

LAMPIRAN

Lampiran 1 Alat Ukur

No.	Kategori	Indikator	Definisi	Bentuk Konten
1.	Elemen <i>Green Marketing Mix</i> (Fayyadh, 2024)	<i>Green Product</i>	Penjelasan produk yang dihasilkan perusahaan tidak mencemari lingkungan dan tidak menghasilkan sampah berlebih.	- Menampilkan informasi bahan baku produk yang ramah lingkungan.
		<i>Green Price</i>	Produk memiliki nilai tambah yang lebih baik, sepadan dengan harga yang diberikan. Serta memiliki usia pemakaian yang lebih awet dan manfaat kesehatan.	- Menampilkan informasi terkait nilai <i>value</i> yang lebih dibandingkan produk lain dilihat dari segi dampak lingkungan dan manfaat.
		<i>Green Place</i>	Menunjukkan lokasi pembuatan produk memperhatikan efek terhadap lingkungan sejak tahap produksi hingga distribusi.	- Menampilkan lokasi dari distribusi maupun pembuatan produk
		<i>Green Promotion</i>	Segala aktivitas promosi yang memiliki kaitan dengan personal selling.	- Menampilkan informasi dalam bentuk promosi melalui konten media sosial yang mengandung nilai sejalan dengan <i>value</i> perusahaan terhadap keberlanjutan dan berpotensi untuk mengubah

				pandangan audiens terhadap perusahaan serta meningkatkan citra branding
2.	Jenis Konten Marketing (Sakti dan Deslia., 2024)	Konten Edukasi	Konten mencakup berbagai informasi yang bertujuan untuk memberikan nilai tambah pada pengikut akun dan dapat membangun kepercayaan dan kredibilitas brand di mata konsumen.	Konten yang berisikan informasi terkait wawasan baru yang ditujukan kepada audiens dan sejalan dengan nilai atau value perusahaan
		<i>User Generated Content</i> (UGC)	Konten mengenai produk yang dibuat oleh konsumen.	Konten yang melibatkan audiens atau konsumen dalam pembuatannya
		Konten Interaktif	Konten yang melibatkan partisipasi aktif pengikut akun.	Konten yang memerlukan interaksi balik dari audiens seperti kuis, <i>giveaway</i> , dan <i>polling</i>
3.	Bentuk Konten (Appel et al., 2020)	<i>Single Image</i>	Konten yang berbentuk satu visual gambar	Konten berupa hanya satu gambar
		<i>Video</i>	Konten yang berbentuk satu audio visual	Konten berupa hanya satu <i>Video</i>
		<i>Carousel</i>	Konten yang berbentuk lebih dari satu visual gambar atau audio visual	Konten berupa lebih dari satu gambar

				atau <i>Video</i>
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Lampiran 2 Hasil Lembar Coding 1

Coder 1: Amelia Ananda Putri

Elemen *Green Marketing Mix*: 1. *Green Product* 2. *Green Price* 3. *Green Place* 4. *Green Promotion*

Jenis Konten Marketing: 1. Konten Edukasi 2. *User Generated Content* (UGC) 3. Konten Interaktif

Bentuk Konten: 1. *Single Image* 2. *Carousel* 3. *Video*

No.	Nama Konten	<i>Green Product</i>	<i>Green Price</i>	<i>Green Place</i>	<i>Green Promotion</i>	Konten Edukasi	<i>User Generated Content (UGC)</i>	Konten Interaktif	<i>Single Image</i>	<i>Carousel</i>	<i>Video</i>
1	https://www.instagram.com/p/C1lkgGjt5e8/				v	v					v
2	https://www.instagram.com/p/C1qgWVZt7Pv/				v	v			v		
3	https://www.instagram.com/p/C1tFJUbNW3K/		v			v					
4	https://www.instagram.com/p/C1vp8FBsagn/				v	v			v		
5	https://www.instagram.com/p/C19Ms4MMIYy/				v		v		v		
6	https://www.instagram.com/p/C2EQS91suUU/				v		v		v		
7	https://www.instagram.com/p/C2J8n98swFa/		v			v					v
8	https://www.instagram.com/p/C2MhBggSAP-/				v		v		v		
9	https://www.instagram.com/p/C22CY5cMwh0/				v		v				v
10	https://www.instagram.com/p/C29UXvAsOml/		v			v					v
11	https://www.instagram.com/p/C3IAHwPMoXo/		v			v			v		
12	https://www.instagram.com/p/C3O7XKjKhM3/		v			v					v
13	https://www.instagram.com/p/C3SQPnuMcGo/				v	v			v		
14	https://www.instagram.com/p/C3mGhU2KX2c/				v		v		v		
15	https://www.instagram.com/p/C3uKa06vTkO/			v		v			v		

