

DAFTAR PUSTAKA

- Adisty, N. (2022). *Tumbuh Pesat, Pemakaian Produk Kecantikan di Indonesia Kian Meningkat - GoodStats*. Goodstats.Id.
<https://goodstats.id/article/menilik-meningkatnya-konsumsi-produk-kecantikan-di-indonesia-LcQed>
- Afrilia, M. N., Rahaningsih, N., Dana, R. D., & Nuris, N. D. (2024). OPTIMASI ANALISIS CLUSTERING UNTUK AKTIVITAS DAN RESPON PENGGUNA MEDIA SOSIAL DENGAN K-MEANS. *JATI (Jurnal Mahasiswa Teknik Informatika)*, 8(1), 148–155.
<https://doi.org/10.36040/jati.v8i1.8334>
- Aptasari, F. W., Putu, N., Aryawati, A., & Falah, H. (2024). *Identifikasi greenwashing atau greenwishing pada perusahaan retail di Indonesia: evaluasi laporan keberlanjutan identification of greenwashing or greenwashing in retail companies in Indonesia: evaluation of sustainability reports*. 19, 301–322.
- Arviana, N. D., Baidlowi, I., Hidayat, M. S., & Timur, J. (2024). *Pengaruh Strategi Green Marketing , Green Product dan Green Brand terhadap Keputusan Pembelian Produk Kecantikan Ramah Lingkungan (Studi Pada The Body Shop di Mojokerto)*. 3(3).
- Burke, H., Zhang, A., & Wang, J. X. (2023). Integrating product design and supply chain management for a circular economy. *Production Planning & Control*, 34(11), 1097–1113.
<https://doi.org/10.1080/09537287.2021.1983063>
- Burkert, M., Hüttl-Maack, V., Gil, J. M., & Rahmani, D. (2023). The Influence of Green Consumption Values on How Consumers Form Overall Sustainability Perceptions of Food Products and Brands. *Journal of Sustainable Marketing*, 1–19. <https://doi.org/10.51300/JSM-2023-103>
- Coghlan, D., & Brydon-Miller, M. (2014). *The SAGE Encyclopedia of Action Research*. SAGE Publications.
- Creswell, J. W., & Poth, C. N. (2018). *Qualitative Inquiry and Research Design Choosing Among Five Approaches*. SAGE Publications.
- Delmas, M. A., & Burbano, V. C. (2011). The Drivers of Greenwashing. *SageJournals*.
- Derivanti, A. Des, Wahidin, D. W., & Warouw, D. M. (2022). STUDI FENOMENOLOGI: PERILAKU KONSUMEN DALAM KEPUTUSAN PEMBELIAN PRODUK SKINCARE MELALUI MEDIA PLATFORM DIGITAL DI ERA COVID-19. *SIBATIK JOURNAL: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan*, 1(9), 1617–1628.
<https://doi.org/10.54443/sibatik.v1i9.204>
- Desty, M., & Kurniawati. (2023). Dampak Dari Green Marketing Terhadap Greenwashing, Green Confusion, Dan Green Brand Equity Pada Perusahaan Fast Food. *Jurnal Ekonomi Trisakti*, 3(1), 989–998.
<https://doi.org/10.25105/jet.v3i1.15592>

