

ABSTRACT

The purpose of this research is to find out about Cinta Laura's rhetorical communication as the brand ambassador of The Body Shop to deliver the cruelty-free cosmetics campaign. This is a qualitative research with constructivism paradigm. To gather the information, the researcher interviewed three types of informants, one key informant from The Body Shop Indonesia, one expert informant, and three supporting informants. The result of this research shows that Cinta Laura's rhetoric communication is already as instructed by The Body Shop Indonesia. Her awareness towards this issue becomes a convenience for the company. But the audience sees that her rhetoric communication is not convincing enough, but focusing more on The Body Shop Indonesia's agenda to increase product sales.

Keywords: rhetoric, brand ambassador, The Body Shop