16	https://www.instagram.com/p/C3znsQ3sity/				v		v				v
17	https://www.instagram.com/p/C34qbVcMP-2/				v		v		v		
18	https://www.instagram.com/p/C4Neh1hMYdF/	v				v			v		
19	https://www.instagram.com/p/C4PTPLBtD5d/	v				v			v		
20	https://www.instagram.com/p/C4SoGxAMLIV/	v				v			v		
21	https://www.instagram.com/p/C4ZmaUftyW/	v				v			v		
22	https://www.instagram.com/p/C4dQbUSMNwl/	v				v			v		
23	https://www.instagram.com/p/C4eWO7SNFRT/	v				v			v		
24	https://www.instagram.com/p/C4meYb4vaku/	v				v			v		
25	https://www.instagram.com/p/C4sSGsMlo5/				v		v				v
26	https://www.instagram.com/p/C4u83oWsuVD/				v		v		v		
27	https://www.instagram.com/p/C4wxlySth70/	v				v			v		
28	https://www.instagram.com/p/C47nFu8MLuC/				v		v		v		
29	https://www.instagram.com/p/C49piK0NpKr/	v				v			v		
30	https://www.instagram.com/p/C5AOd2tril7/		v			v			v		
31	https://www.instagram.com/p/C5FX6fqNK0N/	v				v					v
32	https://www.instagram.com/p/C5SD2BDodvQ/	v				v			v		
33	https://www.instagram.com/p/C5fqN3Fsnp/	v				v					v
34	https://www.instagram.com/p/C5pbC3MM4o/				v		v		v		

35	https://www.instagram.com/p/C5r_1XNNDSI/	v				v			v		
36	https://www.instagram.com/p/C5xJbdgtdS5/				v		v		v		
37	https://www.instagram.com/p/C5430G2N1Yy/				v		v		v		
38	https://www.instagram.com/p/C6EFZzryB5r/		v			v			v		
39	https://www.instagram.com/p/C6I28z-scU1/				v		v		v		
40	https://www.instagram.com/p/C6NeLYmNo4R/		v			v					v
41	https://www.instagram.com/p/C6VvKRSJKiY/	v				v			v		
42	https://www.instagram.com/p/C6Yhg1_xnVJ/	v					v				v
43	https://www.instagram.com/p/C6ddSr1s-FP/				v		v				v
44	https://www.instagram.com/p/C6iQr1rPqhE/				v			v	v		
45	https://www.instagram.com/p/C6yRbX7Jasm/				v	v					v
46	https://www.instagram.com/p/C6ys5dRM-AC/				v		v				v
47	https://www.instagram.com/p/C65_vXMJkyD/				v	v			v		
48	https://www.instagram.com/p/C68W1A2NX6Q/				v		v				v
49	https://www.instagram.com/p/C7BuKw3NRni/	v				v			v		
50	https://www.instagram.com/p/C7N2DOKt-Aj/				v	v					v
51	https://www.instagram.com/p/C7Oml19Mx-k/	v				v					v
52	https://www.instagram.com/p/C7VkdPJ0q0/		v			v			v		
53	https://www.instagram.com/p/C7Y5TvIMHCW/	v				v					v

