

## A Self-existence of the #TBSBabes Community Member through The Refill Station program

<sup>1</sup>Annisa Pramesti A , <sup>2✉</sup>A. Hasan Al Husain, <sup>3</sup>Wa Ode Seprina

Faculty of Communication and Business, Telkom University, Bandung, Indonesia

E-mail: <sup>1</sup>tisa.azalia@gmail.com, <sup>2✉</sup>alhuseyn@telkomuniversity.ac.id,

<sup>3</sup>seprinaode@telkomuniversity.ac.id

**Abstract.** *The beauty industry is considered the most significant contributor to plastic waste in Indonesia and companies within this industry are expected to prioritize environmental concerns. Since 2022, beauty industries in Indonesia have shifted their trends towards using more natural and eco-friendly products. This research aims to analyze the self-identity of members of the #TBSBabes Community through The Body Shop's Refill Station program. The study is conducted using a qualitative method with a phenomenological approach to analyze and describe the data. Applying Alfred Schutz's phenomenological theory, two types of motives were identified among members of the #TBSBabes Community: habitual motives and environmental motives. Additionally, there are educational motives related to environmental preservation. Based on these motives, researchers interpret the form of self-identity shaped by the participation of #TBSBabes Community members in the Refill Station program as being recognized by their social environment as eco-beauty content creators. Each human behavior carries meaning, as demonstrated in this research by members of the #TBSBabes Community seeking recognition in their social environment.*

**Keywords:** *sustainable lifestyle, self-existence, community, motives*

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### INTRODUCTION

Indonesia is projected to become the largest market for beauty products in the next 10-15 years due to its position as the largest economy in Southeast Asia (Chin et al., 2018). According to data released by the Indonesian Association of Cosmetics Companies and Associations (PPAK), the beauty industry in Indonesia experienced a growth of 7.45% in 2021 (Marzia & Ekasari, 2022). However, the beauty industry has inadvertently contributed to plastic waste in the environment. Plastic waste is a major issue faced by many countries worldwide, including Malaysia, Vietnam, and various African nations, due to the numerous threats it poses to the environment and living beings (Wenas & Stefany, 2023). Shalmont (2020) shows that the beauty industry produces 120

billion units of plastic packaging waste annually, which has led to the emergence of the sustainable beauty trend (Shalmont, 2020).

The rise of the sustainable beauty trend has significantly influenced the beauty industry, leading to the transformation of beauty products to be more sustainable (Chin et al., 2018). This trend is a strategic move by the beauty industry to achieve the 12th Sustainable Development Goal (SDG) concerning sustainable production and consumption. As a result, sustainability has become a top priority across all industrial sectors, including the beauty industry. This shift is further supported by data released by IBM (2020), which indicates that 80% of consumers consider sustainability essential in their purchasing decisions

(Fröberg et al., 2024).

Sustainable beauty has gained traction in Indonesia as consumer awareness of environmental sustainability has grown, leading to changes in consumption patterns (Lavuri et al., 2023). Increased awareness, concern, and social and environmental responsibility indirectly pressure beauty brands to demonstrate their support for sustainability initiatives in order to retain their customer base. Key considerations include environmentally friendly packaging and sustainable production processes (Shalmon, 2020).

According to Ali in Limbu (2023), sustainable beauty products are defined as those that incorporate raw materials free from harmful chemicals and are easily renewable (organic), produced with environmentally friendly formulations, and packaged in ways that support environmental preservation or can be recycled (Limbu, 2023). Additionally, sustainable beauty can be understood as part of human efforts to care for the environment, reflecting an awareness of the importance of caring for oneself and the surrounding environment (Rozalina & Lukman, 2022).

The Refill Station is a program established by The Body Shop to demonstrate its commitment to environmental sustainability. This program also supports the Indonesian government's efforts to reduce plastic usage in everyday life, particularly in cosmetics. This initiative aligns with the Minister of Environment and

Forestry Regulation Number 75 of 2019 concerning the Road Map for Waste Reduction by Producers, which outlines waste reduction strategies from 2020–2029. According to Article 6, plastic waste can be reduced by limiting waste generation, recycling waste, and reusing materials (Kurnia, 2021).

