

## WOMEN'S PARTICIPATION IN THE #FDSUSTAINABEAUTY CAMPAIGN ON BEAUTY WASTE MANAGEMENT

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**Abstract.** The growth of Indonesia's beauty industry has led to increased consumption of cosmetic products, contributing significantly to packaging waste. The #FDSustainabeauty campaign initiated by Female Daily Network aims to educate the public about sustainable beauty practices and waste management. This study analyzes the participation of women, as dominant consumers of beauty products, in the campaign across four stages: decision-making, implementation, utilization, and evaluation. Using a qualitative case study approach, data were collected through in-depth interviews, observations, and documentation. Results indicate that while women were not involved in decision-making, they actively participated during implementation and showed varying levels of ecological reflection in the utilization stage. However, formal mechanisms for evaluation were lacking. This study emphasizes the strategic role of visual narratives, incentives, and digital engagement in shaping women's participation in environmental initiatives. The findings contribute to the literature on ecofeminism and participatory communication, offering practical insights for future sustainable campaigns.

**Keywords:** women's participation; ecofeminism; sustainable beauty; environmental campaign; beauty waste

### I. INTRODUCTION

The beauty industry in Indonesia has experienced significant growth in recent years. From 2020 to 2024, the number of registered cosmetic entrepreneurs increased by more than 77%, reflecting an average annual growth of approximately 16% [1]. While this development supports national economic progress, it also raises critical environmental concerns, particularly the excessive generation of packaging waste. According to data from Waste4Change, the beauty industry contributes up to 6.8 million tons of waste annually, with around 70% of it being improperly processed or unmanaged [2].

The overuse of single-use packaging, aesthetically driven yet environmentally harmful, is a major contributor to the waste crisis. Most cosmetic packaging involves mixed materials, making them difficult to recycle and contributing to long-term environmental pollution [3]. Moreover, only 14% of beauty packaging is processed through recycling facilities, with the majority ending up in landfills [4]. This situation demands urgent action, not only from industries but also from consumers.

Women, as the dominant users of beauty products, play a strategic role in confronting this challenge. Studies reveal that women demonstrate higher levels of awareness and concern about waste issues compared to men. A gender-based survey by Ocean Conservancy and GA Circular showed that 53% of women were more interested in learning about waste

management, compared to only 43% of men [5]. Additionally, women were more dominant in categories such as recyclers and sorters, indicating their active role in daily waste management practices.

Ecofeminism offers a valuable theoretical lens to understand this phenomenon. It posits that women's social roles and their close relationship with nature position them as critical agents in environmental activism [6]. In the Indonesian context, ecofeminist values resonate with traditional female responsibilities, especially in domestic waste sorting and sustainability education within households. However, despite their contributions, women often remain excluded from decision-making spaces in environmental campaigns and policies [7].

In response to the beauty waste issue, Female Daily Network, Indonesia's largest beauty media platform, initiated the #FDSustainabeauty campaign. The campaign integrates offline initiatives, such as waste collection and educational booths during the X Beauty event, with online engagement through Instagram and interactive digital content. Female visitors are invited to participate in waste-sorting challenges and earn product incentives, thereby combining environmental education with gamification.

This study aims to examine women's participation in the #FDSustainabeauty campaign by analyzing four key stages of participation: decision-making, implementation, utilization, and evaluation [8]. Using a qualitative case study approach and framed by ecofeminist and participatory communication

theories, the research highlights how women engage with environmental messaging in the context of beauty culture. This analysis contributes to the literature on gendered environmental behavior, sustainable consumer practices, and campaign effectiveness in Indonesia.

In addition, the campaign's blended approach, merging offline experiences with digital interactions, effectively captured the attention of young female audiences, especially those aged 18 to 35 from the Gen Z and Millennial cohorts. As a key demographic in the beauty market, they are generally more receptive to sustainability-related messaging. Some participants were motivated by external factors, such as product incentives and interactive challenges, while others engaged out of personal concern for environmental issues. This combination of extrinsic and intrinsic motivations underscores the challenges of achieving sustained behavioral transformation through environmental campaigns [5], [9].