54	https://www.instagram.com/p/C7auBpzssYn/		v			v			v		
55	https://www.instagram.com/p/C7f3mq8MEVB/	v				v					v
56	https://www.instagram.com/p/C7oIWQINB3-/	v				v			v		
57	https://www.instagram.com/p/C71HRJFPr01/		v			v			v		
58	https://www.instagram.com/p/C8GfiGtSyN/				v		v				v
59	https://www.instagram.com/p/C8YhGS2t-sw/				v		v		v		
60	https://www.instagram.com/p/C8eGTIRPLZ-/	v				v			v		
61	https://www.instagram.com/p/C8qiqktqMA/	v				v					v
62	https://www.instagram.com/p/C8rZoUJPOIQ/				v	v			v		
63	https://www.instagram.com/p/C9Hndy5PG-9/				v	v					v
64	https://www.instagram.com/p/C9cAH7nv9CE/				v	v					v
65	https://www.instagram.com/p/C9hJs69s0DW/				v	v					v
66	https://www.instagram.com/p/C9mhCtyMLUQ/	v				v			v		
67	https://www.instagram.com/p/C9zZBTmtGXC/		v			v			v		
68	https://www.instagram.com/p/C9_nxuYiMzC/		v			v			v		
69	https://www.instagram.com/p/C-ADQ87t-V/	v				v					v
70	https://www.instagram.com/p/C-B3-RiteUx/	v				v			v		
71	https://www.instagram.com/p/C-CMkC2NupZ/	v				v			v		
72	https://www.instagram.com/p/C-EeqPRB6TI/		v			v			v		

73	https://www.instagram.com/p/C-Firy0h2Hq/		v			v				v
74	https://www.instagram.com/p/C-NCfkNNQeg/				v		v			v
75	https://www.instagram.com/p/C-XMAE_BvB8/		v			v			v	
76	https://www.instagram.com/p/C-XjANONTyd/				v		v		v	
77	https://www.instagram.com/p/C_KL-kphXa7/				v	v			v	
78	https://www.instagram.com/p/C_R6c4HNTHY/				v	v				v
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80	https://www.instagram.com/p/C_uPEndNQzz/				v		v			v
81	https://www.instagram.com/p/C_wz4VKI-B1/	v				v			v	
82	https://www.instagram.com/p/C_xdGHUI72g/				v		v			v
83	https://www.instagram.com/p/C_zYrBjhn5/	v				v			v	
84	https://www.instagram.com/p/DAAy-9fN34I/				v		v			v
85	https://www.instagram.com/p/DADX1eDtVaY/	v				v			v	
86	https://www.instagram.com/p/DAFaQy5stWb/				v	v				v
87	https://www.instagram.com/p/DAIvIUQQVXH/		v			v			v	
88	https://www.instagram.com/p/DAN4sdwNVOD/		v			v				v
89	https://www.instagram.com/p/DAQdiHXK24I/	v				v			v	
90	https://www.instagram.com/p/DASSNXrsB_j/				v	v				v
91	https://www.instagram.com/p/DAVZXAlhqeQ/		v			v			v	

92	https://www.instagram.com/p/DAa3k7DqnHg/				v	v				v
93	https://www.instagram.com/p/DAID4oEPVci/	v				v				v
94	https://www.instagram.com/p/DAsyWGXCBav/	v				v				v
95	https://www.instagram.com/p/DA8PQEfzGM1/	v				v				v
96	https://www.instagram.com/p/DA-Yek2ztc5/	v				v		v		
97	https://www.instagram.com/p/DA-6xN2zWf5/	v				v		v		
98	https://www.instagram.com/p/DBlu7bfs230/				v	v		v		
99	https://www.instagram.com/p/DBJAJKkl-Kk/	v				v				v
100	https://www.instagram.com/p/DBJN3N_KxEx/		v			v				v
101	https://www.instagram.com/p/DBK7tDTupu-/	v				v				v
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103	https://www.instagram.com/p/DBNgfLpNrB5/				v		v			v
104	https://www.instagram.com/p/DBV0p8HJ_0r/				v	v		v		
105	https://www.instagram.com/p/DBXzq3mMZq3/				v		v			v
106	https://www.instagram.com/p/DBa61M4hhZB/				v	v		v		
107	https://www.instagram.com/p/DBbPaV-NhJn/				v		v			v
108	https://www.instagram.com/p/DBfUWgtqnjS/	v				v		v		
109	https://www.instagram.com/p/DBipMlwNFWH/				v	v				v
110	https://www.instagram.com/p/DBqsM_CNBmY/				v	v		v		

