

An Analysis of the Green Campaign Communication Strategy of Luxcrime x Seven Clean Seas on Social Media (TikTok and Instagram)

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ABSTRACT

Growing public concern for environmental issues has encouraged beauty brands to adopt sustainable and socially responsible marketing practices. This study analyzes the green campaign communication strategy of Luxcrime in collaboration with the environmental organization Seven Clean Seas, which promoted ocean conservation through the purchase of selected beauty products. Using a qualitative case study approach, the research draws on social media content analysis, campaign documentation, and in-depth interviews with key stakeholders. The findings indicate that the campaign effectively combined emotional messaging, a cohesive visual identity, and clear calls to action that resonated with younger audiences on Instagram and TikTok. Influencer involvement, particularly when driven by voluntary participation, enhanced audience trust and reinforced Luxcrime's positioning as a socially responsible brand. The study also reveals that Luxcrime's use of controlled communication channels ensured message consistency, while collaboration with an environmental NGO strengthened the credibility of its sustainability claims. This study contributes to digital green marketing literature by demonstrating how authenticity-driven influencer participation and NGO collaboration function as strategic mechanisms for building brand credibility and consumer trust in social media-based sustainability campaigns.

Keywords: : marketing communication; environmental campaign; social media; brand value; Luxcrime

INTRODUCTION

Environmental sustainability within the beauty and personal care industry must be understood in relation to the sector's structural environmental challenges. Beauty products are closely associated with plastic waste, water consumption, chemical pollution, and carbon intensive supply chains. From primary packaging such as bottles, tubes, and

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compacts to secondary packaging used for branding and distribution, the industry contributes substantially to global plastic waste streams. Environmental reports have repeatedly shown that only a limited proportion of cosmetic packaging is effectively recycled, particularly in developing countries where waste management infrastructure remains uneven. In Indonesia, marine plastic pollution has become a highly visible environmental issue, positioning the country among the world's largest contributors to ocean plastic waste. This context places beauty brands operating in Indonesia under increasing scrutiny, as their products are symbolically linked to single use plastics and disposable consumption patterns. Consequently, sustainability communication in the beauty sector cannot be separated from broader societal anxieties surrounding over-consumption, waste, and ecological degradation.

From a green marketing perspective, sustainability is not assessed solely through environmental performance but is largely constructed through communication, narrative, and perception. Consumers rarely have direct access to detailed information regarding supply chains, material sourcing, or waste management practices. Instead, they rely heavily on brand communication to interpret whether a company can be considered environmentally responsible. This information gap creates conditions in which both genuine sustainability initiatives and superficial green claims can coexist. As argued by Peattie and Crane (2005), sustainability is increasingly communicated and negotiated through discourse rather than direct observation. Within this framework, communication strategy becomes central to how environmental responsibility is framed, interpreted, and legitimized in the public sphere.

In Southeast Asia, and Indonesia in particular, sustainability discourse is shaped by distinctive sociocultural and economic conditions. Unlike Western markets where sustainability has been institutionalized through regulatory frameworks and long standing consumer movements, Indonesia represents a transitional context. Environmental awareness, especially among urban youth, is growing rapidly, yet sustainable consumption often competes with price sensitivity, accessibility, and limited environmental education. Social media platforms such as Instagram and TikTok play a critical role in mediating this tension by translating complex environmental issues into visually engaging, emotionally resonant, and easily digestible narratives. For beauty brands, this means that sustainability communication must be culturally relevant and accessible rather than relying on technical terminology or abstract claims.

The increasing expectation for brands to demonstrate social and environmental responsibility has also shifted sustainability beyond traditional corporate social responsibility

frameworks toward the notion of brand purpose. Consumers increasingly expect environmental values to be embedded within a brand's identity and everyday practices rather than communicated as peripheral initiatives. In the beauty industry, brand purpose often intersects with themes of self care, empowerment, and ethical living, creating opportunities to link personal wellbeing with planetary wellbeing. However, this intersection also presents risks, as emotionally charged sustainability narratives may be perceived as manipulative if they are not supported by credible and verifiable actions. This tension underscores the importance of balancing emotional appeal with informational credibility in sustainability communication.