Several other beauty brands have also implemented comparable programs. Bhumi, for instance, has introduced a refill pack program that uses PET (Polyethylene Terephthalate), PP (Polypropylene), and PE (Polyethylene) plastics in its packaging, making it easier to recycle and reuse (Bhumi, 2021). Similarly, Avoskin has launched the Send Your Waste program, which aims to increase waste recycling and reduce the amount of Avoskin skincare product waste that ends up in landfills (Rustaviani, 2021).

However, the researchers opted to focus on the Refill Station program compared to other initiatives because The Body Shop stands out as the pioneer of sustainable beauty campaigns in Indonesia. According to Table 1, The Body Shop holds the top position with a notable index value increase of 9.3%. Unlike other brands that exhibit fluctuations, The Body Shop has consistently maintained its leading position. This can be attributed to The Body Shop's early efforts in promoting environmentally friendly beauty products since 1976 (Syahputri, 2022), which have garnered the public's trust over time.

Reutilization refers to the ability of packaging to be reused for a valuable

TABLE 1. Top Brand Award (2018 – 2020)

Product	Top Brand 2018	Top Brand 2019	Top Brand 2020
The Body Shop	17,1%	35%	44,3%
Victoria's Secret	6,6%	9,5%	10,3%
Wardah	11,3%	9%	9,2%
Oriflame	16,8%	19,4%	16,2%

Source: (Syahputri, 2022)

purpose after its initial use. For instance, the Refill Station program enables the repeated reuse of aluminum packaging without contributing to new piles of plastic waste. The Refill Station initiative aims to encourage consumers to adopt a sustainable lifestyle by inviting them to make a change.

One way to promote sustainability is by endorsing environmentally friendly products. In this study, researchers concentrated on how the utilization of such products can influence the self-identity of community members. This research aligns with the findings of Djajadiwangsa & Alversia (2022), which examine the inclination of young consumers to prefer environmentally friendly products over conventional ones (Djajadiwangsa & Alversia, 2022).

According to Salisah in Husain (2020) highlights the broad scope of communication science when discussing phenomena (Husain, 2020). In this study, for example, we explore the behavior of members of the #TBSBabes Community participating in the Refill Station program. From a perspective of sociological communication, the Refill Station program is considered a part of popular culture, which encompasses various aspects such as lifestyle and fashion (Nugroho & Hendrastomo, 2017). One manifestation of popular culture observed in this study is the adoption of a sustainable lifestyle. As stated by Lorenzen in Genoveva & Syahrivar (2020), a sustainable lifestyle aims to minimize the negative impact of individuals' daily activities on the environment (Genoveva & Syahrivar, 2020).

The #TBSBabes Community is a collective of individuals actively endorsing and supporting The Body Shop's initiatives. These members engage in volunteer activities organized by The Body Shop, as highlighted in pre-research interviews with five key informants.

One such activity is the Akademi Bijak Sampah (AKABIS) program held at the Sumur Batu Landfill in Bekasi City. This collaborative effort with Waste4Change aims to address the daily accumulation of 7,000 tons of garbage. Through this program, participants learn about the 3R concept: reduce, reuse, and recycle, which can be implemented at home to better manage unused packaging.

In addition to visiting the Sumur Batu Landfill, members of the #TBSBabes Community also actively participated in the inauguration of the first beauty store to implement the principles of reuse, recycling, and upcycling. Known as the Change-making Beauty Store, this innovative concept by The Body Shop emphasizes sustainability, with the majority of materials used being environmentally friendly. The Body Shop collaborated with Parongpong Raw Lab and eCollabo8 Plastic Recycling for this project (Ajeng, 2022). The materials employed in this change-making beauty store include repurposed wooden pallets for product packaging, recycled plastic packaging, and even repurposed cigarette butts (Putra & Nurlinda, 2023).

All members of the #TBSBabes Community are professional content creators who willingly share their daily activities on social media. According to Saidah (2023), social media encourages the intentional sharing of personal stories (Saidah, 2023). Additionally, research by Anderson in Kurniyawan (2023) suggests that in the context of communication related to environmental issues, Social media can be a useful tool for engaging the public in discussions about environmental issues, as it can encourage public knowledge of these issues (Kurniyawan, 2023). This is evident in the #TBSBabes Community's support of The Body Shop's programs on their social media accounts. In this study, the researcher applied Alfred Schutz's phenomenological theory, which

categorizes individual behavior into two forms of motives: “because of” motives and “in-order-to” motives (Schutz, 1972).