111	https://www.instagram.com/p/DBtDThZpEUI/			v		v				
112	https://www.instagram.com/p/DBu-0pZMNVu/				v	v				v
113	https://www.instagram.com/p/DB-bspqvLA3/	v				v			v	
114	https://www.instagram.com/p/DB_LrYiNQ4N/				v		v			v
115	https://www.instagram.com/p/DCBwfKJN8Kv/	v				v			v	
116	https://www.instagram.com/p/DCG6D_8NQdP/				v		v			v
117	https://www.instagram.com/p/DCLkvW4BMWk/	v				v			v	
118	https://www.instagram.com/p/DCQdKfkMTOJ/				v		v			v
119	https://www.instagram.com/p/DCievPpsZ5b/	v				v			v	
120	https://www.instagram.com/p/DC3FHKTtOXX/?img_index=1				v	v				v
121	https://www.instagram.com/p/DDUNZLyJvMa/				v	v			v	
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125	https://www.instagram.com/p/DD8mj3IsJOr/				v	v			v	
126	https://www.instagram.com/p/DEMzbJbuWn/				v	v				v
127	https://www.instagram.com/p/DEPYNkCBW5o/				v	v				v

Lampiran 3 Hasil Lembar Coding 2

Coder 2: Miranda Intan

Elemen *Green Marketing Mix*: 1. *Green Product* 2. *Green Price* 3. *Green Place* 4. *Green Promotion*

Jenis Konten Marketing: 1. Konten Edukasi 2. *User Generated Content* (UGC) 3. Konten Interaktif

Bentuk Konten: 1. *Single Image* 2. *Carousel* 3. *Video*

No.	Nama Konten	Green Product	Green Price	Green Place	Green Promotion	Konten Edukasi	User Generated Content (UGC)	Konten Interaktif	Single Image	Carousel	Video
1	https://www.instagram.com/p/C1kgGjt5e8/				V		V				V
2	https://www.instagram.com/p/C1ggWVZt7Py/	V				V			V		
3	https://www.instagram.com/p/C1tFJUbNW3K/	V				V					
4	https://www.instagram.com/p/C1vp8FBsagn/	V				V			V		
5	https://www.instagram.com/p/C19Ms4MMIYy/	V					V		V		
6	https://www.instagram.com/p/C2EQS91suUU/				V		V		V		
7	https://www.instagram.com/p/C2J8n98swFa/		V			V					V
8	https://www.instagram.com/p/C2MhBggqAP-/				V		V		V		
9	https://www.instagram.com/p/C22CY5cMwh0/				V		V				V
10	https://www.instagram.com/p/C29UXvAsOml/		V				V				V
11	https://www.instagram.com/p/C3IAHwPMoXo/		V			V			V		
12	https://www.instagram.com/p/C3O7XKjKhM3/		V			V					V
13	https://www.instagram.com/p/C3SQPnuMcGo/				V		V		V		
14	https://www.instagram.com/p/C3mGhU2KX2c/			V			V		V		
15	https://www.instagram.com/p/C3uKa06vTkO/			V		V			V		

16	https://www.instagram.com/p/C3znsQ3sity/				v		v				v
17	https://www.instagram.com/p/C34qbVcMP-2/				v		v		v		
18	https://www.instagram.com/p/C4Neh1hMYdF/	v				v			v		
19	https://www.instagram.com/p/C4PTPLBtD5d/	v				v			v		
20	https://www.instagram.com/p/C4SoGxAMLIV/	v				v			v		
21	https://www.instagram.com/p/C4ZmaUftyW/	v				v			v		
22	https://www.instagram.com/p/C4dQbUSMNw/	v				v			v		
23	https://www.instagram.com/p/C4eWO7SNfRT/	v					v		v		
24	https://www.instagram.com/p/C4meYb4vaku/	v				v			v		
25	https://www.instagram.com/p/C4sSGsMlo5/				v		v				v
26	https://www.instagram.com/p/C4u83oWsuVD/				v		v		v		
27	https://www.instagram.com/p/C4wxlySth70/	v				v			v		
28	https://www.instagram.com/p/C47nFu8MLuC/				v		v		v		
29	https://www.instagram.com/p/C49piK0NpKr/	v				v			v		
30	https://www.instagram.com/p/C5AOd2triI7/		v			v			v		
31	https://www.instagram.com/p/C5FX6fqNK0N/	v				v					v
32	https://www.instagram.com/p/C5SD2BDodvQ/	v					v		v		
33	https://www.instagram.com/p/C5fqN3Fsnp/	v				v					v
34	https://www.instagram.com/p/C5pbC3MM4o/				v		v		v		