Digital communication environments further complicate sustainability messaging. Social media algorithms privilege visually appealing, emotionally charged, and highly shareable content, often encouraging simplification and symbolic representation. While such dynamics can amplify environmental messages, they may also reduce complex sustainability issues to aesthetic cues, a phenomenon frequently described as aesthetic sustainability. In response to growing consumer skepticism and concerns about greenwashing, brands increasingly collaborate with external actors such as environmental nongovernmental organizations to reinforce legitimacy. From a legitimacy perspective, these organizations are often perceived as morally credible due to their nonprofit orientation and advocacy driven missions, allowing brands to draw on symbolic capital associated with environmental expertise and ethical commitment. Nevertheless, such collaborations remain delicate, as both parties face reputational risks if partnerships are perceived as insincere or commercially exploitative.

In Indonesia, environmental organizations such as Seven Clean Seas have gained visibility not only as cleanup initiatives but also as advocacy and educational platforms that actively engage the public through social media. When a local beauty brand such as Luxcrime collaborates with an environmental organization, sustainability communication shifts from conventional corporate social responsibility donations toward cocreated digital storytelling. This storytelling frames consumption as participation in environmental action, a narrative that resonates strongly with younger audiences seeking meaning and impact in their purchasing decisions. Influencer participation further shapes how such narratives are interpreted, as influencers occupy a hybrid position between peer and promoter. While influencers can humanize sustainability messages and model environmentally responsible behavior, their commercial affiliations may also trigger skepticism, making the structure and transparency of influencer involvement particularly important.

Against this backdrop, the Luxcrime x Seven Clean Seas campaign presents a relevant case for examining sustainability communication in the Indonesian beauty industry. The campaign's emphasis on collaboration with an environmental organization, controlled brand communication, and voluntary influencer participation offers insight into how authenticity, credibility, and trust are strategically constructed within digital environments. Despite the growing prevalence of sustainability campaigns on social media, empirical studies examining how local brands in emerging markets communicate environmental responsibility through digital platforms remain limited.

Accordingly, this study aims to analyze the digital communication strategy of the Luxcrime x Seven Clean Seas green campaign on Instagram and TikTok, with particular attention to how visual storytelling, collaboration with an environmental organization, and influencer participation are employed to construct brand credibility, authenticity, and audience engagement within the context of the Indonesian beauty industry.

The objective of this study is to analyze the digital communication strategy of the Luxcrime x Seven Clean Seas green campaign on Instagram and TikTok, focusing on how visual storytelling, collaboration with an environmental organization, and influencer participation are used to construct brand credibility, authenticity, and audience engagement within the Indonesian beauty industry context.

Although prior studies have examined green campaigns, influencer marketing, and brand-NGO collaborations, this study offers a novel contribution by integrating these elements into a hybrid communication model. Rather than focusing on influencer-led sustainability messaging, this research examines how brand-owned communication combined with voluntary influencer participation constructs environmental credibility, conceptualized as credibility layering. By situating the analysis within the Indonesian beauty industry, this study extends sustainability communication literature into an emerging market context that remains underexplored.

LITERATURE REVIEW OR RESEARCH BACKGROUND

Green Marketing and Sustainability Communication

Conceptual Foundations of Green marketing emerged as a response to increasing environmental awareness and the need for organizations to address ecological concerns through their products, branding, and communication strategies. Peattie and Crane (2005) argue that early green marketing practices were often superficial, focusing on symbolic gestures rather than substan-

tive environmental commitments. However, contemporary green marketing emphasizes authenticity, transparency, and the integration of sustainability into the brand's core value proposition. Within the beauty industry, sustainability must encompass not only product ingredients or packaging but also the broader environmental implications of production and consumption. This shift reflects a consumer-driven demand for brands that communicate clear environmental responsibility through credible and value-aligned messages.

Sustainability Communication and Behavioral Influence Sustainability communication aims not only to inform but also to influence consumer attitudes and behaviors toward more eco-conscious choices. White et al. (2019) explain that effective sustainability messaging must address key psychological drivers: social norms, emotional engagement, cognitive framing, and perceived personal relevance. When sustainability messages are integrated into lifestyle-related contexts, such as beauty routines, they become more relatable and actionable for audiences. Thus, brands that effectively embed environmental narratives within their communication strategy rather than treating sustainability as a peripheral claim are more likely to motivate consumer support and participation.

