ABSTRACT

This study aims to evaluate the impact of Sociolla's Recycle Station campaign on brand image and sustainable beauty awareness. The research employs a quantitative method with a positivist paradigm and statistical analysis. Data were collected through an online survey involving 154 loyal Sociolla customers who have used the Recycle Station service. The findings indicate that the Recycle Station campaign significantly enhances Sociolla's brand image and consumer awareness of sustainable beauty. The campaign effectively communicated Sociolla's commitment to the environment and encouraged changes in consumer behavior towards more eco-friendly practices. Consumers exposed to this campaign showed a deeper understanding of the importance of recycling and sustainability, which in turn increased their loyalty and emotional connection to the Sociolla brand. This study supports the Elaboration Likelihood Model (ELM) theory, which suggests that information processed through the central route results in more enduring and profound attitude changes. Overall, the findings provide empirical evidence that environmental campaigns like the Recycle Station program can be an effective strategy for enhancing brand image and driving consumer behavior changes.

Keywords*: Brand Image, Elaboration Likelihood Model (ELM), Kampanye Recycle Station, Kesadaran Kecantikan Berkelanjutan, Perilaku Konsumen*