35	https://www.instagram.com/p/C5r_1XNNDSI/	v				v			v		
36	https://www.instagram.com/p/C5xJbdgtdS5/				v		v		v		
37	https://www.instagram.com/p/C5430G2N1Yy/				v		v		v		
38	https://www.instagram.com/p/C6EFZzryB5r/		v			v			v		
39	https://www.instagram.com/p/C6I28z-scU1/				v		v		v		
40	https://www.instagram.com/p/C6NeLYmNo4R/		v			v					v
41	https://www.instagram.com/p/C6VvKRSJKiY/	v				v			v		
42	https://www.instagram.com/p/C6Yhg1_xnVJ/	v					v				v
43	https://www.instagram.com/p/C6ddSr1s-FP/				v		v				v
44	https://www.instagram.com/p/C6iQr1rPqhE/				v			v	v		
45	https://www.instagram.com/p/C6yRbX7Jasm/				v	v					v
46	https://www.instagram.com/p/C6ys5dRM-AC/				v		v				v
47	https://www.instagram.com/p/C65_vXMJkyD/				v	v			v		
48	https://www.instagram.com/p/C68W1A2NX6Q/				v		v				v
49	https://www.instagram.com/p/C7BuKw3NRni/	v				v			v		
50	https://www.instagram.com/p/C7N2DOKt-Aj/				v	v					v
51	https://www.instagram.com/p/C7Oml19Mx-k/	v				v					v
52	https://www.instagram.com/p/C7VkdPJ0q0/		v			v			v		
53	https://www.instagram.com/p/C7Y5TvIMHCW/	v				v					v

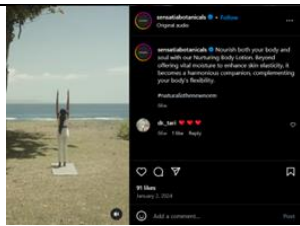
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58	https://www.instagram.com/p/C8GfiGtSyN/				v		v				v
59	https://www.instagram.com/p/C8YhGS2t-sw/				v		v		v		
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62	https://www.instagram.com/p/C8rZoUJPOIQ/				v	v			v		
63	https://www.instagram.com/p/C9Hndy5PG-9/				v	v					v
64	https://www.instagram.com/p/C9cAH7nv9CE/				v	v					v
65	https://www.instagram.com/p/C9hJs69s0DW/				v	v					v
66	https://www.instagram.com/p/C9mhCtyMLUQ/	v				v			v		
67	https://www.instagram.com/p/C9zZBTmtGXC/		v			v			v		
68	https://www.instagram.com/p/C9_nxuYiMzC/		v			v			v		
69	https://www.instagram.com/p/C-ADQ87t-V/	v				v					v
70	https://www.instagram.com/p/C-B3-RiteUx/	v				v			v		
71	https://www.instagram.com/p/C-CMkC2NupZ/	v					v		v		
72	https://www.instagram.com/p/C-EeqPRB6TI/		v			v			v		

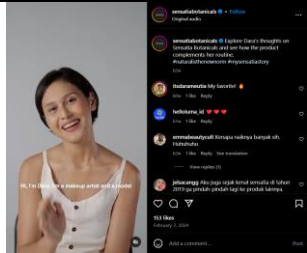
73	https://www.instagram.com/p/C-Firy0h2Hq/		v			v					v
74	https://www.instagram.com/p/C-NCfkNNQeq/				v		v				v
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88	https://www.instagram.com/p/DAN4sdwNVOD/		v			v					v
89	https://www.instagram.com/p/DAQdiHXK24I/	v				v			v		
90	https://www.instagram.com/p/DASSNXrsB_j/				v	v					v
91	https://www.instagram.com/p/DAVZXAlhqeQ/		v			v			v		