- Fatimah, S., & Chrismardani, Y. (2022). Pengaruh green marketing terhadap keputusan pembelian produk Sephora. *Jurnal Kajian Ilmu Manajemen (JKIM)*, 2(1), 36–43. <https://doi.org/10.21107/jkim.v2i1.15502>
- Frank-Martin, B., & Peattie, K. (2014). *Sustainability Marketing: A Global Perspective* (2nd ed.). Wiley.
- Guest, G., MacQueen, K. M., & Namey, E. E. (2012). *Applied Thematic Analysis*. SAGE Publications.
- Hejlova, D., Ariestya, A., Koudelkova, P., & Schneiderova, S. (2025). Strategic silence in corporate communication concerning deadstock and overstock in the fashion industry. *Corporate Communications*. <https://doi.org/10.1108/CCIJ-12-2023-0183>
- Heriyanto, H. (2018). Thematic Analysis sebagai Metode Menganalisa Data untuk Penelitian Kualitatif (Thematic Analysis as a Method for Analyzing Data for Qualitative Research). *Anuva*, 2(3), 317.
- Hermawan, A., Hidayah, N., & Utami, S. (2023). Pengaruh Kualitas Produk, Green Marketing, dan Experiential Marketing terhadap Keputusan Pembelian (Studi Empiris pada Konsumen Kopi Lawoek Temanggung). *Borobudur Management Review*, 3(1), 46–61.
- Indocare B2B. (2023). *Data Penjualan Skincare di Indonesia Tunjukkan Pelonjakan • Indocare B2B*. <https://indocareb2b.com/data-penjualan-skincare-di-indonesia/>
- Irawati, Prananingtyas, P., & Wulan, R. C. (2023). Regulation Urgency of the Misleading “Greenwashing” Marketing Concept in Indonesia. *IOP Conference Series: Earth and Environmental Science*, 1270(1), 012007. <https://doi.org/10.1088/1755-1315/1270/1/012007>
- Irwanto, & Hariatiningsih, L. R. (2020). *Penggunaan skincare dan penerapan konsep beauty 4.0 pada media sosial*. <https://ejournal.bsi.ac.id/ejurnal/index.php/jkom/article/view/8366>
- Kirgiz, A. C. (2016). *No Green Marketing A Case Study of the Sub-Industry in Turkey*. Palgrave Pivot.
- Krippendorff, K. (2019). *Content Analysis: An Introduction to Its Methodology*. SAGE Publications.
- Kuckartz, & Rädiker. (2023). *Qualitative Content Analysis: Methods, Practice and Software*. SAGE Publications.
- Lumbantobing, T. S. A., Panggabean, E. P. A., & Simanjuntak, O. D. P. (2025). Pengaruh Content Quality, Price Perception, e-WOM terhadap Keputusan Pembelian Skincare ELFormula di TikTok Shop. *EKOMA: Jurnal Ekonomi, Manajemen, Akuntansi*, 4(4).
- Lyon, T. P., & Montgomery, A. W. (2015). *The Means and End of Greenwash. Organization & Environment*.
- Mayring, P. (2015). *Qualitative Content Analysis: Theoretical Background and Procedures*.
- Mendoza, M. D., Hutajulu, O. Y., Lubis, A. R., Rahmadani, R., & Astono Putri, T. T. (2022). PENGARUH PENGGUNAAN MEDIA SOSIAL DALAM PENDIDIKAN TERHADAP PRESTASI AKADEMIK MAHASISWA.

- Jurnal Teknologi Pendidikan (JTP)*, 15(2), 68.
<https://doi.org/10.24114/jtp.v15i2.39120>
- Migala, J. (2023). *5 Ways a Skin-Care Routine Benefits Mental Health*.
<https://www.everydayhealth.com/skin-beauty/5-reasons-maintaining-a-skin-care-routine-is-good-for-your-mental-health/>
- Minta, D. A., Hedewata, A., & Aloysius, S. (2024). Perlindungan Hukum Konsumen dari Praktik Iklan yang Menyesatkan oleh Pelaku Usaha di Kota Kupang Berdasarkan Undang-Undang Nomor 8 Tahun 1999 Tentang Perlindungan Konsumen. *Referendum : Jurnal Hukum Perdata Dan Pidana*, 1(3), 11–20. <https://doi.org/10.62383/referendum.v1i3.60>
- Moleong. (2019). *Metodologi Penelitian Kualitatif*.
- Nasrullah, R. (2017). Media sosial : perspektif komunikasi, budaya, dan sosioteknologi. In *Bandung : Simbiosis Rekatama Media 2017 Bandung : PT. Remaja Rosdakarya*, 2017.
- Nemes, N., Scanlan, S. J., Smith, P., Smith, T., Aronczyk, M., Hill, S., Lewis, S. L., Montgomery, A. W., Tubiello, F. N., & Stabinsky, D. (2022a). An Integrated Framework to Assess Greenwashing. *Sustainability*, 14(8), 4431. <https://doi.org/10.3390/su14084431>
- Nemes, N., Scanlan, S. J., Smith, P., Smith, T., Aronczyk, M., Hill, S., Lewis, S. L., Montgomery, A. W., Tubiello, F. N., & Stabinsky, D. (2022b). An Integrated Framework to Assess Greenwashing. *Sustainability (Switzerland)*, 14(8), 1–13. <https://doi.org/10.3390/su14084431>
- Neuman, W. L. (2014). *Social Research Methods: Qualitative and Quantitative Approaches*. Pearson Education.
- Ompusunggu, D. P., & Saputri, S. A. (2023). *Pemanfaatan Instagram sebagai media promosi kosmetik HI.Makeup di kota Palangkaraya*. 3(2), 102–108.
- Qayyum, A., Jamil, R. A., & Sehar, A. (2023). Impact of green marketing, greenwashing and green confusion on green brand equity. *Spanish Journal of Marketing - ESIC*, 27(3), 286–305. <https://doi.org/10.1108/SJME-03-2022-0032>
- Rohma, M. N. U. R. (2022). *Mengapa greenwashing berbahaya dan bagaimana membebaskan diri dari perangkapnya? April*, 1–4.
- Saldana, J. (2016). *The Coding Manual for Qualitative Researchers*. SAGE Publications.
- Santoso, B., & Tobing, D. M. L. (2025). *Mengkriminalisasi Greenwashing : Menjawab Tantangan Perlindungan Konsumen di Era Keberlanjutan (Criminalizing Greenwashing : Addressing Consumer Protection Challenges in the Era of Sustainability)*. 26(1), 102–137.
- Schiefer, G., & Deiters, J. (2013). *Transparency for Sustainability in the Food Chain: Challenges and Research Needs EFFoST Critical Reviews #2*. Academic Press.
- Setiawan, B., Gendalasari, G. G., & Putrie, D. R. (2022). ANALYSIS OF CONSUMERS' GREEN PURCHASE BEHAVIOR ON BOTTLED WATER THROUGH A GREEN BRAND IMAGE APPROACH. *Riset*, 4(2), 001–011. <https://doi.org/10.37641/riset.v4i2.167>