The consistent efforts of #TBSBabes Jakarta Community members in promoting the Refill Station program significantly influence their self-image. Quoting Beynon in Purnamasari & Agustin (2019), self-image comprises four components, one of which is a person’s pedigree or proud identity. For instance, #TBSBabes members, as part of one of Indonesia’s largest beauty communities, take pride in their affiliation (Purnamasari & Agustin, 2019). The self-image cultivated by each member of the #TBSBabes community is recognized by their social environment, thus establishing their self-existence.

The #TBSBabes community is a beauty-focused group that supports environmental sustainability initiatives by The Body Shop Indonesia. This community comprises members from various regions who engage in activities driven by shared interests (Indaswari, 2017). According to Carol Anne Ogdin, as cited by Indaswari (2017), five factors distinguish a community from other groups of individuals: exclusivity, community goals, rules that provide a deterrent effect for members, member welfare, and the independence of community members (Indaswari, 2017).

The researcher chose the #TBSBabes community as the research subject because its members, being millennials, have a strong understanding of environmental sustainability. The millennial generation is more aware and sensitive to sustainability issues compared to other generations (Shalmont, 2020).

The description above confirms the burgeoning trend of sustainable beauty, particularly in Asian countries like Indonesia, driven by increasing public awareness of environmental sustainability issues. Quoting Lavuri & Susandy as cited

by Lavuri et al., (2023), it is elucidated that people are now cognizant of the benefits associated with using environmentally labeled ingredients, particularly in terms of their health aspects, as they avoid harmful chemicals (Lavuri et al., 2023). However, the majority of current research only examines people’s responses to sustainable beauty trends, such as research conducted by Gardesi (2022), which examines the impact of sustainable lifestyles on people’s purchase intentions (Gardesi, 2022), (Genoveva & Syahrivar, 2020); Indonesian consumers’ responses to sustainable beauty trends (Lin et al., 2018) (Shalmont, 2020) (Rozalinna & Lukman, 2022) (Alam et al., 2023); consumer purchase intention for sustainable beauty products (Chin et al., 2018) (Kapoor et al., 2019) (Rusyani et al., 2021) (Djajadiwangsa & Alversia, 2022)

The studies mentioned above delve into the impact of sustainable beauty trends on Indonesian society. However, they have yet to investigate the experiences of individuals who have actually used sustainable beauty products. An examination of such experiences presents a novelty in the author’s research, particularly in the realm of people’s self-identity within their social environment, post-comprehensive knowledge and experience with sustainable beauty products. It is noteworthy that these two factors significantly influence an individual’s behavioral motives (Zulvi & Esfandari, 2021). Hence, researchers are intrigued by the prospect of elucidating and exploring the motives of each member, and interpreting the behavioral motives of #TBSBabes Community members that shape their self-identity within the social environment.

## METHOD

This research is a qualitative study employing phenomenological research,

which interprets data obtained from research informants (Mulyana, 2018). The purpose of this type of research is to explore and describe the subjective experiences of research informants regarding the phenomenon under study—the Body Shop Indonesia’s refill station program. The criteria for informants include being active members of the #TBSBabes Community, aged 25-40 years old, residing in South Jakarta, and using Refill Station products in their daily lives. The choice to focus on the millennial generation stems from their heightened awareness of sustainability issues related to products, attributed to their greater access to information compared to previous generations (Cheng, 2019)

In addition to data confirmation and diverse perspectives, the researcher conducted interviews with the Public Relations team at The Body Shop Indonesia as supporting informants. The research spanned 11 months and was based in DKI Jakarta City, specifically South Jakarta. Data collection techniques included both face-to-face and non-face interviews. Most research interviews were conducted via the Zoom application using in-depth interview techniques. Additionally, researchers documented research activities through voice chat recordings and pictures taken during interactions with informants.

