesadaran-soal-sampah>
- Sapienza, Z. S., Iyer, N., & Veenstra, A. S. (2015). Reading lasswell's model of communication backward: Three scholarly misconceptions. *Mass Communication and Society*, 18(5), 599–622. <https://doi.org/10.1080/15205436.2015.1063666>
- Sari, P. W. M., Sushanti, S., & Wiranata, I. M. A. (2015). Upaya the body shop dalam mendukung penerapan prinsip fair trade di bidang lingkungan dalam aktivitas bisnisnya. *Diskusi Ilmiah Komunitas Hubungan Internasional*, 1(3). <https://ojs.unud.ac.id/index.php/hi/article/view/12141>

- Sarkar, C. (2018, Februari 13). “*The Social Purpose of Business: Brand Activism as a CEO Imperative*” – Philip Kotler and Christian Sarkar. *The Marketing Journal*. Diambil 7 Desember 2022, dari <https://www.marketingjournal.org/the-social-purpose-of-business-brand-activism-as-a-ceo-imperative-philip-kotler-and-christian-sarkar/>
- Sarkar, C., & Kotler, P. (2020). *Brand Activism: From Purpose to Action*. IDEA BITE PRESS.
- Schembri, S. (2022). Brand activism: Case illustrations from progressive to regressive. *Journal Of Resilient Economies*, 2(2).  
<https://doi.org/https://doi.org/10.25120/jre.2.2.2022.3942>
- Schöps, J., Wegerer, P., & Hemetsberger, A. (2017). Brand-mediated ideological edgework: Negotiating the aestheticized human body on Instagram-the case of American apparel. Dalam Gneezy, A. Griskevicius, V., & Williams, P. (Editor.), *Advances in consumer research*, 45, 474–478.
- Sebayang, R. (2021, Maret 8). *Dukung Pengesahan RUU PKS, The Body Shop Serahkan 421,218 Petisi*. IDN Times.  
<https://www.idntimes.com/news/indonesia/rehia-indrayanti-br-sebayang/dukung-pengesahan-ruu-pks-the-body-shop-serahkan-421218-petisi>
- Septia, P. (2022, Juni 9). Luncurkan Konsep Gerai Terbaru, The Body Shop Indonesia Nggak Ragu Memanfaatkan Sampah!. *Female Daily*. Diambil 12 Juli 2023, dari <https://editorial.femaledaily.com/blog/2022/06/09/luncurkan-konsep-gerai-terbaru-the-body-shop-indonesia-nggak-ragu-memanfaatkan-sampah>
- Setiamandani, E. D., & Suprojo, A. (2018). Tinjauan yuridis terhadap UU nomor 23 tahun 2004 tentang penghapusan kekerasan dalam rumah tangga. *Reformasi: Jurnal Ilmiah Ilmu Sosial dan Ilmu Politik*, 8(1), 37-46.  
<https://doi.org/10.33366/rfr.v8i1.924>
- Shetty, A. S., Venkataramaiah, N. B., & Anand, K. (2019). Brand activism and millennials: An empirical investigation into the perception of millennials towards brand activism. *Problems and Perspectives in Management*, 17(4), 163–175.  
[https://doi.org/10.21511/ppm.17\(4\).2019.14](https://doi.org/10.21511/ppm.17(4).2019.14)
- Sibai, O., Mimoun, L., & Boukis, A. (2021). Authenticating brand activism: Negotiating the boundaries of free speech to make a change. *Psychology & Marketing*, 38(10), 1651–1669. <https://doi.org/10.1002/mar.21477>
- Sidik, H. (2022, November 26). *The Body Shop hadirkan gerai konsep ramah lingkungan di Yogyakarta*. Antara News Yogyakarta. Diakses Juni 13, 2023, dari <https://jogja.antaranews.com/berita/591117/the-body-shop-hadirkan-gerai-konsep-ramah-lingkungan-di-yogyakarta>
- Siegle, L. (2007, Februari 18). *And this time, it's personal*. *The Guardian*. Diambil 12 Mei 2023, dari <https://www.theguardian.com/environment/2007/feb/18/ethicalliving.lifeandhealth2>

- Silalahi, M. (2018, September 7). *Bio Bridge Batang Toru The Body Shop "The Best Social Marketing"*. MIX Marketing Communication. <https://mix.co.id/mix-award/bio-bridge-batang-toru-the-body-shop-the-best-social-marketing/>
