



## DAFTAR PUSTAKA

- Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. Collingdale: Diane Publishing Co.
- Abitbol, A. dan Sternadori, M. (2019). Championing women's empowerment as a catalyst for purchase intentions: Testing the mediating roles of OPRs and brand loyalty in the context of femvertising. *International Journal of Strategic Communication*. 13(1), 22-41. DOI: 10.1080/1553118X.2018.1552963.
- Acar, A. S. dan Polonsky, M. (2007). Online social networks and insights into marketing communications. *Journal of Internet Commerce*. 6(4), 55-72. DOI: 10.1080/15332860802086227.
- Adams, C. J. (2010). *The sexual politics of meat: A feminist-vegetarian critical theory*. London: Continuum.
- Aji, H. M. dan Sutikno, B. (2015). The extended consequence of greenwashing: Perceived consumer skepticism. *International Journal of Business and Information*. 10(4), 433-468.
- Akehurst, G., Afonso, C., dan Gonçalves, H. M. (2012). Re-examining green purchase behavior and the green consumer profile: New evidences. *Management Decision*. 50(5), 972-988. DOI: 10.1108/00251741211227726.
- Akturan, U. (2017). How does greenwashing affect green branding equity and purchase intention? An empirical research. *Marketing Intelligence & Planning*. 36(7), 809-824. DOI: 10.1108/MIP-12-2017-0339.
- Alam, R. N. (2019, Mei 25). Rejuve rayakan ulang tahun ke-5. *Media Indonesia*. Diakses dari <https://mediaindonesia.com/read/detail/237749-rejuve-rayakan-ulang-tahun-ke-5> pada 29 Oktober 2020.
- Ali, R. (2019). *Peran green marketing dalam menstimulasi green brand equity Starbucks Indonesia (Bogor)*. (Tesis Magister, Institut Pertanian Bogor, Bogor, Indonesia). Diakses dari <http://repository.ipb.ac.id/handle/123456789/98023>.
- Alishjahbana, A. S. dan Murniningtyas, E. (2018). *Tujuan pembangunan berkelanjutan di Indonesia: Konsep, target dan strategi implementasi*. Jatinangor: Unpad Press.
- Andreas, D. (2017, April 27). Indonesia kini punya 26,71 juta perusahaan. *Tirto.id*. Diakses dari <https://tirto.id/indonesia-kini-punya-2671-juta-perusahaan-cnz4> pada 9 Desember 2020.
- Aninda, N. (2019, Februari 27). Perusahaan ramah lingkungan, Unilever peringkat 1 dan Kraft Heinz paling buncit. *Bisnis.com*. Diakses dari <https://infografik.bisnis.com/read/20190227/547/894064/perusahaan->



[ramah-lingkungan-unilever-peringkat-1-dan-kraft-heinz-paling-buncit](#)  
pada 9 Desember 2020.

- Apridawaty, T. S. (2020, Februari 2). H&M dituding lakukan greenwashing terkait rencana produksi baju bahan daur ulang. *Sindonews.com*. Diakses dari <https://lifestyle.sindonews.com/berita/1514569/186/hm-dituding-lakukan-greenwashing-terkait-rencana-produksi-baju-dari-bahan-daur-ulang> pada 15 Oktober 2020.
- Ariva, G. (2018). Spiritual ecofeminism of indigenous women in Indonesia: A celebration of women's strength, power and virtue. Dalam I. R. Adi, dan R. Achwan (Eds.), *Competition and cooperation in social and political sciences*. London: Routledge.
- Arora-Jonsson, S. (2011). Virtue and vulnerability: Discourses on women, gender and climate change. *Global Environmental Change*. 21(2011), 744-751. DOI: 10.1016/j.gloenvcha.2011.01.005.
- Aşıcı, A. A. (2013). Economic growth and its impact on environment: A panel data analysis. *Ecological Indicators*. 24(2013), 324-333. DOI: 10.1016/j.ecolind.2012.06.019.
- Asteria, D., Suyanti, E., Utari, D., dan Wisnu, D. (2014). Model of environmental communication with gender perspective in resolving environmental conflict in urban area. *Procedia Environmental Sciences*. 20(2014), 553-562. DOI: 10.1016/j.proenv.2014.03.068.
- Avelsson, M. (1996). *Communication, power and organization*. Berlin: Walter de Gruyter.
- Babaee, M., Lê, Q., dan Lê, T. (2013). How are the concepts 'reliability' and 'validity' dealt with in qualitative research?. Dalam T, Lê. dan Q, Lê. (Eds.). *Conducting Research in a Changing and Challenging World*. New York, NY: Nova Science Publishers, Inc.
- Bae, S. dan Lee, T. (2010). Gender differences in consumers' perception of online consumer reviews. *Electron Commer Res*. 11, 201-214. DOI: 10.1007/s10660-010-9072-y.
- Ballard, M. S. (2016). The upholding of heteropatriarchy: An ecofeminist critique of PETA advertisements. *ENV 434 Environmental Justice*. 3.
- Banerjee, S., Gulas, C. S. dan Iyer, E. (1995). Shades of green: A multidimensional analysis of environmental advertising. *Journal of Advertising*. 24(2), 21-31. DOI: 10.1080/00913367.1995.10673473.
- Beautynesia. (2019, November 25). Re.juve sulap jamu jadi kekinian, cobain yuk banyak manfaat untuk kecantikan. Diakses dari <https://www.beautynesia.id/berita-food/rejuve-sulap-jamu-jadi-kekinian-cobain-yuk-banyak-manfaat-untuk-kecantikan/b-123104> pada 11 November 2020.



- Bell, K. (2016). Bread and roses: A gender perspective on environmental justice and public health. *International Journal of Environmental Research and Public Health.* 13, 1-18. DOI: 10.3390/ijerph13101005.
- Berardy, A., Lynch, H., dan Wharton, C. (2019). Food systems: Description and trends. Dalam J. Sabaté (Ed.), *Environmental nutrition: Connecting health and nutrition with environmentally sustainable diets*. London: Academic Press.
- Bergman, S. (2018, Desember 29). How 2018 turned environmentalism from a radical niche into a mainstream trend. *Independentn*. Diakses dari <https://www.independent.co.uk/voices/environment-climate-change-blue-planet-2-recycling-plastic-david-attenborough-donald-trump-stacey-dooley-a8703296.html> pada 7 Desember 2020.
- Beuker, R. dan Abbing, E. R. (2010). Two faces of social media: Brand communication and brand research. *The Design Management Institute*. DOI: 10.1111/j.1948-7169.2010.00051.x.
- Bord, R. J. dan O'Connor, R. E. (1997). The gender gap in environmental attitudes: The case of perceived vulnerability to risk. *Social Science Quarterly*. 78(4), 830-840. DOI: 10.1007/978-94-007-5518-5\_12.
- Boztepe, A. (2018). Green marketing and its impact on consumer buying behavior. *European Journal of Economic and Political Studies*. 5(1), 5-21.
- Brough, A. R., Wilkie, J. E. B., Isaac, M. S., dan Gal, D. (2016). Is eco-Friendly unmanly? The green-geminine stereotype and its effect on sustainable consumption. *Journal of Consumer Research*. 43(2016), 567-582. DOI: 10.1093/jcr/ucw044.
- Buchholz, K. (2020, Desember 3). Where climate change deniers live. *Statista*. Diakses dari <https://www.statista.com/chart/19449/countries-with-biggest-share-of-climate-change-deniers/> pada 9 Desember 2020.
- Camargo, B. A., Jamal, T., dan Wilson, E. (2016). Toward a critical ecofeminist research paradigm for sustainable tourism. Dalam A. M. Munar, T. Jamal, dan J. Jafari (Eds.), *Tourism research paradigms: Critical and emergent knowledges Vol: 22*. Bingley: Emerald Group Publishing Limited.
- Caro, O. C. V. (2015). Ecofeminism: New liberation paths for women and nature. *Exchange*. 44(2015), 64-82. DOI: 10.1163/1572543X-12341351.
- CCF Cold Chain Federation. (2019, Juni 21). *What is the cold chain?* [Video]. YouTube. Diakses dari <https://www.youtube.com/watch?v=BcViUE9BM9Q> pada 26 November 2020.
- Cervellon, M.C. dan Carey, L. (2011). Consumers' perceptions of 'green': Why and how consumers use eco-fashion and green beauty products. *Critical Studies in Fashion & Beauty*. 2(1-2), 117-138. DOI: 10.1386/cfsb.2.1-2.117\_1.