Following Miles & Huberman, the researchers used data analysis techniques including data reduction, presenting research findings through brief descriptions, pictures, and charts, and verifying data by drawing conclusions from field observations. To ensure the validity of the research data, the researcher cross-checks information across different informants (Sugiyono, 2017). In this study, researchers triangulated their sources by collaborating with The Body Shop Indonesia. The exploration of meaning in this study emphasizes the

subjective meaning model (Setiawati et al., 2022). The research aims to examine the significance of the actions taken by members of the #TBSBabes community.

## **RESULTS AND DISCUSSIONS**

Cosmetics and body care products typically utilize disposable plastic-based packaging. Inadequate management of such packaging leads to accumulation, posing a threat to the sustainability of the surrounding environmental ecosystem. In Indonesia, an estimated 65 million metric tonnes of waste are generated annually, with 15 million metric tonnes polluting the environment and ecosystems due to insufficient management practices. Approximately 69% of this waste is dumped into landfills, while only 7% undergoes recycling (Affandi & Ramadini, 2023)

Presently, The Body Shop Indonesia is committed to mitigating environmental damage by striving for a target of 75% PCR (post-consumer recycled) plastic usage. Moreover, The Body Shop Indonesia is actively promoting the adoption of the Rethink strategy among consumers. This strategy entails the implementation of the Refill Station program, which encourages consumers to shop without plastic packaging (Bappenas, 2022).

The Body Shop, a trailblazing beauty brand with a strong commitment to environmental sustainability in Indonesia, launched the #KerenTanpaNyampah campaign in 2021. Through this initiative, two programs were introduced to bolster campaign efforts: Bring Back Our Bottles (BBOB) 2.0 and Refill Station. The Refill Station program aims to inspire consumers to embrace sustainable lifestyle changes. The implementation of the #KerenTanpaNyampah campaign marks a pioneering effort in promoting the concept of sustainable beauty in Indonesia. Currently, Refill Station is available in several cities, including

Jakarta, Bandung, Jogjakarta, Bali, Medan, Tangerang, Surabaya, Pekanbaru, Bekasi, Bogor, Palembang, Batam, and Bintaro (Hanifah & Ariyanti, 2022).

The Body Shop established its own community for beauty and skincare enthusiasts, known as #TBSBabes. #TBSBabes serves as a self-development platform initiated by The Body Shop, specifically catering to individuals passionate about beauty and skincare. It actively engages in advocating for the campaigns conducted by The Body Shop. The #TBSBabes community originated from an activity program called #TBSBeautyBae, short for The Body Shop Beauty Bae. This program aimed to groom 10 selected individuals as influencers in the beauty field. The #TBSBeautyBae program was operational from 2018 to 2019 (Dara, 2018). Comprised of 40 selected individuals interested in beauty, body care, and environmental sustainability (Marcinda, 2023), the #TBSBabes community members participate in the Refill Station program with specific motives and goals. Hence, researchers sought to explore the motives behind each informant's participation in the Refill Station program. In their research findings, researchers attempted to categorize these motives based on Alfred Schutz's phenomenological theory into "because of" motives and "in-order-to" motives.

One of the reasons why the research informants participated as members of the #TBSBabes Community in the Refill Station program was due to habit. Speaking of habits, informant RS has consistently demonstrated a concern for environmental sustainability long before joining the #TBSBabes community.

"Speaking of perspective, my environmental awareness didn't begin upon joining the community or engaging in TBS initiatives. It's

something I've been conscious of even before becoming a part of this group." (October 14, 2023, 13:20 WIB)

In addition to habit motives, this study also found environmental motives among members of the #TBSBabes community. The environmental motive refers to their awareness of the environmental damage around them, which led to lifestyle changes, including participation in the Refill Station program. For instance, informant JTW changed her habits after visiting the Sumur Batu landfill site.

"The turning point for me was when I joined the other community members to volunteer at the Sumur Batu landfill in Bekasi. It was really eye-opening because the sight of the massive piles of garbage polluting the air, soil, and water was distressing. It became evident how it was affecting the lives of the nearby community." (October 8, 2023, 14:35 WIB)

Starting from her experience visiting the Sumur Batu landfill with other community members to see firsthand the processing of plastic waste, informant JTW realized the extent of environmental damage around her. Informant AL had a similar experience.

