

## ABSTRAK

### PENGUKURAN EFEKTIVITAS *GREEN ADVERTISING* PRODUK KOSMETIK MENGGUNAKAN MODEL *ATTENTION, INTEREST, SEARCH, ACTION, SHARE* (AISAS)

Oleh

**JIHAN ALIYA SALSABILA**

Studi ini dilatar belakangi oleh meningkatnya kesadaran masyarakat terhadap isu lingkungan yang mendorong perusahaan untuk mengadopsi *green marketing*, termasuk melalui strategi *green advertising*. Penelitian ini bertujuan untuk mengukur dan menjelaskan efektivitas *green advertising* pada produk kosmetik The Body Shop menggunakan model *Attention, Interest, Search, Action, Share* (AISAS). Selain itu, model AISAS dipilih karena relevan dalam memetakan perilaku konsumen di era digital, yang mencakup perhatian, ketertarikan, pencarian informasi, tindakan pembelian, dan berbagi pengalaman. Penelitian ini menggunakan pendekatan kuantitatif deskriptif, dengan metode survei melalui kuesioner yang disebarakan kepada 100 responden. Teknik pengambilan sampel menggunakan metode *non-probability* dengan jenis *purposive sampling*. Data dianalisis menggunakan *software* SPSS 27 dan MS Excel. Hasil menunjukkan bahwa *green advertising* produk kosmetik The Body Shop dinilai efektif diukur dengan menggunakan model AISAS dengan skor rata-rata keseluruhan sebesar 4,02. *Green Advertising* ini berhasil menarik perhatian (*attention*), membangun minat (*interest*), mendorong pencarian informasi (*search*), memengaruhi tindakan pembelian (*action*), dan mendorong konsumen untuk berbagi informasi (*share*). Temuan ini memberikan kontribusi teoretis dalam literatur *green marketing* dan praktis dalam pengembangan strategi *green advertising* yang lebih efektif.

Kata kunci: *Green Advertising*, *AISAS*, Efektivitas, The Body Shop.

## **ABSTRACT**

### **MEASURING THE GREEN ADVERTISING EFFECTIVENESS OF COSMETIC PRODUCTS USING THE ATTENTION, INTEREST, SEARCH, ACTION, SHARING (AISAS) MODEL**

**By**

**JIHAN ALIYA SALSABILA**

*This study is motivated by the increasing public awareness of environmental issues that encourage companies to adopt green marketing, including through green advertising strategies. This study aims to measure and explain the effectiveness of green advertising on The Body Shop cosmetic products using the Attention, Interest, Search, Action, Sharing (AISAS) model. In addition, the AISAS model was chosen because it is relevant in mapping consumer behavior in the digital era, which includes attention, interest, information search, purchasing actions, and sharing experiences. This study uses a descriptive quantitative approach, with a survey method through a questionnaire distributed to 100 respondents. The sampling technique uses a non-probability method with a purposive sampling type. Data were analyzed using SPSS 27 and MS Excel software. The results show that green advertising for The Body Shop cosmetic products is considered effective as measured using the AISAS model with an overall average score of 4.02. This advertisement succeeded in attracting attention, building interest, encouraging information searches, influencing purchasing actions, and encouraging consumers to share information. These findings provide theoretical contributions to the green marketing literature and practical contributions to the development of more effective green advertising strategies.*

*Keywords: Green advertising, AISAS, Effectiveness, The Body Shop.*