- Checkett, J-D. (2001). *The green goddess returns: Batman's Poison Ivy as a symbol of emerging ecofeminists consciousness.* (Tesis Pascasarjana, Florida Atlantic University, Boca Raton, Florida, Amerika Serikat). Diakses dari <https://fau.digital.flvc.org/islandora/object/fau%3A9684>.
- Chen, S. (2016). Selling the environment: Green marketing discourse in China's automobile advertising. *Discourse, Context and Media.* (2016), 11-19. DOI: 10.1016/j.dcm.2016.03.003.
- Clara, E. (2018). Transformative ecofeminism movement in empowering Indonesian women. *PEOPLE: International Journal of Social Sciences.* 4(2), 581-598. DOI: 10.20319/pijss.2018.42.581598.
- Clement, J. (2019, Maret 4). Number of Instagram business profiles 2016-2017. *Statista.* Diakses dari <https://www.statista.com/statistics/222243/number-of-instagram-business-accounts/> pada 27 Juni 2020.
- Clement, J. (2020, April 24). Instagram: distribution of global audiences 2020, by age group. *Statista.* Diakses dari <https://www.statista.com/statistics/325587/instagram-global-age-group/> pada 27 Juni 2020.
- Climate Transparency. (2019). *Brown to green: The G20 transition towards a net-zero emissions economy.* Diakses dari [https://www.climate-transparency.org/wp-content/uploads/2019/12/B2G\\_2019\\_Indonesia\\_Bahasa.pdf](https://www.climate-transparency.org/wp-content/uploads/2019/12/B2G_2019_Indonesia_Bahasa.pdf) pada 26 November 2020.
- Cold Chain Federation. (n.d.). What is the cold chain?. Diakses dari <https://www.coldchainfederation.org.uk/what-is-the-cold-chain/> pada 26 November 2020.
- Cooper, L. (2018) A new veganism: How climate change has created more vegans. *Granite: Aberdeen University Postgraduate Interdisciplinary Journal.* 16-24.
- Costa, I., Gill, P. R., Morda, R., dan Ali, L. (2019). "More than a diet": A qualitative investigation of young vegan Women's relationship to food. *Appetite.* 143(2019), 1-8. DOI: [10.1016/j.appet.2019.104418](https://doi.org/10.1016/j.appet.2019.104418).
- Crittenden, C. (2000). Ecofeminism meets Business: A comparison of ecofeminist, corporate, and free market ideologies. *Journal of Business Ethics.* 24, 51-63.
- CSR Indonesia. (2020, Oktober 5). Kampanye Re.juve Cares, budaya gaya hidup berkelanjutan sebagai "our new normal". Diakses dari <https://csr-indonesia.com/kampanye-re-juve-cares-budayakan-gaya-hidup-berkelanjutan-sebagai-our-new-normal/> pada 15 Oktober 2020.
- Culache, O. (2014) Shifting from channels and codes to modes: A reconceptualization of brand communication via multimodality. *New Semiotics: Between Tradition and Innovation.* 717-725. DOI: 10.24308/iass-2014-079.



- Dahl, R. (2010). Greenwashing: Do you know what you're buying. *Environmental Health Perspectives*. 118(6), 246-252. DOI: 10.1289/ehp.118-a246.
- Danciu, V. (2015). Sucessful green branding, a new shift in brand strategy: Why and how it works. *The Romanian Economic Journal*. 18(56), 47-64.
- Davidson, D. J. dan Freudenburg, W. R. (1996). Gender environmental risk concerns: A review and analysis of available research. *Environment and Behavior*. 28(1996), 302-338. DOI: 10.1177/0013916596283003.
- de Burgh-Woodman, H. dan King, D. (2013). Sustainability and the human/nature connection: A critical discourse analysis of being "symbolically" sustainable. *Consumption Markets & Culture*. 16(2), 145-168. DOI: 10.1080/10253866.2012.662834.
- Deny, S. (2013, November 26). Daftar 69 perusahaan paling ramah lingkungan di RI. *Liputan 6*. Diakses dari <https://www.liputan6.com/bisnis/read/756823/daftar-69-perusahaan-paling-ramah-lingkungan-di-ri-pada-9-Desember-2020>.
- Dewi, D. S. (2019). Sustainable living, tren gaya hidup ramah lingkungan 2019. *Tirto.id*. Diakses dari <https://tirto.id/sustainable-living-tren-gaya-hidup-ramah-lingkungan-2019-ephY> pada 7 Desember 2020.
- Dharmayanti, I., Tjandrarini, D. H., Hidayangsih, P. S., dan Nainggolan, O. (2018). Pengaruh kondisi kesehatan lingkungan dan sosial ekonomi terhadap kesehatan mental di Indonesia. *Jurnal Ekologi Kesehatan*. 17(2), 64-74. DOI: 10.22435/jek.17.2.149.64-74.
- Dixit, M. K., Culp, C. H., Fernandez-Solis, J. L., dan Lavy, S. (2016). Reducing carbon footprint of facilities using a facility management approach. *Facilities*. 34(3/4), 247-259. DOI: 10.1108/F-11-2014-0091.
- Duffet, R. G. (2016) Influence of social media marketing communications on young consumers' attitudes. *Young Consumers*. 18(1), 19-39. DOI: 10.1108/YC-07-2016-00622.
- Dunne, D. (2019, Maret 27). The carbon brief profile: Indonesia. *Carbon Brief*. Diakses dari <https://www.carbonbrief.org/the-carbon-brief-profile-indonesia> pada 26 November 2020.
- Eagly, A. H. dan Kulesa, P. (1997). Attitudes, attitude structure, and resistance to change: Implications for persuasion on environmental issues. Dalam M. H. Bazerman, D. M. Messick, A. E. Tenbrunzel, dan K. A. Wade-Benzoni (Eds.), *Environment, ethics, and behavior: The psychology of environmental valuation and degradation*. San Francisco, CA: The New Lexington Press.
- Eaton, H. (2003). Can ecofeminism withstand corporate globalization. Dalam H. Eaton dan L. A. Lorentzen (Eds.), *Ecofeminism and globalization: Exploring culture, context, and religion*. Lanham, MD: Rowman & Littlefield Publishers, Inc.



- Eneizan, B. M., Wahab, K. A., Zainon, dan Obaid, T. F. (2016). Prior research on green marketing and green marketing strategy: Critical analysis. 5(5), 1-19. DOI: 10.12816/0033265.
- Eriyanto. (2012). *Analisis wacana kritis: Pengantar analisis teks media*. Yogyakarta: LKiS.
- Etikan, I., Musa, S. A., dan Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*. 5(1), 1-4. DOI: 10.11648/j.ajtas.20160501.11.
- Everett, J. (2004). Exploring (false) dualisms for environmental accounting praxis. *Critical Perspectives on Accounting*. 15(2004), 1061-1084. DOI: 10.1016/S1045-2354(02)00207-1.
- Farida, N. dan Ardyan, E. (2015). Repeat purchase intention of Starbucks consumers in Indonesia: A green brand approach. *Tržište/Market*. 27(2), 189-202.
- FDA. (2018). Hazard Analysis Critical Control Point (HACCP). Diakses dari <https://www.fda.gov/food/guidance-regulation-food-and-dietary-supplements/hazard-analysis-critical-control-point-haccp> pada 30 Oktober 2020.
- Firdiansyah, A. (2019). *Green marketing, prinsip pemasaran berkelanjutan yang menguntungkan*. Glints. Diakses dari <https://glints.com/id/lowongan/apa itu-green-marketing/#.XrOOB6gzbDc> pada 7 Mei 2020.
- Fischer, E. (2000). A postmodern analysis of the implication of the discourse of mass customisation for marginalized and prized consumers. Dalam M. Catterall, P. Maclaran, dan L. Stevens (Eds.), *Marketing and feminism: Current issues and research*. New York, NY: Routledge.
- Fithriyah. (2012). *Indeks Kesetaraan dan Keadilan Gender (IKKG) & Indikator Kelembagaan Pengarusutamaan Gender (IKPUG): Kajian awal*. Badan Perencanaan Pembangunan Nasional (BAPPENAS).
- Gaard, G. (2011). Ecofeminism revisited: Rejecting essentialism and re-placing species in a material feminist environmentalism. *Feminist Formations*. 23(2), 26-53. DOI: 10.1353/ff.2011.0017.
- Gerbner, G. (1998). Cultivation analysis: An overview. *Mass Communication and Society*. 1(3-4), 175-194. DOI: 10.1080/15205436.1998.9677855.
- Gillespie, R. (1997). Women, the body and brand extension in medicine. *Women & Health*. 24(4), 69-85. DOI: 10.1300/J013v24n04\_04.
- Griffin, E. (2011). *A first look at communication theory*. 8<sup>th</sup> Edition. New York, NY: McGraw-Hill.
- Grubor, A. dan Milovanov, O. (2017). Brand strategies in the era of sustainability. *Interdisciplinary description of complex systems*. 15(1), 78-88. DOI: 10.7906/indecs.15.1.6.
- Gunung Sewu Group. (n.d.). Dalam *Facebook*. [Halaman Facebook]. Diakses dari <https://www.facebook.com/GunungSewuGroup/> pada 30 Oktober 2020.