"Hmm, my turning point was when I, along with other community members, visited the Sumur Batu landfill in Bekasi. Seeing the piles of rubbish that couldn't be processed optimally was unsettling. I am no longer proud of producing so many empty beauty product packages every month; instead, it made me reflect on my habits and become more interested in eco-friendly beauty. I love The Body Shop because of the sustainable contents we use and the plastic packaging." (October 16, 2023, 10:17 WIB)

Changes in product consumption patterns and waste management practices by informant AL have become routine activities for her. Informant AB shared her journey of becoming aware of environmental sustainability while on holiday, witnessing firsthand how residents care for the environment.

“Hm... When I went on holiday to the Maldives in 2019, the residents there were very strict about rubbish; residents and tourists were treated the same. While in the Maldives, I was embarrassed to leave plastic waste behind because everyone keeps their rubbish and disposes of it in its place. Especially when you’re travelling on the islands, if you’re holding an empty bottle, you’ll be glared at like a fugitive. That could be one of the reasons why the beaches in the Maldives are so clean and beautiful! Sadly, our tourism can’t be like that yet.” (October 10, 2023, 17:38 WIB)

Lastly, the environmental motive was also evident in informant TD. She shared her experience of realizing the significant difference in ecological conditions between big cities and small towns.

“If asked about the turning point, it probably started with my awareness. In my other job, I am required to travel frequently outside the city. I began to notice a significant difference between Jakarta and small towns. There, the sky is still clean, and you can even see the stars at night. There’s also no pollution, so the air is wonderful. After that, I realised that things must be addressed to protect the environment.” (October 13, 2023, 15:10 WIB)

Therefore, the experiential motives behind the participation of #TBSBabes community members in the Refill Station program are divided into two categories: habitual motives and environmental

motives. Additionally, when implementing a program, there are expectations or goals to be achieved through it. This is also observed in this study, where members of the #TBSBabes Community have their hopes and goals when participating in the Refill Station program.

The first informant, JTW, aims to create a better living environment for her baby and fulfill her role as a content creator by educating her followers about lifestyle changes. She particularly emphasizes minimizing the use of plastic packaging through the Refill Station program.

“Since becoming a mother, I have been worried about my child’s growth and development in the future. What if there are no more green forests because everything has been cut down? I don’t want that to happen. That’s why I started to change and educate my family and followers about this.” (October 8, 2023, 14:35 WIB)

Informant AB shared a similar experience with the researcher. Both she and the #TBSBabes community share the goal of educating the community about environmental sustainability. They put this into action through participation in the Refill Station program.

“I feel that the presence of this community and the programmes and products they offer align with my values. Wherever we are, we all want to participate in educating the public about environmental sustainability.” (October 10, 2023, 17:38 WIB)

According to AB’s statement during the research interview, the #TBSBabes Community shares the same values of educating the public. Informant AL also aims to encourage people to change their lifestyles, particularly in terms of consumer patterns.

“I believe the Refill Station program is a modern solution that

adapts to people’s consumption patterns. Through this program, I hope to minimize the use of single-use plastic packaging and educate people about sustainable living where everyone has full awareness of preserving the environment.” (October 16, 2023, 10:17 WIB)

The #TBSBabes community aims not only to educate the public but also to enhance their presence in their social circles. They achieve this by serving as role models for their followers and promoting a sustainable lifestyle. As content creators, they wield significant influence due to their popularity. For instance, informant RS expressed her hope that her social media content would raise awareness and inspire others to take similar action.

“With this program, I hope more people will become aware. I also hope that the content I share on social media will inspire many people to take action.” (October 14, 2023, 13:20 WIB)

The final informant, TD, expressed her desire to participate in the Refill Station program. As a content creator, she is concerned about current environmental

conditions and hopes that her actions will inspire her community, especially her followers, to take similar steps, such as reducing single-use plastic waste.

“Through this Refill Station program, I hope I can inspire people to follow the same path in reducing single-use plastic waste.” (October 13, 2023, 15:10 WIB)

Based on the results of the interviews with the five informants, researchers can conclude that the #TBSBabes community and The Body Shop formed a collaboration to achieve a common goal of encouraging people to reduce the use of plastic packaging products to preserve the environment. Researchers also attempted to confirm this collaboration with GD, the Public Relations representative of The Body Shop Indonesia.

