



## ABSTRACT

This thesis is in-depth findings of L'Oréal as a transnational actor in their sustainability activism— *Sharing Beauty With All (2013-2020) & L'Oréal For The Future (2020-2030)*, which is seen through Sidney Tarrow's domestic impact of transnational activism. The study highlights the importance of the world's beauty industry and their contribution towards environmental issues, as well as the implementation of transnational theory by alienating a multinational corporation's perspective towards sustainability conducts in their system. This, in turn, highlights not only the implementation from the headquarter to the subsidiary, but also to contextualize the environmental dilemma faced by a giant player in the beauty industry. While most of corporations seek to maximize profits to ensure their business runs well, this thesis states a standpoint on to what extent environmental issues are considered in their internal policies by tracing their transnational activism progress.

**KEY WORDS:** L'Oréal, Multinational Corporation, Transnationalism Activism, Sustainability, Beauty Industry