Given the intersection between gender, consumer behavior, and sustainability, this study is timely and significant. It addresses a gap in existing literature, which often focuses on women's roles in household waste management or rural environmental movements, but rarely on their participation in beauty-related environmental campaigns in urban contexts. By examining how women interact with #FDSustainabeauty, both as beauty consumers and environmental agents, this research contributes to the discourse on gendered environmental communication, ecofeminist activism, and the strategic use of media for sustainability education.

The intersection between gender and environmental sustainability has been widely discussed within the framework of ecofeminism. Ecofeminist scholars argue that the exploitation of nature and the marginalization of women are rooted in similar structures of domination and hierarchy [10]. In the context of environmental justice, women are often positioned as caregivers of the earth due to their traditional roles in resource management and domestic life. In Indonesia, women's ecological roles are evident through their responsibilities in household waste sorting, water use, and food consumption, which align with environmentally sustainable behaviors [11]. These roles make women not only vulnerable to environmental degradation but also central figures in ecological advocacy.

Women's active engagement in environmental initiatives often stems from both personal values and communal responsibility. According to Cohen and Uphoff, participation in development programs can be classified into four stages: decision-making, implementation, utilization, and evaluation [12]. However, women's participation in waste management is frequently confined to operational or practical tasks, such as sorting and recycling, while their involvement in planning and policy decision-making remains limited [13]. Barriers include lack of access, societal norms, and the undervaluation of women's environmental knowledge. Empirical studies affirm that women exhibit stronger motivations to engage in waste reduction and are more likely than men to adopt sustainable practices in their daily routines. Nevertheless, without structural support and inclusive platforms, their

contributions remain undervalued and underutilized in formal environmental governance systems.

In recent years, environmental campaigns have adapted to modern consumer culture by embedding sustainability narratives within lifestyle sectors, including the beauty industry. Sustainable beauty encompasses practices such as using non-toxic ingredients, reducing plastic packaging, promoting refillable products, and endorsing cruelty-free standards [14]. Campaigns that integrate education with emotional appeal, incentives, and interactive content, especially on social media, are more effective in driving behavioral change, particularly among young, tech-savvy consumers [15]. The #FDSustainabeauty campaign represents such an approach by blending offline participation during X Beauty events with digital storytelling and gamified challenges. These strategies align with previous research emphasizing the role of visual cues, rewards, and peer influence in shaping eco-conscious behaviors in lifestyle domains.

Several studies have investigated women's roles in environmental campaigns, though few have focused on urban beauty consumers. Asteria and Herdiansyah (2022) explored the role of women in managing community-based waste banks and highlighted their contribution to social cohesion and ecological awareness [16]. Similarly, Andrawina et al. examined how housewives participated in plastic waste management at the household level, finding that while knowledge was high, sustained behavioral change was often constrained by economic and systemic limitations [17]. Unlike these studies, this research addresses the specific context of beauty-related waste and digital engagement among young urban women in Indonesia. It explores not only their operational involvement but also their absence in decision-making and evaluation, thereby contributing to an underrepresented aspect of gendered sustainability participation.

## II. RESEARCH METHOD

This study adopts a qualitative research approach with a case study design to explore the participation of women in the #FDSustainabeauty campaign. The case study method is suitable for examining real-life phenomena in depth and within their specific contexts. This research focuses on understanding how young women engage with environmental communication through beauty-related sustainability initiatives in Indonesia.

The fieldwork took place across six major cities in Indonesia: Jakarta, Bandung, Yogyakarta, Semarang, Surabaya, and Medan, during the X Beauty event series hosted by Female Daily Network from 2024 to 2025. Participants were selected using purposive sampling, targeting women aged 18–35 who actively engaged in the #FDSustainabeauty campaign either offline or online.

### III. RESULT & DISCUSSION

This section presents the research findings based on the four stages of participation as defined by Cohen and Uphoff: decision-making, implementation, utilization, and evaluation. These findings are drawn from interviews with ten female participants, observation during the X Beauty events in six cities, and analysis of campaign content. Each stage is discussed alongside theoretical insights and existing literature.