“Through the refill station, we want to educate, provide solutions, and foster collaboration and innovative steps to overcome the problem of plastic waste, especially that which comes from beauty products. TBS is very committed to preserving the environment. In my opinion, refill stations are a solution to reduce the number of plastic packaging users

TABLE 2. Linkages between Theory & Research Results

Motive (Alfred Schutz)	Explanation of Motive According to Alfred Schutz	Motive Category	Shape Motive
Because of Motives	Motives that refer to the past. The actions a person performs must be based on reasons from the past at the time they were carried out.	Habit Motive Environmental Motive	Sustainable Lifestyle Trends Environmental Damage
In-Order-To Motives	Motives that refer to future actions. A person's behavior is based on the desire to achieve certain goals or results in the future.	Educational Motive Self-Existence Motive	Persuade Friends, Family and Followers Role Model for Followers

Source: Alfred Schutz’s Phenomenological Theory, modified by Researcher based on research findings (2024)





FIGURE 1. Intersection of Both Motives of #TBSBabes Community Members  
Source: Processed by Researcher (2023)

and a practical way to encourage the next generation to use environmentally friendly packaging practically.” (October 31, 2023, 19:32 WIB)

The research interviews conducted in the field were analyzed using Alfred Schutz’s Phenomenology theory. The experiences of informants as members of the #TBSBabes community revealed two forms of motives, as presented in Table 2: ‘because of’ motives and ‘in-order-to’ motives. The ‘because of’ motives include habit and environmental motives. Habit motives are evident among members of the #TBSBabes community who are familiar with sustainable lifestyle trends. Additionally, there are environmental motives, with members of the #TBSBabes community expressing significant concern for environmental issues and feeling compelled to make a change by adopting a more environmentally friendly lifestyle.

According to Table 2, members of the #TBSBabes Community have

specific goals and expectations they aim to achieve, as outlined by Alfred Schutz’s phenomenological theory, referred to as In-Order-To motives. The first motive is educational, wherein members participate in the Refill Station program to encourage their friends and family to adopt similar environmentally friendly practices or raise awareness about environmental issues. The second motive is self-existence, whereby community members aspire to serve as role models for their peers in embracing a sustainable lifestyle, particularly in the realm of sustainable beauty.

The convergence of the two types of motives in the participation of #TBSBabes Community members in the Refill Station program shapes a meaning that researchers interpret regarding their behavior in their social environment. Their role as content creators can also serve as a tool to support the creation of this meaning. Each motive and associated meaning held by #TBSBabes Community

members, as explained previously, essentially serves an implicit purpose—the ultimate goal of all activities undertaken. Based on the study’s findings, the researcher inferred that all activities of #TBSBabes Community members in The Body Shop Refill Station program, as depicted in Figure 1, reveal two forms of motivation that must be interconnected as steps towards shaping the self-identity of #TBSBabes Community members within their social environment.

Through the participation of #TBSBabes Community members in the Refill Station program, it is apparent that the community aims to advocate for a sustainable lifestyle to a broader audience. In the interview results, informants expressed their concerns about the deteriorating environmental conditions. The shift towards a sustainable lifestyle has a positive impact that the community seeks to disseminate. This serves as an indirect means of educating and inspiring individuals to prioritize environmental sustainability.

Furthermore, the Refill Station program actively encourages

#TBSBabes Community members to directly contribute to environmental sustainability efforts. This innovative initiative, developed by The Body Shop, aims to tackle the challenge of plastic packaging waste, which poses significant decomposition challenges. Collaborating with the #TBSBabes Community, The Body Shop endeavors to educate the public about the environmental risks associated with plastic waste and highlights the #TBSBabes Community as exemplars for adopting a vibrant, sustainable lifestyle. These efforts are aimed at fostering public engagement in the pursuit of environmental sustainability.