- Slavin, T. (2017, September 13). *Exclusive: 'Under Natura The Body Shop will return to its activist roots.'* Reuters Events. Diambil 15 Februari 2023, dari <https://www.reutersevents.com/sustainability/exclusive-under-natura-body-shop-will-return-its-activist-roots>
- Sobande, F. (2019). Woke-washing: "Intersectional" femvertising and branding "woke" bravery. *European Journal of Marketing*, 54(11), 2723–2745. <https://doi.org/10.1108/EJM-02-2019-0134>
- Sterbenk, Y., Champlin, S., Windels, K., & Shelton, S. (2022). Is femvertising the new greenwashing? Examining corporate commitment to gender equality. *Journal of Business Ethics*, 177(3), 491–505. <https://doi.org/10.1007/s10551-021-04755-x>
- Stojanovic-Aleksic, V., & Boskovic, A. (2017). What really drives corporate social responsibility? *Management: Journal of Sustainable Business and Management Solutions in Emerging Economies*, 22(3), 75-87. <https://doi.org/10.7595/management.fon.2017.0018>
- Sustainable Brands. (2016, Februari 12). *The Body Shop Marks 40th Year with Pledge to Be World's Most Ethical, Sustainable Global Company*. Diambil 17 Februari 2023, dari [sustainablebrands.com](https://sustainablebrands.com/read/product-service-design-innovation/the-body-shop-marks-40th-year-with-pledge-to-be-world-s-most-ethical-sustainable-global-company) <https://sustainablebrands.com/read/product-service-design-innovation/the-body-shop-marks-40th-year-with-pledge-to-be-world-s-most-ethical-sustainable-global-company>
- Tarigan, M. (2020, November 13). *Kesehatan Mental Tidak Berkaitan dengan Agama*. gaya.tempo.co. <https://gaya.tempo.co/read/1404859/kesehatan-mental-tidak-berkaitan-dengan-agama>
- The Body Shop [@thebodyshopindonesia]. (2011, Juli 26). *Dg total petisi 210.176 & donasi Rp 910.880.000, kampanye Stop Trafficking menjadi kampanye terbesar sepanjang sejarah TBS Indonesia!.* Facebook. Diambil 14 Juli 2023, dari <https://www.facebook.com/TheBodyShopIndonesia/photos/a.1015031463764105/4/10150314638216054/>
- The Body Shop [@thebodyshopindonesia]. (2019, Januari 19). *Sejak pertama kali dimulai pada Juli 2016 hingga Desember 2018, The Body Shop Indonesia telah berhasil mengumpulkan Rp4.043.414.139.* Facebook. Diakses 20 Juni 2023, dari <https://www.facebook.com/TheBodyShopIndonesia/photos/a.1015229748704605/4/10156976618836054/>
- The Body Shop And Cruelty Free International Bring A Record-Breaking 8.3 Million Signatures To The United Nations To End Cosmetic Animal Testing Globally. (2018, Oktober 5). *PR Newswire*. Diambil 22 Maret 2023, dari <https://en.prnasia.com/releases/apac/the-body-shop-and-cruelty-free-international-bring-a-record-breaking-8-3-million-signatures-to-the-united-nations-to-end-cosmetic-animal-testing-globally-224882.shtml>

- The Body Shop Brings 8 Million Signatures to UN To End Cosmetic Animal Testing Globally. (2018, Oktober 10). *Beauty Packaging*. Diambil 6 Juli 2023, dari [https://www.beautypackaging.com/contents/view\\_breaking-news/2018-10-10/the-body-shop-brings-8-million-signatures-to-un-to-end-cosmetic-animal-testing-globally/](https://www.beautypackaging.com/contents/view_breaking-news/2018-10-10/the-body-shop-brings-8-million-signatures-to-un-to-end-cosmetic-animal-testing-globally/)