92	https://www.instagram.com/p/DAa3k7DqnHg/				v	v					v
93	https://www.instagram.com/p/DAID4oEPVci/	v				v					v
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107	https://www.instagram.com/p/DBbPaV-NhJn/				v		v				v
108	https://www.instagram.com/p/DBfUWgtqnjS/	v				v			v		
109	https://www.instagram.com/p/DBipMlwNFWH/				v	v					v
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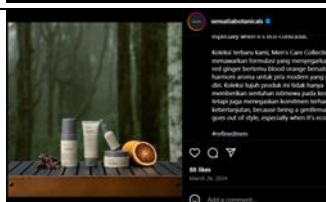
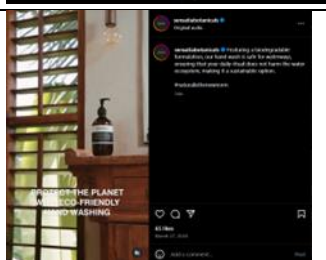
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124	https://www.instagram.com/p/DDweqvFtnRX/				v		v		v	
125	https://www.instagram.com/p/DD8mj3IsJOr/				v	v			v	
126	https://www.instagram.com/p/DEMzbJbuWn/				v	v				v
127	https://www.instagram.com/p/DEPYNkCBW5o/				v	v				v

Lampiran 4 Tabel Unit Analisis

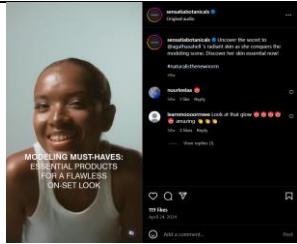
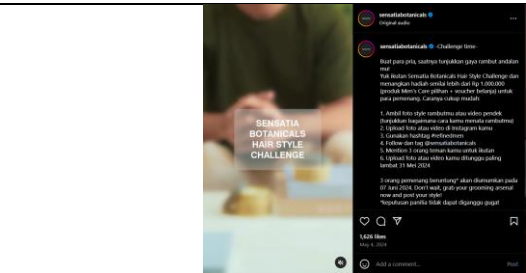
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3	5-Jan	https://www.instagram.com/p/C1tFJUbnW3K/	
4	6-Jan	https://www.instagram.com/p/C1vp8FBsagn/	
5	11-Jan	https://www.instagram.com/p/C19Ms4MMIYy/	
6	14-Jan	https://www.instagram.com/p/C2EQS91suUU/	

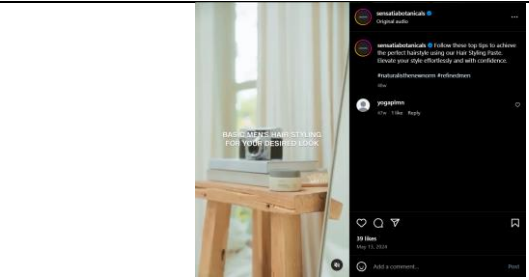
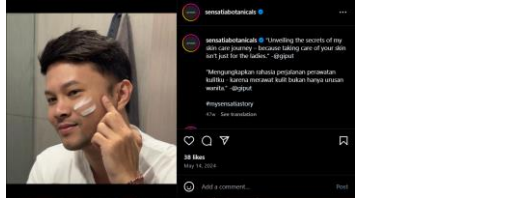
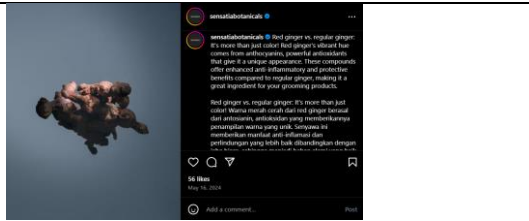
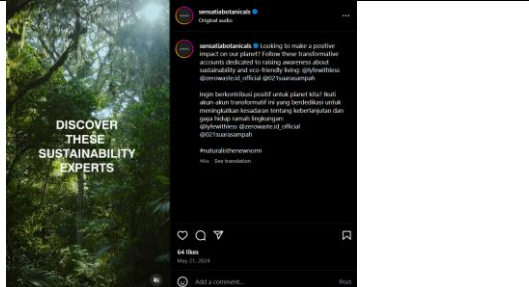
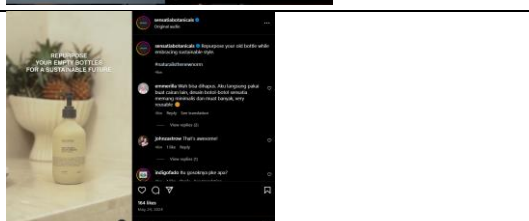
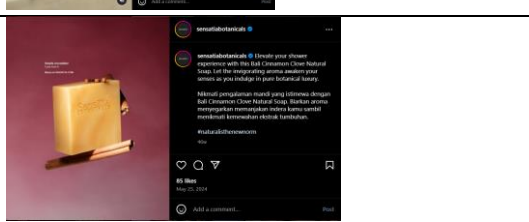
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9	2-Feb	https://www.instagram.com/p/C22CY5cMwh0/	
10	5-Feb	https://www.instagram.com/p/C29UXvAsOml/	
11	9-Feb	https://www.instagram.com/p/C3IAHwPMoXo/	
12	12-Feb	https://www.instagram.com/p/C3O7XKjKhM3/	
13	13-Feb	https://www.instagram.com/p/C3SQPnuMcGo/	