#### A. Campaign Overview and Participant Profile

The #FDSustainablebeauty campaign is an initiative by Female Daily Network aimed at promoting beauty waste awareness and encouraging sustainable beauty practices. The campaign is conducted in hybrid format: offline through the X Beauty exhibition, and online via Instagram content. The main target audience consisted of young women aged 18 to 35, mostly from Gen Z and Millennial demographics, who are highly active in both the beauty industry and social media platforms. Offline, the campaign was implemented at the X Beauty events held in Jakarta, Bandung, Yogyakarta, Semarang, Surabaya, and Medan. Online, it was disseminated through Instagram posts and stories. Participants were encouraged to bring used packaging ("empties"), sort them by material (plastic, glass, paper), and upload campaign-related content to Instagram. Most participants were students, young professionals, and beauty enthusiasts who actively followed Female Daily Network.

#### B. Stage 1: Decision-Making

The research found that none of the female participants were involved in the early planning or decision-making process of the #FDSustainablebeauty campaign. Participants only became aware of the campaign once it had been launched, through promotional content on Instagram or when they encountered the booth at the X Beauty venue. No participant was invited to contribute ideas, share feedback, or participate in any co-creation process prior to the campaign. There were no channels available for participant consultation or community input before implementation. The entire campaign strategy, including content, visual design, and messaging, was curated internally by the Female Daily Network team. As a result, participants perceived themselves as passive recipients of information rather than active stakeholders in the campaign. Participants expressed surprise at the campaign booth's presence at the venue and described their role as limited to observing or joining activities that were already structured. This passive involvement highlights the absence of dialogic communication in the decision-making stage.

The findings confirm that a top-down communication approach dominated the early phase of the campaign. While this model ensured control over the brand and message, it excluded participants from influencing content that directly targeted their behavior. This weakened the sense of ownership among the audience. The lack of early engagement limited the contextual relevance of the campaign. Without incorporating participant insights or experiences, the campaign risked delivering messages that felt imposed rather than collaboratively developed. From an ecofeminist standpoint,

this exclusion reflects broader patterns of structural marginalization. Women, though central to the issue of beauty consumption and environmental waste, were denied a voice in shaping the solutions. Their lived experiences, which could have enriched the campaign narrative, were not considered legitimate sources of knowledge.

#### C. Stage 2: Implementation

During the implementation phase, all ten participants reported active involvement in both the offline and online aspects of the campaign. Offline, they brought used packaging, sorted waste according to type, and engaged with the #FDSustainablebeauty booth staff. Online, they shared their activities through Instagram stories or posts, participated in the #YourBeautyMission challenge, and used the designated campaign hashtags. Informants demonstrated high enthusiasm for participating, especially when the activities were interactive and visually engaging. Several participants appreciated the creative booth design and reported feeling proud to contribute to something socially meaningful. Motivation varied: some were driven by environmental values, while others cited rewards and social visibility as key factors. Participation rates were particularly high among Gen Z audiences and beauty enthusiasts familiar with Female Daily's platform. Many were already following the brand and expressed a sense of trust in its campaigns, which encouraged them to take part without hesitation.

These findings highlight the campaign's success in using a hybrid approach. The integration of social media and on-site activities appealed to lifestyle-oriented participants, making environmental engagement feel relevant and enjoyable. However, the strong reliance on extrinsic motivators such as free products raises concerns about the depth of engagement. While rewards helped boost participation, they may have limited participants' internalization of the campaign's environmental messages. In ecofeminist terms, this phase reflects the empowerment potential of involving women in environmental action, when the design respects their realities and interests. Women responded enthusiastically when provided with accessible and meaningful platforms. Their visible engagement challenges the narrative of women as passive consumers, positioning them instead as agents of ecological action.

#### D. Stage 3: Utilization

Several participants reported changes in awareness and behaviour following the campaign. These included seeking out refillable packaging, avoiding unnecessary purchases, and paying attention to brand sustainability practices. For some, the campaign triggered a personal reflection on their role in environmental degradation caused by beauty consumption.

Despite these promising signs, behaviour change was not consistent across all participants. Many acknowledged that they reverted to old habits due to practical barriers, such as the lack of product availability, higher costs of sustainable goods, and inconvenience. The shift in mindset was real, but often temporary. A number of informants described their sustainable behavior as "event-based," suggesting that changes were influenced by the immersive atmosphere of X

Beauty rather than long-term intention. This points to a gap between initial awareness and habitual transformation.