In phenomenological research, the focus is on uncovering the essence or significance of lived experiences. Researchers aim to explore and understand the fundamental meaning of human experiences. This study seeks to explore and categorize the reasons and motives underlying the self-existence of #TBSBabes Community members in their participation in The Body Shop Refill Station program. The study revealed that the phenomenology of these reasons and

TABLE 3. Categorisation of Alfred Schutz’s Phenomenological Analysis

Interpretation Categorisation	Types	Form of Interpretation
Experience	Adopt the concept of Sustainable Beauty	Switch to eco-friendly products. Processing waste before sending it to landfill
Meaning	Consciously identifying oneself as an individual whose behavior aligns with environmentally friendly attitudes	Behave in accordance with The Body Shop's corporate values that support environmental sustainability.
Consciousness	Participation in the Refill Station programme	Using a wide range of The Body Shop Refill Station products. Educating her followers on social media about Sustainable Beauty. Being a Role Model for their followers.

Source: Processed by Researcher (2024)

motives is influenced by three factors: the experience of embracing the concept of sustainable beauty in their daily lives, the significance for #TBSBabes Community members to consciously identify themselves as individuals who adopt environmentally friendly behaviors, and their actions manifested through participation in the Refill Station program.

Table 3 illustrates three ways in which #TBSBabes Community members interpret their experiences. Firstly, they integrate the concept of sustainable beauty into their daily lives, which manifests in various forms such as transitioning to eco-friendly products like Refill Station items to mitigate packaging waste. Secondly, they engage in repurposing packaging waste before discarding it into landfills. According to Alfred Schutz's Phenomenology theory, meaning emerges following an experience. Table 3 demonstrates that the informants perceive themselves as individuals who demonstrate environmentally friendly behavior as part of the #TBSBabes community. This behavior resonates with The Body Shop's corporate values as a sustainable beauty brand in Indonesia.

Subsequently, after embracing their identity as environmentally conscious individuals, members of the #TBSBabes Community actively engage in programs aimed at environmental preservation. For instance, they participate in initiatives like the Refill Station program initiated by The Body Shop Indonesia. As depicted in Table 3, their involvement in this program extends beyond mere participation; they also utilize The Body Shop's Refill Station products. Furthermore, they leverage their social media platforms to educate their followers about Sustainable Beauty and serve as role models for adopting eco-friendly practices.

Environmental factors, information technology, socio-culture,

education, and social status all contribute to shaping an individual's sense of self-existence. These factors that influence self-existence subsequently shape one's lifestyle, which in turn is determined by how the individual realizes their existence (Putri, 2018). Therefore, through self-image, individuals signal their uniqueness or differences from others. The self-image constructed by each individual member of a community indirectly reflects upon the community as a whole. For instance, aspects such as their attire, mindset, and lifestyle choices (Hermayan., et al, 2020). In this study, the self-image of #TBSBabes Community members embodies that of environmentally conscious individuals who also serve as representatives of the #TBSBabes Community.

Quoting Beynon in Purnamasari & Agustin (2019), it is explained that one of the components of self-image is the pedigree of individual members of the #TBSBabes community. Pedigree refers to a unique identity and a source of pride that an individual possesses, typically stemming from their background, family heritage, social status, or educational background (Purnamasari & Agustin, 2019). The status as a member of the #TBSBabes Community held by the research informants is undoubtedly a source of pride and influences the characteristics of the informants. A person with a positive self-image is likely to enhance their presence in the social environment and establish clearer goals and objectives in life.

For instance, as members of the #TBSBabes Community, informants experienced lifestyle changes, including a shift toward sustainable cosmetic products and environmentally friendly practices. This change enhanced their value within the community due to their demonstrated concern for the environment. Consequently, these informants received recognition and became known as

figures who prioritize environmental sustainability. This positive self-image subsequently influences the self-existence of community members within their social environment. The self-image of #TBSBabes Community members as advocates for a beauty brand committed to environmental sustainability will undoubtedly shape their self-existence. As content creators, they are tasked with presenting their best selves to the public, which directly impacts their portrayal within the community.

Quoting Thompson in Afrilia (2018), it is elucidated that self-existence is a state in which an individual shapes themselves into an authentic figure with distinctive characteristics. These characteristics may manifest in facial features, posture, personality traits, or talents, ultimately setting one person apart from another (Afrilia, 2018). Through the study results, the researcher discovered meaning in the form of the self-existence of each research informant as a member of the #TBSBabes Community, striving to accomplish their respective goals through their engagement in the Refill Station program.

