# *ABSTRACT*

*From 2021 to July 2022 the number of cosmetics companies increased by 20.6 percent, with an increase from 819 businesses to 913 businesses (Febrinastri, 2022). With the increase in the cosmetics industry, the waste produced by cosmetics companies also increases. This made the Garnier brand create an online campaign to increase public awareness about the state of the environment and encourage people to take concrete action to support environmental conservation. This research aims to determine the influence and magnitude of the influence of Garnier's #OneGreenStep campaign on Instagram with the dimensions of message content, message structure, message frame on Gen Z's attitudes about recycling waste with cognitive, affective and conative dimensions. This research uses a causal quantitative approach. Data collection was carried out by distributing questionnaires to 400 respondents with a population of Instagram followers @garnierindonesia. The data collection technique in this research uses a non-probability sampling technique, namely purposive sampling. The research results show that Garnier's #OneGreenStep campaign has a significant influence on the attitudes of Gen Z with a coefficient value of 0.633. Meanwhile, the results of the coefficient of determination of the influence of Garnier's #OneGreenStep campaign on Gen Z's attitudes obtained results of 40%, the remaining 40% were influenced by other factors outside this research.*

***Keywords:*** *campaigns, attitudes, gen Z, social media*