- Gunung Sewu. (n.d.a). Who we are. Diakses dari <https://www.gunungsewu.com/about-us/who-we-are> pada 30 Oktober 2020.
- Gunung Sewu. (n.d.b). Vision & growth values. Diakes dari <https://www.gunungsewu.com/about-us/growth-values-and-visions> pada 30 Oktober 2020.
- Gunung Sewu. (n.d.c). Milestones. Diakses dari <https://www.gunungsewu.com/about-us/milestones-chronicle> pada 30 Oktober 2020.
- Gunung Sewu. (n.d.d). Great Giant Pineapple (GGP). Diakses dari <https://www.gunungsewu.com/our-business/pt-giant-great-pineapple> pada 30 Oktober 2020.
- Gunung Sewu. (n.d.e). Great Giant Livestock (GGL). Diakses dari <https://www.gunungsewu.com/our-business/great-giant-livestock-ggl> pada 30 Oktober 2020.
- Gunung Sewu. (n.d.f). Sewu Segar Nusantara (SSN). Diakses dari <https://www.gunungsewu.com/our-business/sewu-segar-nusantara-ssn> pada 30 Oktober 2020.
- Gunung Sewu. (n.d.g). Umas Jaya Agrotama (UJA). Diakses dari <https://www.gunungsewu.com/our-business/umas-jaya-agrotama-uja> pada 30 Oktober 2020.
- Gunung Sewu. (n.d.h). Sreeya Sewu Indonesia. Diakses dari <https://www.gunungsewu.com/our-business/sreeya-sewu> pada 30 Oktober 2020.
- Gunung Sewu. (n.d.i). Bromelain Enzyme (BE). Diakses dari <https://www.gunungsewu.com/our-business/bromelain-enzyme-be> pada 30 Oktober 2020.
- Gunung Sewu. (n.d.j). Yupi Indo Jelly Gum. Diakses dari <https://www.gunungsewu.com/our-business/yupi> pada 30 Oktober 2020.
- Gunung Sewu. (n.d.k). Sequis. Diakses dari <https://www.gunungsewu.com/our-business/sequislife> pada 30 Oktober 2020.
- Gunung Sewu. (n.d.l). Farpoint Realty Indonesia. Diakses dari <https://www.gunungsewu.com/our-business/farpoint-realty-indonesia> pada 30 Oktober 2020.
- Gunung Sewu. (n.d.m). Indo Porcelain (IP). Diakses dari <https://www.gunungsewu.com/our-business/indo-porcelain-ip> pada 30 Oktober 2020
- Gunung Sewu. (n.d.n). Sepatu Mas Idaman (Semasi). Diakses dari <https://www.gunungsewu.com/our-business/sepatu-mas-idaman-semasi> pada 30 Oktober 2020.



- Gunung Sewu. (n.d.o). National Label (NL). Diakses dari <https://www.gunungsewu.com/our-business/national-label-nl> pada 30 Oktober 2020.
- Gunung Sewu. (n.d.p). Baramutiara Prima (BMP). Diakses dari <https://www.gunungsewu.com/our-business/baramutiara-prima-bmp> pada 30 Oktober 2020.
- Gunung Sewu. (n.d.q). Pratesis. Diakses dari <https://www.gunungsewu.com/our-business/pratesis> pada 30 Oktober 2020.
- Gunung Sewu. (n.d.r). Media Lintas Inti Nusantara (MLIN). Diakses dari <https://www.gunungsewu.com/our-business/pt-media-lintas-inti-nusantara-mlin> pada 30 Oktober 2020.
- Gunung Sewu. (n.d.s). Re.juve. Diakses dari <https://www.gunungsewu.com/our-business/rejuve> pada 11 November 2020.
- Guttmann, A. (2019, Juni 12). Social media platforms used by marketers worldwide 2019. *Statista*. Diakses dari <https://www.statista.com/statistics/259379/social-media-platforms-used-by-marketers-worldwide/> pada 27 Juni 2020.
- Hafizul, H. (2015, November 23). Re-Juve – brand archetype pilot study. *SlideShare*. Diakses dari <https://www.slideshare.net/HaykalHafizul/Re.juve-brand-archetype-pilot-study> pada 25 Mei 2020.
- Hagman, O., Segerqvist, I., dan Wahlström, S. (2017). *Credibility of green marketing in the fast fashion industry*. (Tesis Sarjana, Jönköping International Business School, Jönköping, Swedia). Diakses dari <http://www.diva-portal.org/smash/get/diva2:1110636/FULLTEXT01.pdf>.
- Halliday, M. A. K. (2004). *An introduction to functional grammar*. New York, NY: Hodder Arnold.
- Hansen, A. dan Machin, D. (2008). Visually branding the environment: climate change as a marketing opportunity. *10(6)*, 777-794. DOI: 10.1177/1461445608098200.
- Hansen, A. dan Machin, D. (2014). *Visual environment communication*. New York, NY: Routledge.
- Hariyanto. (2020, Oktober 6). Dukung gaya hidup berkelanjutan, Sewu Segar Primatama Luncurkan Kampanye Re.juve Cares. *Industry.co.id*. Diakses dari <https://www.industry.co.id/read/75161/dukung-gaya-hidup-berkelanjutan-sewu-segar-primatama-luncurkan-kampanye-rejuve-cares-pada-11-November-2020>.
- Harrison, J. (1978). Warning: The male sex role may be dangerous to your health. *Journal of Social Issues*. *34(1)*, 65-86. DOI: [10.1111/j.1540-4560.1978.tb02541.x](https://doi.org/10.1111/j.1540-4560.1978.tb02541.x).