Table 3 presents the researchers' attempt to categorize the forms of self-existence among members of the #TBSBabes Community. As members of the #TBSBabes Community, they have a duty to serve as role models in preserving

the environment and implementing a sustainable lifestyle. Researchers may interpret that the motive for #TBSBabes community members to participate in the Refill Station program is to receive recognition as eco-beauty content creators who are also part of The Body Shop.

The five research informants are eco-beauty content creators. Consequently, one of the contents they showcase on their social media platforms is their daily lifestyle, such as how they handle all the beauty empties produced before sending them to the landfill. They also demonstrate their transition to using eco-friendly products like Refill Station products. These actions define them as content creators in the eyes of their followers.

The researcher also interpreted that the behavior exhibited by the research informants towards their followers serves as a platform to showcase their characteristics, personalities, and uniqueness. For instance, one informant shares her daily activities, which involve practicing a sustainable lifestyle. From sorting waste to her preference for sustainable products, she embodies the concept of living with less waste. These activities are depicted in the content shared on the informant's social media platforms. Subsequently, content featuring these daily activities shapes the characteristic of an eco-beauty content

TABLE 4. Categorisation of Forms of Self-Existence of #TBSBabes Community Members

Categorisation of Forms of Self-Existence	Meaning
Educate the public on the urgency of environmental issues, inspire audiences to shift towards a more sustainable lifestyle, and become role models for the community.	Receive recognition in their neighbourhood as eco-beauty content creators.
Showcasing their sustainable lifestyle on social media	Building an image as a content creator

Source: Processed by Researcher (2024)

creator, setting them apart from other content creators.

In addition, research informants also harbor a desire for recognition from others. This desire arises from human instincts that crave acknowledgment. When someone feels acknowledged by others, it boosts their self-confidence, personal satisfaction, and motivation to excel (Sukiman & Novita, 2023). The informants utilized their participation as members of the #TBSBabes Community in the Refill Station program as a means to garner recognition from others, aligning with the innate human need for social validation. Therefore, researchers interpret the self-existence of #TBSBabes Community members in the Refill Station program as being shaped by two aspects: the desire to cultivate their characteristics and the quest for recognition in the social environment as eco-beauty content creators.

The behavior of #TBSBabes Community members is also intertwined with the characteristics of the millennial generation, often perceived as seeking attention. This implies that millennials tend to seek acknowledgment within their social circles (Tjia & Fitriani, 2019). The aspiration to gain recognition, elicit responses, and receive positive feedback serves as a catalyst for the adoption of environmentally friendly behavior by members of the #TBSBabes Community. Besides their commitment to environmental sustainability, they harbor additional aspirations. One of these is to establish themselves as recognized eco-beauty content creators.

## CONCLUSION

In general, sociological communication examines aspects of popular culture, including sustainable lifestyles. This research provides valuable insights into the behavior of #TBSBabes Community members who embrace

sustainable living in their daily lives, particularly through their participation in the Refill Station program. Drawing on Alfred Schutz's phenomenological theory, individual behavior can be categorized into two forms of motives: "because of" motives and "in-order-to" motives.

This research identified two types of "because of" motives: habit motives and environmental motives. The Refill Station program has garnered participation from members of the #TBSBabes Community, underscoring their dedication to advocating for the positive impact of transitioning to a sustainable lifestyle. This initiative serves as an indirect means of educating and inspiring individuals to prioritize environmental sustainability.

Moreover, regarding their "in-order-to" motives, two categories were identified: educational motives and self-existence motives. The Body Shop has collaborated with the #TBSBabes Community to raise awareness about the environmental impact of plastic waste. The aim is to inspire public engagement in preserving environmental sustainability.

Furthermore, this study also revealed that all of these motives contribute to shaping the self-identity of #TBSBabes Community members within their social environment. In summary, members of the #TBSBabes Community aspire to be recognized as eco-beauty content creators among their peers. This research serves as a reference for future research endeavors. However, it is worth noting the limitations of this study, such as the relatively small number of informants. Future research should aim to involve a larger sample size to ensure more representative results.

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