- Shodiq, W. M., Relawati, R., & Bakhtiar, A. (2020). Implementasi Kepedulian Lingkungan dalam Pembelian Makanan Kemasan. *Agriecobis : Journal of Agricultural Socioeconomics and Business*, 3(2), 58.
<https://doi.org/10.22219/agriecobis.Vol3.No2.58-65>
- Siano, A., Vollero, A., Conte, F., & Amabile, S. (2017). “More than words”: Expanding the taxonomy of greenwashing after the Volkswagen scandal. *Journal of Business Research*.
- Siswadi, G. A., Filsafat, F., & Gadjah, U. (2024). *Relasi Kuasa Terhadap Konstruksi Pengetahuan*. 5445(April), 1–15.
- Sutoyo, S., & Farhia, Y. (2021). The synergy of visual communication and sustainability as brand value. *IOP Conference Series: Earth and Environmental Science*, 729(1), 012079. <https://doi.org/10.1088/1755-1315/729/1/012079>
- Valencia, D., Sihombing, S. O., & Mien, M. (2021). Pengaruh Greenwashing Terhadap Ekuitas Merek Dan Niat Pembelian: Suatu Studi Empiris. *Jurnal Manajemen*, 18(1), 33–52. <https://doi.org/10.25170/jm.v18i1.2226>
- Vollero, A. (2022). *Greenwashing Foundations and Emerging Research on Corporate Sustainability and Deceptive Communication*. Emerald Publishing Limited.
- Wibowo, T. O., Candrasari, S., Parlindungan, D. R., & Haloho Heppy New Year. (2022). “The Real Green” or Just Gimmick: The Implementation of Green Concept in Inagro’s Instagram. *Jurnal Ilmu Komunikasi*.
- Yang, Z., Nguyen, T. T. H., Nguyen, H. N., Nguyen, T. T. N., & Cao, T. T. (2020). Greenwashing behaviours: Causes, taxonomy and consequences based on a systematic literature review. *Journal of Business Economics and Management*, 21(5), 1486–1507. <https://doi.org/10.3846/jbem.2020.13225>
- Ye, S., Yan, H., Lin, Z., & Huang, Z. (2022). Embarrassing Product, Image Type, and Personal Pronoun: The Mediating Effect of Body Imagery. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.796998>
- Yildirim, S. (2023). Greenwashing: a rapid escape from sustainability or a slow transition? *LBS Journal of Management & Research*, 21(1), 53–63.
<https://doi.org/10.1108/lbsjmr-11-2022-0077>
- Yonatan, A. Z. (2024). *Riset Ipsos: Indonesia Jadi Negara Paling Peduli Masalah Lingkungan - GoodStats*. <https://goodstats.id/article/indonesia-jadi-negara-paling-peduli-masalah-lingkungan-4leRy>
- Zentoni, Santoso, B., & Tobing, D. M. L. (2025). Mengkriminalisasi Greenwashing: Menjawab Tantangan Perlindungan Konsumen di Era Keberlanjutan. *LITIGASI*, 26(1), 102–137.
<https://doi.org/10.23969/litigasi.v26i1.19243>