- Hasna, A. M. (2009). Contemporary society, technology and sustainability. *The International Journal of Technology, Knowledge & Society*. 5(1), 13-20. DOI: 10.18848/1832-3669/CGP/v05i01/55968.
- Haynes, P. dan Podobsky, S. (2016). Guilt-free food consumption: One of your five ideologies a day. *Journal of Consumer Marketing*. 33(3), 202-212. DOI: 10.1108/JCM-05-2014-0967.
- Heriyanto, D. (2019, Mei 15). One in five Indonesians don't believe human activity causes climate change. *The Jakarta Post*. Diakses dari <https://www.thejakartapost.com/news/2019/05/15/one-in-five-indonesians-dont-believe-human-activity-causes-climate-change.html> pada 9 Desember 2020.
- Hermawan, F. F., Waskita, D., dan Sulistyaningtyas, T. (2017). Bahasa, tubuh, dan paradigma patriarki dalam humur kontemporer Indonesia. *Jurnal Pendidikan Bahasa dan Sastra*. 17(1), 29-40. DOI: 10.17509/bs\_jpbsp.v17i1.6955.
- Hultman, M. (2013). The making of environmental hero: A history of ecomodern masculinity, Fuel Cells and Arnold Schwarzenegger. *Environmental Humanities*. 2(2013), 79-99. DOI: 10.1215/22011919-3610360.
- Husaini, A. (2020, Oktober 5). Mulai ada tren, asing hanya ingin biayai korporasi yang ramah lingkungan. *Kontan*. Diakses dari <https://industri.kontan.co.id/news/mulai-ada-tren-asing-hanya-ingin-biayai-korporasi-yang-ramah-lingkungan> pada 9 Desember 2020.
- Iedema, R. (2003). Multimodality, resemiotization: extending the analysis of discourse as multi-semiotic practice. *Visual Communication*. 2(1), 29-57. DOI: 10.1177/1470357203002001751.
- Indonesia Investments. (2020, Agustus 7). Economic update Indonesia; World Bank upgrades Indonesia to upper-middle income country. Diakses dari <https://www.indonesia-investments.com/id/news/news-columns/economic-update-indonesia-world-bank-upgrades-indonesia-to-upper-middle-income-country/item9308> pada 8 Desember 2020.
- Irving, S. dan Helin, J. (2017). A world for sale? An ecofeminist reading of sustainable development discourse. *Gender, Work and Organization*. 1-15. DOI: 10.1111/gwao.12196.
- Irwhantoko, B. (2016). Carbon emission disclosure: Studi pada perusahaan manufaktur Indonesia. *Jurnal Akuntansi dan Keuangan*. 18(2), 92-104. DOI: 10.9744/jak.18.2.92-104.
- Jaipal-Jamani, K. (2014). Assessing the validity of discourse analysis: Transdisciplinary convergence. *Cultural Studies of Science Education*. 1-7. DOI: 10.1007/s11422-013-9567-7.
- Janks, H. (1997). Critical discourse analysis as a research tool. *Discourse: Studies in the Cultural Politics of Education*. 18(3), 329-342. DOI: 10.1080/0159630970180302.



- Josephson, P. (2002). *Industrialized nature: Brute force technology and the transformation of the natural world*. Washington, D.C.: Island Press.
- Jothi, P. S., Neelamalar, M. dan Prasad, R. S. (2011). Analysis of social networking sites: A study on effective communication strategy in developing brand communication. *Journal of Media and Communication Studies*. 3(7), 234-242.
- Kaplan, M., Sanchez, M., dan Hoffman, J. (2017). *Intergenerational pathways to a sustainable society*. Cham: Springer.
- Karlsson, M. T. dan Ramasar, V. (2020). Selling women the green dream: The paradox of feminism and sustainability in fashion marketing. *Journal of Political Ecology*. 27, 335-359. DOI: [10.2458/v27i1.23584](https://doi.org/10.2458/v27i1.23584).
- Katrandjiev, H. (2018). Ecological marketing, green marketing, sustainable marketing: Synonyms or and evolution of ideas?. *Economic Alternatives*. (1), 71-82.
- Kemenkeu. (n.d.) *Green planning and budgeting strategy for Indonesia's sustainable development, 2015-2020*. Diakses dari <https://www.kemenkeu.go.id/sites/default/files/gpb-strategy.pdf> pada 8 Desember 2020.
- Kemper, J. A. dan Ballantine, P. W. (2019). What do we mean by sustainability marketing?. *Journal of Marketing Management*. 1-33. DOI: [10.1080/0267257X.2019.1573845](https://doi.org/10.1080/0267257X.2019.1573845).
- Kilbourne, W. E. (1995). Green advertising: Salvation or oxymoron?. *Journal of Advertising*. 24(2), 7-20. DOI: [10.1080/00913367.1995.10673472](https://doi.org/10.1080/00913367.1995.10673472).
- Kimmel, A. J. (2005). *Marketing communication: New approaches, technologies, and styles*. New York, NY: Oxford University Press.
- Knutsson, B. (2018). Green machins? Destablizing discourses in technology education for sustainable development. *Critical Education*. 9(3), 1-18. DOI: [10.13140/RG.2.2.20324.48003](https://doi.org/10.13140/RG.2.2.20324.48003).
- Ko, E., Hwang, Y K., dan Kim, E. Y. (2012). Green marketing's functions in building corporate image in the retail setting. *Journal of Business Research*. (2012), 1-7. DOI: [10.1016/j.jbusres.2012.11.007](https://doi.org/10.1016/j.jbusres.2012.11.007).
- Koletnik, A. (2018). Ethical transfeminism: transgender individuals' narratives as contributions to ethics of vegetarian ecofeminisms. Dalam D. A. Vakoch dan S. Mickey (Eds.), *Women and nature? Beyond dualism in gender, body, and environment*. New York, NY: Routledge.
- Kompis. (n.d.a). 'Kompis', is derived from a Swedish word, means 'Friend'. Diakses dari <https://kompiscreative.tech/about/> pada 23 November 2020.
- Kompis. (n.d.b.). Maggot. Diakses dari <https://kompiscreative.tech/maggot/> pada 23 November 2020.
- Kotschwar, S. A. (2014). *Green beauty: Going 'green' with personal care products in 21<sup>st</sup> century American culture*. Ann Arbor: ProQuest.



- Kusumasondjaja, S. (2018). The roles of message appeals and orientation on social media brand communication effectiveness: An evidence from Indonesia. *Asia Pacific Journal of Marketing and Logistics*. 30(4), 1135-1158. DOI: 10.1108/APJML-10-2017-0267.
- Kusumasondjaja, S. (2019). Exploring the role of visual aesthetics and presentation modality in luxury fashion brand communication on Instagram. *Journal of Fashion Marketing and Management: An International Journal*. 24(1), 15-31. DOI: 10.1108/JFMM-02-2019-0019.
- Laestadius, L. I. dan Wolfson, J. A. (2019). Unsustainable societal demands on the food system. Dalam J. Sabaté (Ed.), *Environmental nutrition: Connecting health and nutrition with environmentally sustainable diets*. London: Academic Press.
- Laroche, M., Bergeron, J. dan Barbaro-Forleo, G. (2001). Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of Consumer Marketing*. 18(6), 503-520. DOI: 10.1108/EUM0000000006155.
- Latiff, Z. A. dan Safiee, N. A. S. (2015). New Business set up for branding strategies on social media – Instagram. *Procedia Computer Science*. 72(2015), 13-23. DOI: 10.1016/j.procs.2015.12.100.
- Leach, E. R. (1975). Freedom and social conditioning. *Educational Review*. 27(2), 83-99. DOI: 10.1080/0013191750270201.
- Lee, K. (2009). Gender differences in Hong kong adolescent consumers' green purchasing behavior. *Journal of Consumer Marketing*. 26(2), 87-96. DOI: 10.1108/07363760910940456.
- Leedy, P. D. dan Ormrod, J. E. (2015). *Practical research planning and design*. Harlow: Pearson Education Limited.
- Levant, R. F., Wimer, D. J., Williams, C. M., Smalley, K. B., dan Noronha, D. (2009). The relationships between masculinity variables, health risk behaviors and attitudes toward seeking psychological help. *International Journal of Men's Health*. 8(1), 3-21. DOI: 10.3149/jmh.0801.3.
- Lincoln, Y. dan Guba, E. G. (1985). *Naturalistic inquiry*. Newbury Park, CA: Sage.
- Lischinsky, A. (2018). Critical discourse studies and branding. Dalam J. Flowerdew dan J. E. Richardson (Eds.), *The routledge handbook of critical discourse studies*. London: Routledge.
- Littlefield, J. (2010). Men on the hunt: Ecofeminist insights into masculinity. *Marketing Theory*. 10(1), 97-117. DOI: 10.1177/1470593109355250.
- Liu, T., Geng, L., Ye, L., dan Zhou, K. (2019). "Mother Nature" enhances connectedness to nature and pro-environmental behavior. *Journal of Environmental Psychology*. 61(2019), 37-45. DOI: 10.1016/j.jenvp.2018.12.003.