Challenges in Green Marketing Credibility One of the persistent challenges in green marketing is maintaining credibility in an environment characterized by rising skepticism toward green-washing. Consumers are increasingly aware of exaggerated or unsubstantiated environmental claims. Therefore, brands must ensure accuracy, transparency, and consistency in sustainability communication. In the context of the Luxcrime x Seven Clean Seas campaign, credibility becomes central because environmental claims are closely tied to the brand's identity and consumer trust.

Integrated Marketing Communication (IMC)

a. **Message Integration and Strategic Consistency.** Integrated Marketing Communication (IMC) emphasizes the alignment and consistency of messages across platforms to build strong, coherent brand meaning. Schultz and Patti (2009) highlight that IMC is fundamentally customer-driven, requiring brands to anticipate how audiences interpret messages across multiple touchpoints. For sustainability campaigns, message consistency is especially important because environmental claims are sensitive and subject to public scrutiny. Brands must deliver unified narratives through official channels, visual content, and endorsements to avoid misinterpretation and reinforce credibility.

b. **IMC in the Digital Landscape.** Digital transformation introduced new complexities to IMC, as consumers now engage with brands across interconnected platforms. Kotler et al. (2017) argue that Marketing 4.0 requires brands to blend offline and online interactions while focusing on engagement, advocacy, and community building. Social media platforms enable dynamic two-

way communication but also require heightened control to maintain message accuracy. For sustainability campaigns, digital IMC must balance informational content with emotional and aesthetic elements that resonate with platform-specific audiences.

c. Applying IMC Principles to Sustainability Campaigns. Sustainability communication demands a structured IMC approach because it involves both informational claims and value-based narratives. Effective campaigns integrate educational content, visual storytelling, and participatory messages. In the Luxcrime campaign, IMC principles appear in the use of official brand channels to articulate environmental objectives while selectively engaging influencers to expand message reach. This demonstrates how IMC frameworks guide message control, narrative coherence, and cross-platform identity alignment.

Social Media Branding and Digital Engagement

a. Platform Affordances and Visual Culture. Instagram and TikTok have become central platforms for beauty branding due to their emphasis on visual content, aesthetics, and interactive storytelling. Each platform offers distinct affordances that shape audience engagement. Instagram supports curated visual identity, while TikTok encourages dynamic, short-form storytelling that often relies on trends and audio cues. These affordances create opportunities for brands to present sustainability narratives through appealing visuals and emotionally driven narratives. Visual cues such as color palettes, symbols of nature, or calm ocean imagery can strengthen cognitive associations with environmental care, supporting the message conveyed.

b. Engagement Mechanisms and Audience Interpretation. Engagement metrics such as likes, comments, reposts, and user-generated content provide insights into how audiences interpret and respond to sustainability messages. White et al. (2019) emphasize that audience participation enhances message internalization and fosters behavioral intention. In sustainability campaigns, engagement often reflects whether audiences perceive the message as sincere, relevant, and actionable. When users express intention to support environmental causes through product purchases, it suggests that the campaign successfully created perceived personal relevance.

c. The Role of Digital Storytelling in Sustainability. Digital storytelling enhances sustainability communication by framing environmental issues within relatable and emotionally resonant narratives. Visual stories that depict environmental damage, conservation efforts, or symbolic imagery can make abstract ecological issues more concrete and personally meaningful. In the Luxcrime campaign, narrative elements such as ocean conservation themes, visual representations of marine pollution, and messages linking beauty routines to environmental responsibility help construct a cohesive sustainability story across platforms.

Influencer Credibility and Authenticity

a. **Theoretical Foundations of Influencer Credibility.** Influencer credibility draws on Source Credibility Theory, which highlights expertise, trustworthiness, and attractiveness as determinants of persuasive influence. In digital platforms, authenticity becomes a crucial addition to these dimensions. Lou and Yuan (2019) demonstrate that message value and perceived influencer sincerity significantly shape consumer trust in influencer-endorsed messages. In sustainability campaigns, authenticity is particularly important because audiences are highly sensitive to perceived insincerity in environmental messaging.