- The Body Shop Indo [@thebodyshopindo]. (2021, Mei 28). *Untuk itu pada tahun 2019 bersama dengan Kopernik, The Body Shop mengadakan kampanye Perfect Fit* [Tweet]. Twitter. Diambil 27 Juni 2023, dari <https://twitter.com/thebodyshopindo/status/1398099105474220036?s=20>
- The Body Shop Indonesia Ikut Serta Gerakan Earth Hour. (2012, Maret 31). *Berita Satu..* <https://www.beritasatu.com/ekonomi/40109/the-body-shop-indonesia-ikut-serta-gerakan-earth-hour>
- The Body Shop Indonesia. (2018, April 22). *Mari Kurangi Sedotan Plastik Bersama The Body Shop pada Hari Bumi* [Rilis pers]. Diambil 26 Juni 2023, dari <https://vanantara.co.id/news/2019/08/29/press-release-the-body-shop-ajak-masyarakat-kampanye-tolak-sedotan-plastik/>
- The Body Shop Indonesia. (2019, Juli 23). *Donasi Customer Untuk Sekolah Bebas Plastik*. Diambil 27 Juni 2023, dari <https://www.thebodyshop.co.id/blog/sekolah-bebas-plastik>
- The Body Shop Indonesia. (2020a, Januari 15). *Power to The Girls!*. Diambil 27 Juni 2023, dari <https://www.thebodyshop.co.id/blog/power-to-the-girls>
- The Body Shop Indonesia. (2020b, Juni 4). *Setelah Covid-19*. Diambil 27 Juni 2023, dari <https://www.thebodyshop.co.id/blog/setelah-covid-19>
- The Body Shop Indonesia. (2020c, July 17). *Bring Back Our Bottle (BBOB)*. Diambil 26 Juni 2023, dari <https://www.thebodyshop.co.id/blog/bring-back-our-bottles>
- The Body Shop Indonesia. (2020d, November 26). *Shoes in Silence - Art Installation / #TheBodyShopIndo* [video]. YouTube. Diambil 27 Juni 2023, dari <https://www.youtube.com/watch?v=uaAE-5dE1Hg>
- The Body Shop Indonesia. (2021, September). *The Body Shop® Targetkan untuk Selamatkan 2 Juta Botol Kemasannya: #KerenTanpaNyampah dan Refill Station Jadi Nomal Baru* [Rilis pers]. <https://dietkantongplastik.info/gidkp2021/wp-content/uploads/2021/09/Press-Release-BBOB-2.0-FINAL.pdf>
- The Body Shop Indonesia. (2022a, Maret 9). *Plant Hope For A Greener Future*. Diambil 27 Juni 2023, dari <https://www.thebodyshop.co.id/blog/plant-hope-for-a-greener-future>
- The Body Shop Indonesia. (2022b, September 19). *Body Wash Yang Bisa Membantu Untuk Memelihara Mental Health Kamu*. Diambil 18 Februari 2023, dari <https://www.thebodyshop.co.id/blog/body-wash-yang-bisa-membantu-untuk-memelihara-mental-health-kamu>
- The Body Shop Indonesia. (2022c, Oktober 3). *Apa Itu Self Healing Dan Cara Melakukannya*. Diambil 18 Februari 2023, dari <https://www.thebodyshop.co.id/blog/apa-itu-self-healing-dan-cara-melakukannya>

- The Body Shop Indonesia. (2022d, Oktober 10). *Mental Health Adalah Kata Lain Dari Kesehatan Jiwa. Perlukah Diperhatikan?* Diambil 18 Februari 2023, dari <https://www.thebodyshop.co.id/blog/mental-health-adalah-kata-lain-dari-kesehatan-jiwa-perluakah-diperhatikan>
- The Body Shop Indonesia. (t.t.a). *Batang Toru*. <https://www.thebodyshop.co.id/about/bio-bridges/batang-toru.html>
- The Body Shop Indonesia. (t.t.b). *BIO-BRIDGE*. <https://www.thebodyshop.co.id/about/bio-bridges.html>
- The Body Shop Indonesia. (t.t.c). *Kekerasan dalam Rumah Tangga*. Tbsfightforsisterhood.co.id. <https://www.tbsfightforsisterhood.co.id/content/01-Jan-1970/kekerasan-dalam-rumah-tangga>
- The Body Shop Indonesia. (t.t.d). *Lawan Covid-19*. Diambil 27 Juni 2023, dari <https://www.thebodyshop.co.id/blog/lawan-covid-19>
- The Body Shop Logo. (2023, Januari 9). Logos-World.net. Diambil 30 Januari 2023, dari <https://logos-world.net/the-body-shop-logo/>