- Logmore. (2020, Januari 28). The growing emphasis on end-to-end supply chain visibility. Diakses dari <https://www.logmore.com/post/supply-chain-visibility> pada 26 November 2020.
- Lyytimäki. J., Petersen, L. K., Normander, B., dan Bezák, P. (2008). Nature as a nuisance? Ecosystem services and disservices to urban lifestyle. *Environmental Science*, 5(3), 161-172, DOI: 10.1080/15693430802055524.
- Macdiarmind, J. I. (2013). Is a healthy diet an environmentally sustainable diet?. *Proceedings of the Nutrition Society*. 72(1), 13-20. DOI: 10.1017/S0029665112002893.
- MacGregor, S. (2010). 'Gender and climate change': from impacts to discourses. *Journal of the Indian Ocean Region*. 6(2), 223-238. DOI: 10.1080/19480881.2010.536669.
- Machin, D. dan Thornborrow, J. (2003). Branding and discourse: the case of Cosmopolitan. *Discourse & Society*. 14(4), 453-471. DOI: [10.1177/09579265030314004003](https://doi.org/10.1177/09579265030314004003).
- Mashall, J. (2011). En-gendering notions of leadership for sustainability. *Gender, Work and Organization*. 18(3), 263-281. DOI: 10.1111/j.1468-0432.2011.00559.x.
- Mayer, E. (1994). The power and the promise of ecofeminism, reconsidered. *Honors Project*.
- McCarty, J. A. (2004). Product placement: The nature of the practice and potential avenues of inquiry. Dalam L. J. Shrum (Ed.), *The Psychology of Entertainment Media: Blurring the Lines Between Entertainment and Persuasion*. Mahwah, NJ: Lawrence Erlbaum Associates, Inc.
- McDonagh, P. dan Prothero, A. (1997). Leap-frog marketing: the contribution of ecofeminist thought to the world of patriarchal marketing. *Marketing Intelligence & Planning*. 15(7), 361-368. DOI: 10.1108/02634509710193190.
- Meriläinen, S., Moisander, J., dan Pesonen, S. (2000). The masculine mindset of environmental management and green marketing. *Business Strategy and the Environment*. 9, 151-162. DOI: [10.1002/\(SICI\)1099-0836\(200005/06\)9:3<151::AID-BSE243>3.0.CO;2-Y](https://doi.org/10.1002/(SICI)1099-0836(200005/06)9:3<151::AID-BSE243>3.0.CO;2-Y).
- Mickey, S. (2018). Editor's foreword. Dalam D. A. Vakoch dan S. Mickey (Eds.), *Women and nature? Beyond dualism in gender, body, and environment*. New York, NY: Routledge.
- Mies, M. (2014a). Self-determination: The end of a utopia?. Dalam M. Mies dan V. Shiva (Eds.), *Ecofeminism*. New York, NY: Zed Books.
- Mies, M. (2014b). The need for a new vision: The subsistence perspective. Dalam M. Mies dan V. Shiva (Eds.), *Ecofeminism*. New York, NY: Zed Books.\ Mills, S. (2004). *Discourse*. Edisi ke-2. London: Routledge.
- Mills, S. (2005). *Feminist stylistics*. New York, NY: Routledge.



- Mills, S. (2008). *Language and sexism*. New York, NY: Cambridge University Press.
- Mittal, E. dan Kaur, N. (2018). How green are you? A study on consumer awareness and perception about green marketing & Green Products. *The research journal of social sciences*. 9(11), 113-122.
- Momsen, J. H. (2000). Gender differences in environmental concern and perception. *Journal of Geography*. 99(2), 47-56. DOI: 10.1080/00221340008978956.
- Mustaqimah, A., Hartoyo, dan Nurmalina, R. (2018). Marketing mix effect towards customer satisfaction and loyalty: Case study of Re.juve cold-pressed drinks. *Indonesian Journal of Business and Entrepreneurship*. 3(3), 310-320. DOI: 10.17358/IJBE.5.3.310.
- Namin, S. (2016). *Landscape of environmental justice: A post-structural analysis of ecological structures and environmental discourses*. (Disertasi Doktoral, University of Texas, Amerika Serikat). Diakses dari <https://rc.library.uta.edu/uta-ir/handle/10106/27872>.
- Namkung, Y. dan Jang, S. C. (2013). Effects of restaurant green practices on brand equity formation: Do green practices really matter? *International Journal of Hospitality Management*. 33, 85-95. DOI: 10.1016/j.ijhm.2012.06.006.
- Norgaard, K. M. (2012). Climate denial and the construction of innocence: reproducing transnational environmental privilege in the face of climate change. *Race, Gender & Class*. 19(1/20), 80-103.
- Notohamijoyo, A. (2018, Februari 5). Intangible aspect of sustainable development in Indonesia. *The Jakarta Post*. Diakses dari <https://www.thejakartapost.com/academia/2018/02/05/intangible-aspect-of-sustainable-development-in-indonesia.html> pada 7 Desember 2020.
- Noviani, R. (2014). Save the Earth from home: Women in green commercial discourse in Indonesia. Dalam D. Candraningrum (Ed.), *Body memories: Goddesses of Nusantara, rings of fire, and narratives of myth*. 135-155.
- Onwutuebe, C. J. (2019). Patriarchy and women vulnerability to adverse climate change in Nigeria. *SAGE Open*. 1-7. DOI: [10.1177/2158244019825914](https://doi.org/10.1177/2158244019825914).
- Ourahmoune, N., Binniger, A-S., dan Robert, I. (2014). Brand narratives, sustainability, and gender: A socio-semiotic approach. *Journal of Macromarketing*. 34(3), 313-331. DOI: 10.1177/0276146714528335.
- Oyewole, P. (2001). Social Costs of Environmental justice associated with the practice of green Marketing. *Journal of Business Ethics*. 29(2001), 239-251. DOI: 10.1023/A:1026592805470.
- Papadas, K-K., Avlonitis, G. J., dan Carrigan, M. (2017). Green marketing orientation: Conceptualization, scale development and validation. *Journal of Business Research*. 80(2017), 236-246. DOI: 10.1016/j.jbusres.2017.05.024.



- Pearson, A. R., Ballew, M. T., Naiman, S., dan Schuldt, J. P. (2017). Race, class, gender and climate change communication. *Climate Science*. DOI: 10.1093/acrefore/9780190228620.013.412.
- Peattie, K., Peattie, S., dan Ponting, C. (2009). Climate change: A social and commercial marketing communications challenge. *EuroMed Journal of Business*. 4(3), 270-286. DOI: 10.1108/14502190910992693.
- Penawati, N. W., Supriyatini, S., dan Mustika, I. K. (2019). Mitologi Ibu Pertiwi dalam agama Hindu di Bali sebagai sumber ide penciptaan karya seni lukis. 1-4.
- Perera, C. dan Hewege, C. (2018). Climate change risk perceptions among green conscious young consumers: Implications for green commodity marketing. *Journal of Consumer Marketing*. 35(1), 754-766. DOI: 10.1108/JCM-01-2018-2537.
- Plumwood, V. (1991). Nature, self, and gender: Feminism, environmental philosophy, and the critique of rationalism. *Hypatia*. 6(1), 3-27.
- Plumwood, V. (1994). *Feminism and the mastery of nature*. New York, NY: Routledge.
- Priyanto, Y., Djati, M. S., Soemarno, Fanani, Z. (2013). Pendidikan berperspektif lingkungan menuju pembangunan berkelanjutan. *Jurnal WACANA*. 16(1), 41-51.
- Re.juve [@RejuveID]. (2016, Februari 11). *½ Healthy Monsters Granolas sudah dijual di toko-toko Re.juve loh : Coconilla, Cranberry Nut, Matcha Goji Berry* [Tweet]. Twitter. Diakses dari <https://twitter.com/rejuveid/status/697467487420440576> pada 30 Oktober 2020.
- Re.juve [@RejuveID]. (2019, Juni 3). *Emang bener ya kalau cairan nutrisi itu baik untuk tubuh? #Rejuve #LiveHappier* [Tautan terlampir] [Tweet]. Diakses dari <https://twitter.com/RejuveID/status/1135380608174178306?s=20> pada 11 November 2020.
- Re.juve Indonesia [@rejuveid]. (2019, Agustus 17). *Dirgahayu Kemerdekaan RI ke-74* [Foto]. Instagram. Diakses dari <https://www.instagram.com/p/B1PoS5JnYSp/> pada 14 November 2020.
- Re.juve Indonesia [@rejuveid]. (2019, April 23). *Kalau kamu ngaku sayang bumi, kamu wajib banget pake sedotan ini!* [Foto]. Instagram. Diakses dari <https://www.instagram.com/p/BwjH0YOBTRy/> pada 14 November 2020.
- Re.juve Indonesia [@rejuveid]. (2019, Mei 13). *Repost @ryan.oliver Stay hydrated with @rejuveid 's Copacobana from their Hydrating Elixirs line up, it helps to replenish your energy during ramadhan* [Foto]. Instagram. Diakses dari <https://www.instagram.com/p/BxZgJesh9N4/> pada 14 November 2020.