b. **Authenticity and Self-Presentation in Digital Influence.** Authenticity in influencer communication relates to how well the influencer's content aligns with their values, behavior, and personality. Audrezet et al. (2020) argue that influencers maintain authenticity by engaging in "authentic self-presentation," which may involve selective, deliberate sharing of content that reflects their identity. When influencers support environmental campaigns voluntarily, without explicit sponsorship, their authenticity cues strengthen audience trust. This dynamic is evident in the Luxcrime campaign, where voluntary participation from beauty influencers contributed to positive audience responses.

c. **Risks in Influencer–Brand Alignment.** While influencers can expand message reach and enhance relatability, misalignment between influencer values and campaign goals can undermine credibility. Overcommercialization also risks triggering audience skepticism. Therefore, brands must carefully assess influencer fit, especially when the message involves social or environmental responsibility. Strong alignment ensures message coherence and reduces the risk of perceived insincerity.

Brand Image, Consumer Trust, and Sustainability Perception

a. **Brand Image Formation and Sustainability Associations.** Brand image encompasses the perceptions and associations consumers hold regarding a brand, shaped through communication, experiences, and symbolic cues (Keller, 2013). Sustainability campaigns influence brand image by embedding environmental values into the brand's associative network. In competitive beauty markets, sustainability associations can differentiate brands and enhance perceived brand value, particularly among younger consumers who prioritize ethical consumption.

b. **Trust-Building in Sustainability Communication.** Trust is essential in sustainability messaging because environmental claims require belief and verification. Morgan and Hunt's commitment trust theory underscores that trust forms the foundation of long-term consumer brand relationships. Kim (2019) emphasizes that NGOs play a significant role in validating CSR communication, helping brands build trust by providing an external source of credibility. In the Luxcrime campaign, the involvement of Seven Clean Seas enhances the believability of Luxcrime's environmental commitment.

c. The Role of Transparency and Verification. Consumers are more likely to trust sustainability campaigns when brands provide transparent information and verifiable impact claims. Partnerships with NGOs, certifications, or quantifiable environmental outcomes help reduce skepticism and strengthen trust. Luxcrime's collaboration with Seven Clean Seas functions as an external verification mechanism that aligns campaign messaging with real environmental impact.

METHODOLOGY

This study was designed to address the research problem concerning how sustainability communication strategies are implemented and interpreted within a digital campaign context. The methodology was structured in a clear and systematic manner to ensure transparency, logical coherence, and replicability, in accordance with qualitative research standards. Given the exploratory nature of the research questions and the focus on meaning construction within digital environments, a qualitative case study approach was adopted.

Research Design

A qualitative case study design was employed to enable an in depth examination of communication strategies within their real life digital context. This approach is appropriate for analyzing complex communication phenomena where message construction, platform characteristics, and audience interaction are interrelated and cannot be meaningfully separated (Creswell & Poth, 2018; Yin, 2018). The case study design allows the researcher to capture the contextual dynamics of a single campaign and to generate rich, contextualized insights that would be difficult to obtain through quantitative methods.

Research Subject

The research subject of this study is the Luxcrime x Seven Clean Seas green campaign as communicated through Instagram and TikTok. The campaign was treated as a bounded case, defined by a specific collaboration between a local beauty brand and an environmental organization, a clearly identifiable sustainability narrative, and a set of digital communication activities conducted during a particular campaign period. The study does not aim to evaluate Luxcrime or Seven Clean Seas as organizations in general, but rather focuses on their collaborative campaign as a distinct instance of sustainability communication in the Indonesian beauty industry.

Unit of Analysis

The unit of analysis in this study consists of individual digital communication units produced and circulated as part of the Luxcrime x Seven Clean Seas campaign. One data

unit is defined as a single, discrete piece of campaign related digital content or interaction. This includes one brand generated post or video published on Luxcrime's official Instagram or TikTok accounts, one influencer generated post or video that explicitly references the campaign, and one instance of audience interaction such as a comment thread or engagement response associated with a campaign post. Each unit of analysis was examined independently to identify communication strategies, visual and narrative elements, and forms of audience engagement. This operationalization of the unit of analysis simplifies the analytical process while enhancing clarity and replicability for future studies examining similar digital campaigns.