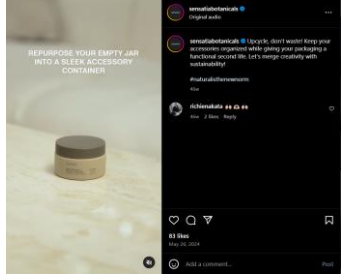
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17	28-Feb	https://www.instagram.com/p/C34qbVcMP-2/	
18	7-Mar	https://www.instagram.com/p/C4Neh1hMYdF/	
19	8-Mar	https://www.instagram.com/p/C4PTPLBtD5d/	
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21	12-Mar	https://www.instagram.com/p/C4ZmaUftyW/	

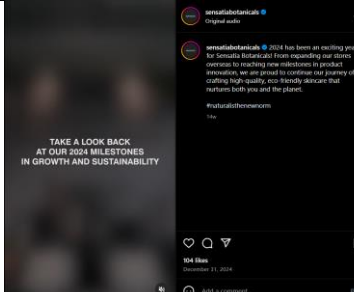
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24	17-Mar	https://www.instagram.com/p/C4meYb4vaku/	
25	19-Mar	https://www.instagram.com/p/C4sSGsMlo5/	
26	20-Mar	https://www.instagram.com/p/C4u83oWsuVD/	
27	21-Mar	https://www.instagram.com/p/C4wxjySth70/	
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29	26-Mar	https://www.instagram.com/p/C49piK0NpKr/	

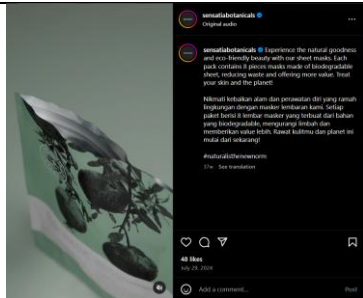
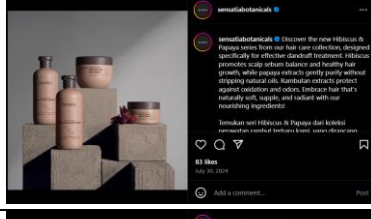
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33	8-Apr	https://www.instagram.com/p/C5fqN3Fsnp/	
34	12-Apr	https://www.instagram.com/p/C5pbC3MM4ol/	
35	13-Apr	https://www.instagram.com/p/C5r1XNND5I/	
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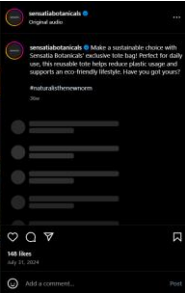
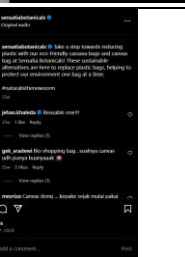
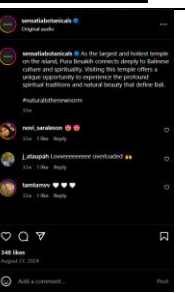
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46	10-May	https://www.instagram.com/p/C6ys5dRM-AC/	
47	13-May	https://www.instagram.com/p/C65yXMJkyD/	
48	14-May	https://www.instagram.com/p/C68W1A2NX6Q/	
49	16-May	https://www.instagram.com/p/C7BuKw3NRni/	
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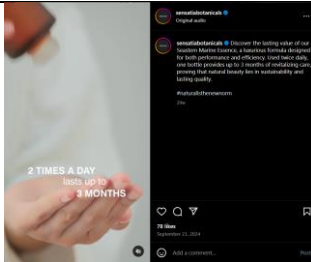
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54	26-May	https://www.instagram.com/p/C7auBpzssYn/	
55	28-May	https://www.instagram.com/p/C7f3mo8MEVB/	
56	31-May	https://www.instagram.com/p/C7oIWQINB3-/	
57	5-Jun	https://www.instagram.com/p/C71HRJFPr01/	
58	12-Jun	https://www.instagram.com/p/C8GfiG_tSyN/	
59	19-Jun	https://www.instagram.com/p/C8YhGS2t-sw/	