- Re.juve Indonesia [@rejuveid]. (2019, September 25). *Hari ini Cold-Pressed on Facility Re.juve kedatangan teman-teman dari @swissgermanuniv Fakultas Food Technology [Foto]*. Instagram. Diakses dari <https://www.instagram.com/p/B20wmUXHA9X/> pada 14 November 2020.
- Re.juve Indonesia [@rejuveid]. (2020, Agustus 16). *Kalian tahu tidak? Bahwa Re.juve menggunakan teknologi HPP dimana merupakan teknologi pertama di Indonesia yang dapat bantu menonaktifkan bakteri dan ... [Foto]*. Instagram. Diakses dari [https://www.instagram.com/p/CD8Au8CIW\\_W/](https://www.instagram.com/p/CD8Au8CIW_W/) pada 14 November 2020.
- Re.juve Indonesia [@rejuveid]. (2020, April 1). *Repost from @melgib Apa kamu tau nanas merupakan salah satu buah yang mengandung vitamin C tinggi sehingga membantu meningkatkan sistem ... [Foto]*. Instagram. Diakses dari <https://www.instagram.com/p/B-bfpVwJY-M/> pada 14 November 2020.
- Re.juve Indonesia [@rejuveid]. (2020, Februari 18). *Tahukah kalian kalau Re.juve menggunakan teknologi Ultra Hygiene melalui metode end-to-end cold chain environment, dimana mulai dari proses produksi, distribusi... [Foto]*. Instagram. Diakses dari [https://www.instagram.com/p/B8tLr3NJ6pu/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/B8tLr3NJ6pu/?utm_source=ig_web_copy_link) pada 15 Juni 2020.
- Re.juve Indonesia [@rejuveid]. (2020, Februari 24). *Mengapa Re.juve kini menggunakan 100% Sayur organik? [Video]*. Instagram. Diakses dari <https://www.instagram.com/p/B88HfcaJS2U/> pada 15 Juni 2020.
- Re.juve Indonesia [@rejuveid]. (2020, Juli 7). *Jaga kesehatan dan tubuh kamu! Karena tubuh kamu adalah aset terbesar kamu dan tidak ada tubuh kedua untuk kamu jadikan ... [Foto]*. Instagram. Diakses dari <https://www.instagram.com/p/CCVLNEADQIn/> pada 14 November 2020.
- Re.juve Indonesia [@rejuveid]. (2020, Juni 15). *Apa kalian tahu sayuran kale si Ratu Sayuran? [Foto]*. Instagram. Diakses dari <https://www.instagram.com/p/CBceu7-JtSZ/> pada 14 November 2020.
- Re.juve Indonesia [@rejuveid]. (2020, Juni 19). *Terima kasih untuk seluruh teman-teman Re.juve yang telah berpartisipasi dalam kampanye promo Buy 1, Donate 1 dalam rangka ... [Foto]*. Instagram. Diakses dari <https://www.instagram.com/p/CBmYT7BJPBL/> pada 14 November 2020.
- Re.juve Indonesia [@rejuveid]. (2020, Juni 26). *Kembali ke new normal tapi semenjak WFH pola hidup jadi ga teratur? [Foto]*. Instagram. Diakses dari <https://www.instagram.com/p/CB4nlBepgEc/> pada 14 November 2020.



- Re.juve Indonesia [@rejuveid]. (2020, Mei 1). *Buruh adalah salah satu elemen penting dalam pembangunan bangsa* [Foto]. Instagram. Diakses dari [https://www.instagram.com/p/B\\_pCJ17Jvbu/](https://www.instagram.com/p/B_pCJ17Jvbu/) pada 14 November 2020.
- Re.juve Indonesia [@rejuveid]. (2020, November 1). *Cuaca yang terik bikin kamu malas beraktivitas? Segarkan kembali dirimu dengan Re.juve i.Glow! Terbuat dari 100% wortel organik, nanas, juga...* [Foto]. Instagram. Diakses dari <https://www.instagram.com/p/CHCR50oLL9P/> pada 11 November 2020.
- Re.juve Indonesia [@rejuveid]. (2020, Oktober 6). *Sebagai salah satu sayur yang memiliki kandungan nutrisi dan manfaat yang berlimpah merupakan alasan Kenapa Re.juve menggunakan stik seledri organic ...* [Foto]. Instagram. Diakses dari <https://www.instagram.com/p/CGEe3tug3OZ/> pada 14 November 2020.
- Re.juve Indonesia [@rejuveid]. (2020, September 10). *Re.juve tumbuh dan berkembang tidak hanya karena produknya, namun integritas yang kami pertahankan dari awal mula berdiri, Kejujuran dan Transparansi* [Foto]. Instagram. Diakses dari <https://www.instagram.com/p/CE8-fZUJEsJ/> pada 14 November 2020.
- Re.juve Indonesia [@rejuveid]. (2020, September 16). *Mau tau mengkonsumsi kunyit dengan cara baru?* [Foto]. Instagram. Diakses dari <https://www.instagram.com/p/CFMKDmcgBiK/> pada 14 November 2020.
- Re.juve Indonesia [@rejuveid]. (2020, September 26). *Kenapa sih Re.juve memilih 100% sayuran organik?* [Foto]. Instagram. Diakses dari <https://www.instagram.com/p/CFllUoSoEkz/?igshid=1ez9fq4zhqiff> pada 14 November 2020.
- Re.juve Indonesia [@rejuveid]. (2020, September 4). *Terima kasih untuk seluruh konsumen Re.juve yang telah berpartisipasi mengikuti kampanye #GOODforEarth melalui program Bring Back Your Empty Botol dimana...* [Foto]. Instagram. Diakses dari <https://www.instagram.com/p/CEtQdAqgj32/> pada 14 November 2020.
- Re.juve Indonesia [@rejuveid]. (n.d.). *Organic [Highlight]*. Instagram. Diakses dari [https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDg2NDU1Mjk3MTY0NjYx?igshid=4d6edd2wi2na&story\\_media\\_id=2257993599136698784\\_1109384873](https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDg2NDU1Mjk3MTY0NjYx?igshid=4d6edd2wi2na&story_media_id=2257993599136698784_1109384873) pada 11 November 2020.
- Re.juve Indonesia [@rejuveid]. (n.d.). *Re.juve store. [Highlight]*. Instagram. Diakses dari [https://www.instagram.com/s/aGlnaGxpZ2h0OjE3ODc3MjA4MTQ0NDk4NTE2?igshid=1x6utpfwzf81t&story\\_media\\_id=2210687697094569364\\_1109384873](https://www.instagram.com/s/aGlnaGxpZ2h0OjE3ODc3MjA4MTQ0NDk4NTE2?igshid=1x6utpfwzf81t&story_media_id=2210687697094569364_1109384873) pada 11 November 2020.
- Re.juve Indonesia. (2020, Mei 17). *Mengapa Re.juve #GOODforYou? Walaupun Re.juve terus berinovasi, namun sejak awal berdirinya Re.juve di tahun*