Data Sources and Data Collection

The study relied exclusively on publicly accessible digital materials, reflecting the natural environment in which the campaign was communicated and received. Primary data consisted of brand generated content published by Luxcrime on Instagram and TikTok, including videos, images, captions, and hashtags related to the campaign. Additional data were drawn from voluntary influencer generated content, particularly posts created by beauty influencer @crescentiads, whose participation was not sponsored but emerged organically from personal support for the campaign. Audience interactions, including comments, likes, shares, and replies, were also collected to examine public engagement and interpretation of the sustainability messages.

Data collection was conducted systematically over the designated research period through digital observation and documentation. Digital observation involved continuous monitoring of Luxcrime's official social media accounts to identify recurring communication patterns, visual strategies, and narrative framing. This non intrusive approach enabled observation of naturally occurring online behavior without influencing the communication process (Marwick, 2015). To ensure consistency in data recording, a structured observation sheet was employed, incorporating predefined analytical categories such as message tone, visual composition, call to action style, and audience sentiment.

Data Analysis

The collected data were analyzed using thematic analysis following the procedure outlined by Braun and Clarke (2006). The analysis involved familiarization with the dataset, generation of initial codes, organization of codes into broader themes, and interpretation of relationships among themes. This method was selected because it accommodates multiple data formats, including visual content, textual captions, and social media

interactions, within a unified analytical framework. Thematic analysis also supports systematic comparison across platforms, allowing the findings to be clearly aligned with the research objectives and results.

Trustworthiness and Replicability

To ensure credibility and methodological rigor, this study applied triangulation, audit trails, and transparent reporting. Data triangulation was achieved by comparing brand generated content, influencer generated content, and audience interactions to validate emerging themes and reduce interpretive bias (Denzin, 2012). Audit trails were maintained throughout the research process to document data collection procedures, coding decisions, and analytical reflections. Because all data were derived from publicly available digital content, ethical risks were minimal, and the methodological procedures can be replicated or adapted by future researchers examining sustainability communication in similar digital contexts.

RESULTS AND DISCUSSION

Results

This study identified several key findings that illustrate how Luxcrime and key opinion leaders communicated the Luxcrime x Seven Clean Seas campaign on social media platforms.

KOL Organic Engagement

One prominent finding concerns the organic involvement of the beauty influencer @crescentiads. The influencer supported the Luxcrime x Seven Clean Seas campaign voluntarily, without direct instruction or formal collaboration from the brand. Her participation was motivated by the perceived absence of local beauty brands that openly address environmental issues. She interpreted the campaign message, emphasizing that every purchase contributes to ocean waste reduction, as distinctive and personally relevant. Her content explicitly highlighted the environmental dimension of the campaign rather than focusing solely on product promotion.

Audience Response

Audience responses indicated positive engagement with both the product and the environmental message conveyed in the campaign. Followers discussed not only product quality but also Luxcrime's initiative to support ocean conservation. Several users ex-

pressed their willingness to purchase the product as a means of contributing to the environmental cause promoted by the campaign. This pattern was particularly evident in the comment section of the related TikTok post, where users explicitly conveyed appreciation for Luxcrime’s environmental commitment and stated their intention to support the campaign through purchase behavior (see Figure 3).

Brand Communication Strategy

The findings also show that Luxcrime prioritized communication through its official social media channels, specifically Instagram and TikTok, rather than relying on extensive influencer driven dissemination. This approach reflected the brand’s decision to maintain control over campaign messaging, particularly due to the sensitive nature of environmental issues. By centralizing communication through official channels, Luxcrime ensured consistency in message delivery while limiting the risk of misinterpretation associated with decentralized influencer messaging.

Representative content



Figure 1. Screenshot of KOL @crescentiads’ TikTok video supporting the Luxcrime x Seven Clean Seas campaign (Source: TikTok, 2025).



Figure 2. Screenshot of Luxcrime’s official TikTok video promoting the collaboration with Seven Clean Seas (Source: TikTok, 2025).