These outcomes indicate that while the campaign had a cognitive impact, it fell short of fostering consistent behavioral change. One-off initiatives rarely suffice in reshaping consumer habits without ongoing reinforcement and institutional support. Structural challenges, limited recycling infrastructure, inaccessible product alternatives, and insufficient follow-up, further complicated the adoption of sustainable beauty practices. The responsibility for change remained at the individual level. Ecofeminism critiques precisely this dynamic, where women are expected to bear the burden of environmental responsibility without adequate support systems. Although women demonstrated willingness to change, their efforts were constrained by systemic barriers that remained unaddressed by the campaign.

**E. Stage 4: Evaluation**

All participants reported that they were not contacted for evaluation after the campaign concluded. There were no surveys, open forums, or digital feedback mechanisms to collect their reflections, despite many of them actively posting about the campaign online.

Interestingly, several informants expressed a strong willingness to be further involved. They were eager to contribute ideas for future campaigns or serve as sustainability ambassadors. One participant remarked that she would be “honored” to be invited to co-create future events. Without a formal feedback loop, however, these expressions of enthusiasm remained untapped. Participants felt that while their participation was appreciated, their opinions and reflections were not actively sought or valued by the organizers. This absence of evaluation limited the campaign’s ability to evolve. It also hindered transparency and missed opportunities to scale impact through learning from participant experiences. Inclusion of reflective mechanisms would have strengthened participant loyalty and increased campaign credibility. Post-event evaluation is not only a tool for measurement, but also a channel for shared knowledge production. From an ecofeminist perspective, this stage represents a missed opportunity to elevate women’s voices as evaluators and co-designers of environmental solutions. Their insights could have shaped more grounded, inclusive, and sustainable iterations of the campaign.

TABLE 1

Summary of Women's Participation in the #FDSustainablebeauty Campaign	
Participation Stage	Research Findings and Discussion Highlights
Decision-Making	<b>Participants excluded from planning</b> ; campaign was top-down with no channels for early input or collaboration
Implementation	<b>High levels of offline and online engagement</b> ; dual-channel format effective, but motivations varied between intrinsic and extrinsic

Utilization	<b>Awareness increased but behaviour change was inconsistent</b> and short-term; hindered by systemic limitations
Evaluation	<b>No formal feedback mechanisms</b> ; participants expressed willingness to contribute if given the opportunity

These findings contribute to the broader literature on women’s participation in environmental campaigns by offering insights from the underexplored context of beauty-related waste in urban Indonesia. Unlike previous studies that focus on household or community-based waste management, this study highlights how young women engage with sustainability through lifestyle-oriented media campaigns. It also extends ecofeminist discourse by showing how women’s roles as beauty consumers intersect with environmental agency, while emphasizing the structural limitations they face in achieving lasting behavioral change.

**IV. CONCLUSIONS**

This study explored the participation of women in the #FDSustainablebeauty campaign organized by Female Daily Network, which aimed to promote sustainable beauty practices and raise awareness about beauty-related waste. Using Cohen and Uphoff’s four-stage participation model which consist four steps: decision-making, implementation, utilization, and evaluation, this study reveals nuanced insights into how women engage with environmental messages within the beauty industry. The findings demonstrate that women were most actively involved during the implementation stage, where they enthusiastically participated in both offline activities and digital campaigns. However, their participation was notably absent during the decision-making and evaluation stages, indicating a lack of inclusion in the strategic and reflective aspects of the campaign. While the campaign successfully raised awareness and encouraged some short-term behavioral changes, systemic limitations and the absence of post-campaign follow-up restricted its long-term impact. From an ecofeminist perspective, this study highlights how women’s potential as environmental agents is often underutilized due to structural exclusion. Although women demonstrated motivation and a willingness to be more involved, they were not given formal opportunities to co-create or evaluate the campaign. The lack of participatory planning and feedback mechanisms undermines the inclusive and transformative potential of sustainability initiatives targeted at women. Therefore, this study recommends that future campaigns adopt a more inclusive and dialogic approach, involving women not only as participants but as collaborators in campaign design, implementation, and evaluation. Campaign organizers should consider building long-term support systems that go beyond awareness, such as access to sustainable products, consistent engagement



platforms, and participatory feedback channels. By fostering deeper involvement, environmental campaigns can not only increase their effectiveness but also empower women as key stakeholders in building sustainable futures.

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