- The Body Shop. (2005). *The Body Shop Value Report 2005*. Yuswohady.com. Diambil 27 Juni 2023, dari [https://www.yuswohady.com/wp-content/uploads/2008/11/bodyshop\\_valuesreport\\_2005.pdf](https://www.yuswohady.com/wp-content/uploads/2008/11/bodyshop_valuesreport_2005.pdf)
- The Body Shop. (2016, November 4). *Jungle Bells | The Body Shop*. YouTube. <https://www.youtube.com/watch?v=81ZRqYS3OJk>
- The Body Shop. (2023). *Our Brand Purpose*. <https://www.thebodyshop.com/en-gb/about-us/our-story/brand-purpose/a/a00003>
- The Body Shop: KDRT Stop! (2008, Februari 14). *KOMPAS.com*. Diambil 5 Februari 2023, dari <https://nasional.kompas.com/read/2008/02/14/13461160/the.body.shop.kdrt.stop>
- The Rose Street. (2002, Februari 18). *The Body Shop Names North American Team To Global Management*. HBW Insight. Diambil 2 Juli 2023, dari <https://hbw.pharmaintelligence.informa.com/RS010056/The-Body-Shop-Names-North-American-Team-To-Global-Management>
- The Wall Street Journal. (2009, November 11). *The Body Shop CEO on Exposing Sex Trafficking* [Video]. Diambil 3 Juli 2023, dari <https://www.wsj.com/video/the-body-shop-ceo-on-exposing-sex-trafficking/1FEEB77B-6F75-41B3-BFBF-5ECEA9DE377F.html>
- The World Bank. (2014, September 30). *Belize Protects Rich Ecosystem to Curb the Effects of Climate Change* [Rilis Pers]. Diambil 4 Juli 2023, dari <https://www.worldbank.org/en/news/press-release/2014/09/30/belize-protects-rich-ecosystem-to-curb-the-effects-of-climate-change>
- Ulfa, N. (2016, April 8). Komitmen Baru The Body Shop Indonesia. *Dream.co.id*. Diambil 8 Juli 2023, dari <https://www.dream.co.id/lifestyle/komitmen-baru-the-body-shop-indonesia-160408s.html>



- UMN Consulting. (2022). *Gen Z's Lifestyle and Consumer Habits 2021* (Free Version). <https://umnconsulting.id/product/gen-z-lifestyle-and-consumption-habits-2021-copy-2/>
- UMN Consulting. (2022). *UMN Consulting Presents Their Research On Gen Z's Lifestyle and Consumer Habits*. Diambil dari <https://www.umn.ac.id/en/umn-consulting-presents-their-research-on-gen-zs-lifestyle-and-consumer-habits/>
- University of Leeds. (2008, Februari 16). Sheep In Human Clothing: Scientists Reveal Our Flock Mentality. *ScienceDaily*. Diambil 9 Juli 2023, dari [www.sciencedaily.com/releases/2008/02/080214114517.htm](http://www.sciencedaily.com/releases/2008/02/080214114517.htm)
- University of Nevada. (t.t.). *What Is Environmental Activism and Why Does It Matter?* Diambil 27 Juni 2023, dari <https://onlinedegrees.unr.edu/blog/environmental-activism/>
- UNODC. (2009, Februari 12). *UNODC report on human trafficking exposes modern form of slavery*. Diambil 18 Februari 2023, dari <https://www.unodc.org/unodc/en/human-trafficking/global-report-on-trafficking-in-persons.html>
- Utami, E. (2016, April 25). "Enrich not Exploit", Karena Perubahan Ada di Tangan Anda. *Suara.com*. Diambil 8 Juli 2023, dari <https://www.suara.com/lifestyle/2016/04/25/121700/enrich-not-exploit-karena-perubahan-ada-di-tangan-anda>
- Utami, K. W. (2013, September 17). Kampanye Body Shop "Against Animal Testing". *Kompas.com*. Diambil 26 Juni 2023, dari <https://lifestyle.kompas.com/read/2013/09/17/1009461/Kampanye.Body.Shop.Against.Animal.Testing>
- Valerie, I., & Hariandja, E. S. (2022). Influence of values, brand activism, brand consciousness, and behavioral intentions in predicting Nike's sportswear consumption in Indonesia. *Proceeding National Conference Business, Management, and Accounting (NCBMA)*, 535–558.