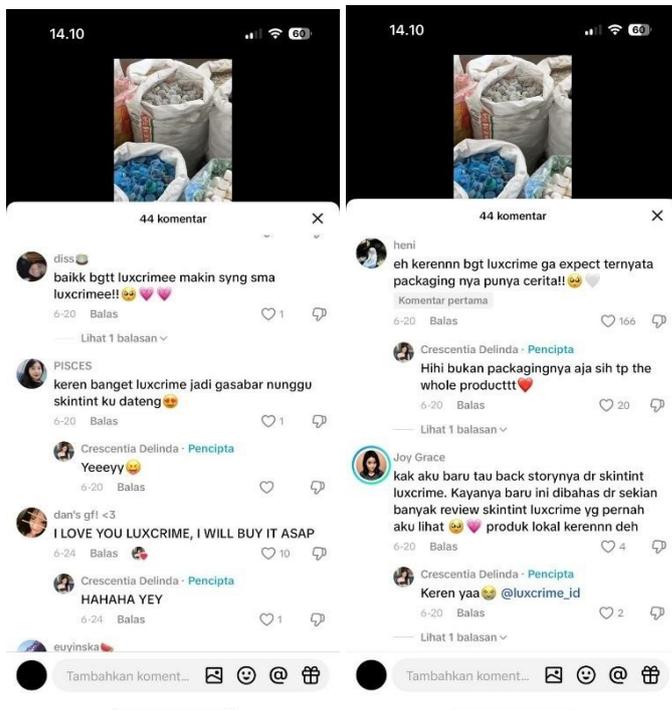


Figure 3. Sample of audience responses in the comment section of @crescentiads' TikTok video, reflecting positive engagement and purchase intentions (Source: TikTok, 2025).

Discussion

The findings of this study illustrate how Luxcrime's collaboration with Seven Clean Seas represents a strategic integration of sustainability within brand communication rather than a peripheral corporate social responsibility initiative. By prioritizing brand owned digital platforms, Luxcrime ensured that the core environmental message concerning ocean plastic waste reduction was delivered consistently and with minimal risk of misinterpretation. This approach reflects principles of integrated marketing communication, which emphasize message coherence and strategic control across channels. While previous studies often highlight the expansive reach of influencer driven dissemination in digital campaigns, the present findings suggest that, in sustainability contexts, controlled communication can function as a credibility enhancing mechanism rather than a limitation.

The voluntary involvement of a Key Opinion Leader adds a further analytical dimension to this discussion. Existing research on influencer marketing commonly frames authenticity as a function of disclosure transparency, peer similarity, or user generated endorsement. In contrast, the findings of this study indicate that authenticity may also emerge from perceived autonomy, particularly when influencer participation is not contractually mandated. This challenges the dominant assumption that sponsorship transparency alone is sufficient to establish trust in sustainability campaigns. Instead, the Luxcrime case demonstrates that voluntary KOL engagement can operate as a symbolic signal that environmental concern is shared rather than commercially imposed.

Moreover, while green marketing literature frequently emphasizes emotional appeal as a driver of consumer engagement, this study suggests that emotional resonance alone is insufficient to sustain credibility. Audience responses indicate that emotional messaging was effective primarily because it was anchored in a tangible cause related outcome and reinforced through collaboration with a credible environmental organization. This finding nuances prior research by showing that emotional narratives gain legitimacy when coupled with institutional validation, particularly in markets where skepticism toward green claims remains high.

Unlike product centered advertising that isolates sustainability as an abstract value, the Luxcrime x Seven Clean Seas campaign embedded environmental responsibility into everyday beauty consumption. This aligns with earlier studies that argue linking daily consumption practices to broader ecological goals can strengthen consumer trust. However, the present study extends this argument by demonstrating that such linkage becomes more persuasive when mediated through trusted intermediaries, such as NGOs and organically engaged KOLs, rather than through brand messaging alone.

Taken together, these findings contribute to sustainability communication literature by highlighting the conditional nature of authenticity and credibility in digital green campaigns. Rather than relying solely on influencer volume or emotional intensity, the Luxcrime case illustrates how strategic control, selective collaboration, and perceived voluntariness can collectively shape audience trust and engagement. This suggests that in emerging market contexts, effective sustainability communication requires not only alignment with environmental values but also careful orchestration of who communicates the message and under what conditions.

From a contextual perspective, the Indonesian beauty market provides a critical backdrop for interpreting these findings. While sustainability has become a normalized discourse in many Western markets, environmental narratives remain unevenly institutionalized within Indonesian beauty branding. In this transitional context, Luxcrime's collaboration with an international environmental organization does more than enhance campaign legitimacy. It also positions the brand as an early mover in shaping local sustainability conversations. This suggests that in emerging markets, brand-NGO partnerships may function not only as credibility signals but also as strategic differentiation mechanisms, particularly when sustainability is not yet an industry wide norm.