- 2014 integritas kami tidak pernah berubah... [Gambar terlampir] [Status Facebook]. Diakses dari <https://www.facebook.com/RejuveID/posts/984618528623524/> pada 10 November 2020.
- Re.juve Indonesia. (2020, September 23). *Mengapa imunitas memiliki peranan yang penting bagi tubuh kita dan apa sumber imunitas terbaik bagi tubuh? Mau tau jawabannya?* [Gambar terlampir] [Status Facebook]. Diakses dari <https://www.facebook.com/RejuveID/posts/1935927656564841> pada 11 November 2020.
- Re.juve Indonesia. (n.d.). Dalam *Facebook* [Halaman Facebook]. Diakses dari <https://www.facebook.com/RejuveID> pada 30 Oktober 2020.
- Re.juve, NEO SOHO. (2020, Juni 20). Diakses dari <https://www.dimanaja.com/place/154195/rejuve-neo-soho#> pada 10 November 2020.
- Re.juve. (2019, April 22). #GOODforEarth. Diakses dari <https://www.Re.juve.co.id/csr/ask-for-cooling-pack-1> pada 26 Mei 2020.
- Re.juve. (n.d.a). Home. Diakses dari <https://www.re.juve.co.id/> pada 25 Mei 2020.
- Re.juve. (n.d.b). Our brand promise. Diakses dari <https://www.rejuve.co.id/our-brand-promise> pada 29 Oktober 2020.
- Re.juve. (n.d.c). Our mission. Diakses dari <https://www.rejuve.co.id/our-vision-mission> pada tanggal 29 Oktober 2020.
- Re.juve. (n.d.d). Our true cold pressed & HPP facility. Diakses dari <https://www.rejuve.co.id/our-true-cold-pressed-hpp-facility> pada 29 Oktober 2020.
- Re.juve. (n.d.e). You are one step closer to #LiveHappier. Diakses dari <https://www.rejuve.co.id/shop-cold-pressed-juice-detox?orderby=price> pada 10 November 2020.
- Re.juve. (n.d.f). Our story. Diakses dari <https://www.rejuve.co.id/our-story> pada 30 Oktober 2020.
- Re.juve. (n.d.g). Our products. Diakses dari <https://www.rejuve.co.id/products> pada 30 Oktober 2020.
- Resurrección, B. P. (2013). Persistent women and environment linkages in climate change and sustainable development agendas. *Women's Studies International Forum*. 40(2013), 33-43. DOI: 10.1016/j.wsif.2013.03.011.
- Retnawati, B. B. (2011). Peningkatan nilai merek-merek asli Indonesia dengan green branding. *Dinamika Sosial dan Ekonomi*. 7(1), 1-9.
- Revkin, A. (2018). Climate change first became news 30 years ago. Why haven't we fixed it?. *National Geographic*. Diakses dari <https://www.nationalgeographic.com/magazine/2018/07/embark-essay-climate-change-pollution-revkin/> pada 7 Desember 2020.



- Rezai, G., Teng, P. K., Mohamed, Z., dan Shamsudin, M. N. (2013). Is it easy to go green? Consumer perception and green concept. *American Journal of Applied Sciences*. 10(8), 793-800. DOI: 10.3844/ajassp.2013.793.800.
- Richardson, A. (1969). *Mental imagery*. New York, NY: Springer Publishing.
- RMco.id. (2020, Oktober 5). "Re.juve Cares" dukung gaya hidup berkelanjutan. Diakses dari <https://rmco.id/baca-berita/etalase-bisnis/49921/rejuve-cares-dukung-gaya-hidup-berkelanjutan> pada 10 November 2020.
- Rosida, I. (2018). Tubuh perempuan dalam budaya konsumen: Antara kesenangan diri, status sosial, dan nilai patriarki. *Jurnal Antropologi: Isu-Isu Sosial Budaya*. 20(1), 85-101. DOI: 10.25077/jantro.v20.n1.p85-101.2018.
- Røstvik, C. M. (2020). Mother Nature as brand strategy: Gender and Creativity in Tampax Advertising 2007-2009. *Enterprise & Society*. 21(2), 413-452. DOI: 10.1017@eso.2019.36.
- Russell, C. G. (2000). Culture, language and behavior: Perception (Part I). *ETC: A Review of General Semantics*. 57(1), 4-27.
- Ryan, D. dan Jones, C. (2009). *Understanding digital marketing: Marketing strategies for engaging the digital generation*. London: Kogan Page.
- Sabaté, J. (2019). The environmental nutrition model. Dalam J. Sabaté (Ed.), *Environmental nutrition: Connecting health and nutrition with environmentally sustainable diets*. London: Academic Press.
- Sani, A. A. (2017). Pengaruh teknologi ramah lingkungan dan kualitas pelayanan terhadap keunggulan kompetitif dan kinerja perusahaan. *E-Journal Manajemen Unud*. 6(7), 3485-3512.
- Sarkar, A. N. (2012). Green Branding and eco-innovations for evolving a sustainable green marketing strategy. 8(1), 39-58. DOI: 10.1177/2319510X1200800106.
- Schivinski, B. dan Dabrowski, D. (2014). The impact of brand communication on brand equity through Facebook. *Journal of Research in Interactive Marketing*. 9(1), 31-53. DOI: 10.1108/JRIM-02-2014-0007.
- Schneider, F., Kallis, G., dan Martinez-Alier, J. (2010). Crisis or opportunity? Economic degrowth for social equity and ecological sustainability. Introduction to this special issue. *Journal of Cleaner Production*. 18(2010), 511-518. DOI: [10.1016/j.jclepro.2010.01.014](https://doi.org/10.1016/j.jclepro.2010.01.014).
- Senam, N. dan Akpan, U. (2014). The survey communication research. *The Journal of Education and Research*. 2(10), 461-478.
- SGS. (n.d.). Good Manufacturing Practice (GMP) certification. Diakses dari [https://www.sgs.co.id/en/agriculture-food/alternative-fuels/audits-and-certification/good-manufacturing-practice-gmp-certification pada 29 Okttober 2020](https://www.sgs.co.id/en/agriculture-food/alternative-fuels/audits-and-certification/good-manufacturing-practice-gmp-certification_pada_29_Okttober_2020).
- Shabir, H. (2020). *The representation of sustainability on social media: An Ecofeminist reading of Instagram*. (Tesis Magister, Lund University,



Lund, Swedia). Diakses dari <https://lup.lub.lu.se/student-papers/search/publication/9012661>.

Silvestre, B. S. dan Tîrcă, D. M. (2019). Innovations for sustainable development: Moving toward a sustainable future. *Journal of Cleaner Production*. 208(2019), 325-332. DOI: 10.1016/j.jclepro.2018.09.244.

Simanjuntak, T. N. (2015, Mei 8). Re.juve perkenalkan program ‘Cleanse Juice’ untuk kebugaran dan kecantikan. *Detikfood*. Diakses dari <https://food.detik.com/berita-boga/d-2910274/rejuve-perkenalkan-program-cleanse-juice-untuk-kebugaran-dan-kecantikan> pada 11 November 2020.

Singh, P. B. dan Pandey, K. K. (2012). Green marketing: Policies practices for sustainable development. *A Journal of Management*. 5(1), 22-30. DOI: 10.13140/RG.2.2.23593.34403.

Situmorang, J. R. (2011). Pemasaran hijau yang semakin menjadi kebutuhan dalam dunia bisnis. *Jurnal Administrasi Bisnis*. 7(2), 131-142. DOI: [10.26593/jab.v7i2.408.%25p](https://doi.org/10.26593/jab.v7i2.408.%25p).

Smith, A. N. (2010). The ecofetish: Green consumerism in women’s magazines. *Women’s Studies Quarterly*. 38(3/4), 66-83.

Sobande, F. (2019). Woke-washing: “intersectional” femvertising and branding “woke” bravery. *Europian Journal of Marketing*. 1-23. DOI: 10.1108/EJM-02-2019-0134.

SOPRA. (n.d.) Products. Diakses dari <https://solusi-pack.com/en> pada 23 November 2020.

Sorensen, C., Murray, V., Lemery, J., dan Balbus, J. (2018). Climate change and women’s health: Impacts and policy directions. *PLoS Med*. 15(7), 1-10. DOI: 10.1371/journal.pmed.1002603.

Spack, J. A., Board, V. E., Crighton, L. M., Kostka, P. M., dan Ivory, J. D. (2012). It’s easy being green: The effects of argument and imagery on consumer responses to green product packaging. *Environmental Communication*. 6(4), 441-458. DOI: 10.1080/17524032.2012.706231.

Stevens, L., Kearney, M., dan Maclaran, P. (2013). Uddering the other: Androcentrism, ecofeminism, and the dark side of the anthropomorphic marketing. *Journal of Marketing Management*. 29(1-2), 158-174. DOI: 10.1080/0267257X.2013.764348.