- Varadarajan, R., & Kaul, R. (2018). Doing well by doing good innovations: Alleviation of social problems in emerging markets through corporate social innovations. *Journal of Business Research*, 86, 225–233. <https://doi.org/10.1016/j.jbusres.2017.03.017>
- Varghese, N., & Kumar, N. (2022). Feminism in advertising: Irony or revolution? A critical review of femvertising. *Feminist Media Studies*, 22(2), 441–459. <https://doi.org/10.1080/14680777.2020.1825510>
- Vijayamohan, P. (2022, Februari 3). *Desk Research 101: Definition, Methods, and Examples*. SurveySparrow. Diambil 11 Januari 2023, dari <https://surveysparrow.com/blog/desk-research/#id1>
- Voronov, M., & Eberlein, B. (2022, Juli 24). *Businesses have the responsibility to invest in health and safety when governments fail to*. The Conversation. Diambil 25 Oktober 2022, dari <https://theconversation.com/businesses-have-the-responsibility-to-invest-in-health-and-safety-when-governments-fail-to-187136>

- Vredenburg, J., Kapitan, S., Spry, A., & Kemper, J. A. (2020). Brands taking a stand: Authentic brand activism or woke washing? *Journal of Public Policy & Marketing*, 39(4), 444–460. <https://doi.org/10.1177/0743915620947359>
- Vredenburg, J., Spry, A., Kemper, J., & Kapitan, S. (2018, Desember 5). *Woke washing: what happens when marketing communications don't match corporate practice*. The Conversation. <https://theconversation.com/woke-washing-what-happens-when-marketing-communications-dont-match-corporate-practice-108035>
- Watts, J. (2014, Oktober 31). Amazon rainforest losing ability to regulate climate, scientist warns. *The Guardian*. Diambil 4 Juli 2023, dari <https://www.theguardian.com/environment/2014/oct/31/amazon-rainforest-deforestation-weather-droughts-report>
- Wertz, J. (2018, September 30). *Taking Risks Can Benefit Your Brand - Nike's Kaepernick Campaign Is A Perfect Example*. Forbes. Diambil 28 Oktober 2022, dari <https://www.forbes.com/sites/jiawertz/2018/09/30/taking-risks-can-benefit-your-brand-nikes-kaepernick-campaign-is-a-perfect-example/?sh=4a37757045aa>
- Whitehouse, L. (2017, Oktober 3). The Body Shop's new CEO announced. *Cosmetic Design Europe*. Diambil 5 Juli 2023, dari <https://www.cosmeticsdesign-europe.com/Article/2017/10/03/The-Body-Shop-s-new-CEO-announced>
- Wijaya, C. A. (2018, April 22). Say no to plastic straws, urges antiplastic campaign. *thejakartapost.com*. Diambil 26 Juni 2023, dari <https://www.thejakartapost.com/news/2018/04/22/say-no-to-plastic-straws-urges-antiplastic-campaign.html>
- Williams, J. (2021, April 22). *Americans want climate solutions. Why won't our politicians deliver?* The Washington Post. <https://www.washingtonpost.com/outlook/2021/04/22/americans-want-climate-solutions-why-wont-our-politicians-deliver/>
- Wisnubrata, (2021, Agustus 3). Harapan Korban Kekerasan Seksual di Hari Perempuan Internasional. *Kompas.com*. Diambil dari <https://lifestyle.kompas.com/read/2021/03/08/201702420/harapan-korban-kekerasan-seksual-di-hari-perempuan-internasional?page=all#page2>
- Wisnubrata. (2020, November 25). Ratusan Pasang Sepatu di Depan DPR untuk Menghapus Kekerasan Seksual. *Kompas.com*. Diambil 11 Juli 2023, dari <https://lifestyle.kompas.com/read/2020/11/25/184555020/ratusan-pasang-sepatu-di-depan-dpr-untuk-menghapus-kekerasan-seksual?page=all>
- Wolf, C. (2019, November 15). *How The Body Shop is Fighting for a Fairer and More Beautiful World*. Medium.com. Diambil 15 Februari 2023, dari <https://medium.com/workandplay/how-the-body-shop-is-fighting-for-a-fairer-and-more-beautiful-world-6707292637b8>
- Wu, S., Hofman, J. M., Mason, W., & Watts, D. J. (2011). Who says what to whom on twitter. Dalam *WWW '11: 20th International World Wide Web Conference* (hlm. 705-714). Association for Computing Machinery. <https://doi.org/10.1145/1963405.1963504>

- Wulan, A. (2021, November 5). *Magnificent Woman - Suzy Hutomo: Jalan Panjang dan Konsistensi Beri Edukasi tentang Lingkungan*. Fimela. Diambil 22 Maret 2023, dari <https://www.fimela.com/lifestyle/read/4703319/magnificent-woman-suzy-hutomo-jalan-panjang-dan-konsistensi-beri-edukasi-tentang-lingkungan>
- Wulandari, D. (2016, Agustus 19). Indonesia's Best Social Corporate Initiatives 2016. *MIX Magazine*. Diambil 26 Juni 2023, dari <https://mix.co.id/mix-magazine/indonesias-best-social-corporate-initiatives-2016/>
- Yahya, A. (2021, Oktober 13). *The Body Shop Indonesia Berkunjung ke Depo Pendidikan Daur Ulang Tzu Chi Center PIK*. Yayasan Buddha Tzu Chi Indonesia. Diambil 26 Juni 2023, dari <https://www.tzuchi.or.id/read-berita/the-body-shop-indonesia-berkunjung-ke-depo-pendidikan-daur-ulang-tzu-chi-center-pik/9741>
- Yayasan JaRI. (t.t.). *Social Services*. Diambil 27 Juni 2023, dari <https://www.yayasanjari.org/artikel/social-services/>