This contextual insight complicates existing sustainability branding literature, which often assumes a mature market environment in which environmental claims are evaluated against established regulatory and cultural benchmarks. In contrast, the findings of this study indicate that in markets where such benchmarks are still developing, external validation through credible organizations plays a more pronounced role in shaping consumer interpretation. Rather than merely reinforcing existing expectations, NGO collaboration in this context actively contributes to defining what sustainability means within the local beauty industry.

Theoretically, these findings extend discussions on brand image and trust formation by illustrating how sustainability communication reshapes brand associations over time. Drawing on Keller's concept of brand image, the Luxcrime x Seven Clean Seas campaign

demonstrates how cause related messaging can expand a brand's associative network beyond functional and aesthetic attributes toward values of responsibility, care, and environmental awareness. However, the present study suggests that such associative shifts are not automatic. They depend on the perceived legitimacy of the cause and the credibility of the actors involved in communicating it.

From the perspective of Morgan and Hunt's theory of trust, the findings further indicate that trust in sustainability communication emerges through a combination of message consistency, perceived sincerity, and relational alignment. While prior research often emphasizes transparency as a primary trust building mechanism, this study highlights that transparency alone may be insufficient in contexts where greenwashing skepticism is prevalent. Instead, trust is reinforced when transparent messaging is supported by alignment with socially responsible partners and by communication practices that signal genuine commitment rather than opportunistic branding. Together, these insights suggest that trust in green campaigns is relational and context dependent, shaped not only by what is communicated but also by who communicates it and under what conditions

Furthermore, the findings reinforce the role of emotional resonance as a central mechanism in shaping consumer engagement with sustainability messaging. Rather than presenting environmental responsibility as an abstract moral obligation, the campaign framed everyday beauty consumption as a tangible contribution to ocean conservation. This framing reduced psychological distance between consumers and environmental issues, transforming sustainability into a personally meaningful and actionable choice. While prior studies frequently associate emotional appeal with heightened attention or awareness, the present findings suggest that emotional resonance becomes particularly influential when it is tied to a clear and concrete cause related outcome. This is especially relevant for younger audiences, who tend to respond more strongly to value driven branding that aligns personal identity with social impact.

The visual dimension of the campaign further strengthened this emotional framing. The consistent use of ocean related imagery, calming blue color palettes, and minimalist design elements created a cohesive aesthetic that visually anchored the environmental narrative. Rather than functioning as decorative cues, these visual elements operated as semiotic resources that reinforced the campaign's sustainability message across platforms. This coherence supports message retention and signals that sustainability is not treated as an auxiliary theme but as an integrated component of Luxcrime's brand identity. In contrast to conventional beauty promotions that prioritize product aesthetics

alone, the campaign visually repositioned environmental responsibility as part of the brand's core communicative repertoire.

An additional analytical insight concerns the dynamics of credibility construction. By deliberately limiting the number of influencers involved, Luxcrime minimized the risk of message dilution and misinterpretation often associated with large scale influencer driven campaigns. The organic participation of a single KOL provided a form of social validation that complemented the brand's controlled messaging strategy. This finding challenges dominant assumptions in digital marketing literature that equate campaign effectiveness with influencer volume and reach. Instead, the results indicate that selective and organic endorsement may enhance perceived sincerity, particularly in sustainability contexts where audiences are highly attuned to commercial motives.

This strategic restraint further complicates prevailing narratives surrounding influencer marketing effectiveness. Rather than weakening message diffusion, Luxcrime's reliance on brand owned channels combined with limited organic influencer participation appears to have strengthened message salience by reducing commercial clutter. In this sense, minimalism functioned as a strategic choice that amplified, rather than constrained, the sustainability narrative. The findings therefore suggest that in environmentally sensitive campaigns, communicative restraint may operate as a credibility enhancing strategy rather than a limitation.

Audience engagement patterns provide additional support for this interpretation. User comments praising Luxcrime's environmental initiative and expressing purchase intentions demonstrate that audiences actively participated in meaning construction rather than passively consuming campaign messages. This participatory dynamic highlights the interactive nature of sustainability communication on social media, where engagement functions as a site of negotiation and validation. Rather than merely reflecting approval, audience interactions contributed to reinforcing the campaign's environmental framing and to normalizing sustainability oriented consumption practices within peer networks.