Suki, N. M. (2016). Green product purchase intention: impact of green brands, attitude, and knowledge. *British Food Journal*. 118(12), 2893-2910. DOI: 10.1108/BFJ-06-2016-0295.

Sutomonaio, T. (2020, Februari 3). Kenalkan gaya hidup sehat berkelanjutan, Re.juve kini hadir di Kota Bandung. *TribunJabar.id*. Diakses dari <https://jabar.tribunnews.com/2020/02/03/kenalkan-gaya-hidup-sehat-berkelanjutan-rejuve-kini-hadir-di-kota-bandung-pada-15 Oktober-2020>.



- Symons, J. (2019). *Ecomodernism: Technology, politics and the climate crisis*. Cambridge: Polity Press.
- Tempo.co. (2020, Oktober 5). Dukung new normal, Re.juve luncurkan kampanye Re.juve Cares. Diakses dari <https://inforial,tempo.co/info/1003751/dukung-new-normal-re-juve-luncurkan-kampanye-re-juve-cares-pada-11-November-2020>.
- The World Bank. (2019, Mei 31). Meet the innovators battling plastic waste in Indonesia: Mohamad Bijaksana Junerosano. Diakses dari <https://www.worldbank.org/en/news/feature/2019/05/31/meet-the-innovators-battling-plastic-waste-in-indonesia-mohamad-bijaksana-junerosano-pada-23-November-2020>.
- Tirtayasa, Y. (2020, Juli 23). Kawasan industri GIIP pasang PLTS atap Xurya. *Akurat.co*. Diakses dari <https://akurat.co/iptek/id-1174114-read-kawasan-industri-giip-pasang-plts-atap-xurya> pada 26 November 2020.
- Todd, A. M. (2004). The aesthetic turn in green marketing environmental consumer ethics of natural personal care products. *Ethics and the Environment*. 9(2), 86-102. DOI: 10.1353/een.2005.0009.
- Tribun Jabar. (2020, Feburari 3). Kenalkan gaya hidup sehat berkelanjutan, Re.juve kini hadir di Kota Bandung. Diakses dari <https://jabar.tribunnews.com/2020/02/03/kenalkan-gaya-hidup-sehat-berkelanjutan-rejuve-kini-hadir-di-kota-bandung> pada 15 Oktober 2020.
- Ulusoy, E. (2015). I think, therefore I am vegan: Veganism, ethics, and social justice. *Proceedings of the 40<sup>th</sup> Annual Macromarketing Conference*.
- United Nations. (2019). Voluntary National Review 2019. Diakses dari <https://sustainabledevelopment.un.org/memberstates/indonesia> pada 7 Desember 2020.
- Valentini, C., Romenti, S., Murtarelli, G., dan Pizzetti, M. (2018). Digital visual engagement: influencing purchase intentions on Instagram. *Journal of Communication Management*. 22(4), 362-381. DOI: 10.1108/JCOM-01-2018-0005.
- Valera, L. (2018). Françoise d'Eaubonne and ecofeminism: rediscovering the link between women and nature. Dalam D. A. Vakoch dan S. Mickey (Eds.), *Women and nature? Beyond dualism in gender, body, and environment*. New York, NY: Routledge.
- Varey, R. J. (2002). *Marketing communication: Principles and practice*. New York, NY: Routledge.
- Vijayaraj, B. (2017). A comprehensive study of ecofeminism. *The Anthropologist*. 30(1), 68-75. DOI: 10.1080/09720073.2017.1377862.
- Voorverld, H. A. M. (2019). Brand communication in social media: A research agenda. *Journal of Advertising*. 1-13. DOI: 10.1080/00913367.2019.1588808.



- Vos, M. dan Bartels, J. (2018). Putting words into action: Marketing organic products with existing brand associations. *International Journal of Marketing Studies*. 10(2), 1-15. DOI: 10.5539/ijms.v10n2p1.
- Wagner, S. A. (2003). *Understanding green consumer behavior: A qualitative cognitive approach*. New York, NY: Routledge.
- Wang, H-J. (2016). Green brand positioning in the online environemnt. *International Journal of Communication*. 10(2016), 1405-1427.
- Wardani, S. W., Purnomo, D., dan Lahade, J. R. (2013). Analisis wacana feminism Sara Mills program Tupperware She Can! on radio (Studi kasus pada Radio Female Semarang). *Cakrawala*. 2(1), 185-210.
- Warren, K. J. (1994). *Ecological feminism*. New York, NY: Routledge.
- Warren, K. J. (1997). *Ecofeminism: Women, culture, nature*. Bloomington, IN: Indiana University Press.
- Weiss, A. M., Anderson, E., dan MacInnies, D. J. (1999). Reputation management as a motivation for sales structure decisions. *Journal of Marketing*. 63(1999), 74-89. DOI: [10.1177/002224299906300407](https://doi.org/10.1177/002224299906300407).
- Weitzl, W., Zniva, R., Einwiller, S., dan Beldad, A. (2017). Success factors of brand communication on Facebook: A structured abstract. Dalam M. Stieler (Ed.), *Creating marketing magic and innovative Future marketing trends: Proceedings of the 2016 academy of marketing science (AMS) annual conference*. DOI: 10.1007/978-3-319-45596-9.
- WWF. (2019, Juli 4). Plastic waste and climate change – what's the connection?. Diakses dari <https://www.wwf.org.au/news/blogs/plastic-waste-and-climate-change-whats-the-connection#gs.luomez> pada 23 November 2020.
- Xue, F. dan Muralidharan, S. (2015). A green picture is worth a thousand words?: Effects of visual and textual environmental appeals in advertising and the moderating role of product involvement. *Journal of Promotion Management*. 21(1), 82-106. DOI: 10.1080/10496491.2014.971209.
- Yang, K. Y-C. (2018). Introduction. Dalam D. A. Vakoch dan S. Mickey (Eds.), *Women and nature? Beyond dualism in gender, body, and environment*. New York, NY: Routledge.
- Yılmaz, O. C. dan Rasuly-Paleczek, G. (2019). Gender as a performative act in urban spaces: Non-verbal marks of masculinity & femininity. *İletişim Çalışmaları Dergisi*. 5(1), 1-12.
- Yoo, B., Donthu, N., dan Lee, S. (2000). An examination of selected marketing mix elements and brand equity. *Journal of the Academy of Marketing Science*. 28(2), 195-211. DOI: 10.1177/0092070300282002.
- Young, A. (2014). *Brand media strategy: Integrated communications in the digital era*. Edisi ke-2. New York, NY: Palgrave Macmillan.



UNIVERSITAS  
GADJAH MADA

Lingkungan dan Perempuan dalam Komunikasi Jenama (Analisis Wacana Ekofeminisme pada Praktik)

Penjenamaan Hijau dalam Akun Instagram Re.juve)

DEARDRA NURRIEL, Lidwina Mutia Sadasri, S.I.P., M.A.

Universitas Gadjah Mada, 2021 | Diunduh dari <http://etd.repository.ugm.ac.id/>

- Yusmarani, R. (2019). Ecofeminism perspective in Indonesian literary works. *ISLLAC: Journal of Intensive Studies on Language, Literature, Art, and Culture*. 3(1), 63-68.
- Zaidi, S. dan Sahibzada, M. (2020). Woman speaks with nature: Woman and land through the lens of ecofeminism in Game of Thrones. *Erevna: Journal of Linguistics & Literature*. 2(2), 50-59.
- Zaman, A. U. dan Lehmann, S. (2011). Urban growth and waste management optimization towards ‘zero waste city’. *City, Culture and Society*. 2(2011), 177-187. DOI: 10.1016/j.ccs.2011.11.007.
- Zhu, Y-Q. dan Chen, H-G. (2015). Social media and human need satisfaction: Implications for social media marketing. *Business Horizons*. 58, 335-345. DOI: 10.1016/j.bushor.2015.01.006.



UNIVERSITAS  
GADJAH MADA

Lingkungan dan Perempuan dalam Komunikasi Jenama (Analisis Wacana Ekofeminisme pada Praktik

Penjenamaan Hijau dalam Akun Instagram Re.juve)

DEARDRA NURRIEL, Lidwina Mutia Sadasri, S.IP., M.A.

Universitas Gadjah Mada, 2021 | Diunduh dari <http://etd.repository.ugm.ac.id/>