At a broader level, the findings illustrate how social media platforms facilitate the organic circulation of sustainability discourses within consumer communities. The visibility, shareability, and conversational affordances of digital platforms enable environmental messages to extend beyond a brand's immediate audience, contributing to the gradual normalization of sustainability as a legitimate brand value. For brands operating in emerging markets, such digitally mediated diffusion may represent a critical pathway for building legitimacy in the absence of strong regulatory or institutional sustainability frameworks.

Finally, the Luxcrime x Seven Clean Seas campaign demonstrates how sustainability narratives can be integrated without overshadowing product relevance. Rather than displacing its identity as a beauty brand, Luxcrime successfully positioned environmental responsibility as complementary to product value. This finding counters the assumption that purpose driven communication risks diluting commercial appeal. Instead, the case suggests that sustainability oriented messaging can coexist with, and even reinforce, brand differentiation when strategically embedded within communication practices.

Nevertheless, several limitations should be acknowledged. This study examined a single campaign within a limited time frame, which constrains the generalizability of the findings. In addition, while the analysis captured audience discourse and engagement patterns, it did not directly measure behavioral outcomes such as actual purchase behavior or long term brand loyalty. Future research could address these limitations by employing quantitative surveys, experimental designs, or longitudinal approaches to assess whether positive perceptions translate into sustained consumer behavior. Comparative studies across industries may also help determine whether the communicative strategies identified here are specific to the beauty sector or transferable to other consumer goods contexts.

In sum, the discussion underscores that effective sustainability communication in emerging markets depends on a careful balance between controlled brand messaging and authentic external endorsement. The Luxcrime x Seven Clean Seas case illustrates that when emotional resonance, visual coherence, strategic restraint, and credible partnerships are combined, brands can enhance both their environmental credibility and their capacity to foster meaningful consumer engagement.

CONCLUSION

This study contributes theoretically to sustainability communication and green marketing literature by introducing the concept of credibility layering, which explains how brand-controlled messaging and voluntary third-party engagement jointly enhance environmental credibility in digital campaigns. By focusing on a local beauty brand in Indonesia, this research extends existing theories—largely developed in Western contexts—into an emerging market setting. Practically, this study provides insights for beauty brands and communication practitioners in designing sustainability campaigns that reduce greenwashing risks. The findings highlight the importance of integrating brand-owned communication with voluntary influencer participation and NGO collaboration to strengthen authenticity and audience trust.

This study set out to analyze how Luxcrime's collaboration with Seven Clean Seas employed strategic communication to integrate sustainability into a beauty brand narrative. The findings reveal that controlled brand-owned channels ensured message clarity, while the voluntary involvement of a Key Opinion Leader provided authenticity and strengthened audience engagement. These elements jointly advanced the campaign's objective of encouraging consumers to perceive beauty consumption as an act of environmental responsibility.

The discussion highlighted that effective sustainability communication depends on a balance between message consistency and authentic endorsement. By drawing on concepts of integrated marketing communication, brand image, and consumer trust, this research demonstrates that collaborative campaigns with credible partners can enhance both brand positioning and public trust in green initiatives. Such insights extend existing knowledge on green marketing, particularly within the context of emerging markets where sustainability discourses are still developing.

The contribution of this study lies in showing how green campaigns in the beauty industry can move beyond symbolic messaging to become a credible strategy for trust-building and differentiation. At a broader level, this research enriches the understanding of how brands in emerging markets can strategically engage with environmental causes to strengthen consumer relationships and corporate legitimacy. Future studies could expand on these findings by employing experimental or longitudinal designs to capture consumer behavior over time, or by conducting cross-industry comparisons to test whether the strategic elements identified here hold across different sectors. Such work would further advance knowledge on the mechanisms through which sustainability communication shapes consumer trust and loyalty.

Overall, the findings suggest that sustainability campaigns resonate most strongly when brands communicate with clarity, emotional relevance, and controlled messaging while allowing a degree of authentic community participation. This balance offers a practical model for brands seeking to integrate environmental values into their communication strategies in a way that is both credible and compelling.

BIODATA

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