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61	26-Jun	https://www.instagram.com/p/C8qiqk_tqMA/	
62	26-Jun	https://www.instagram.com/p/C8rZoUJPOIQ/	
63	7-Jul	https://www.instagram.com/p/C9Hndy5PG-9/	
64	15-Jul	https://www.instagram.com/p/C9cAH7nv9CE/	
65	17-Jul	https://www.instagram.com/p/C9hs69s0DW/	

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67	24-Jul	https://www.instagram.com/p/C9zZBTmtGXC/	
68	29-Jul	https://www.instagram.com/p/C9_nxuYiMzC/	
69	29-Jul	https://www.instagram.com/p/C-ADQ87t-V/	
70	30-Jul	https://www.instagram.com/p/C-B3-RlteUx/	
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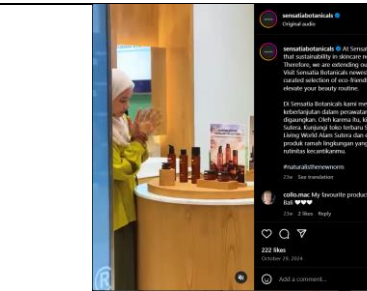
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74	3-Aug	https://www.instagram.com/p/C-NCFkNNQeq/	 
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76	7-Aug	https://www.instagram.com/p/C-XjANONTyd/	 
77	27-Aug	https://www.instagram.com/p/C_KL-kphXa7/	 
78	30-Aug	https://www.instagram.com/p/C_R6c4HNTHY/	 

79	6-Sep	https://www.instagram.com/p/C_kaOoWhQAj/	
80	10-Sep	https://www.instagram.com/p/C_uPEndNQzz/	
81	11-Sep	https://www.instagram.com/p/C_wz4VKI-B1/	
82	11-Sep	https://www.instagram.com/p/C_xdGHU72g/	
83	12-Sep	https://www.instagram.com/p/C_zYrBjhn5/	
84	17-Sep	https://www.instagram.com/p/DAAy-9fN34I/	
85	18-Sep	https://www.instagram.com/p/DADX1eDtVaY/	

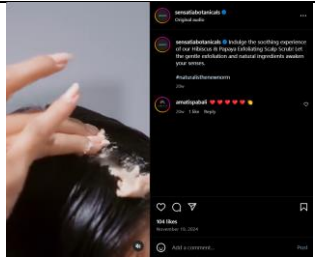
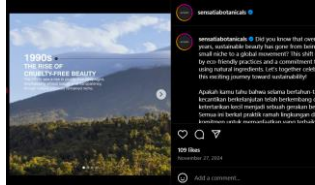
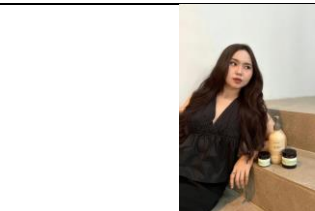
86	19-Sep	https://www.instagram.com/p/DAFaOy5stWb/	 Instagram post for Edelweiss Stem Cells. The image shows a close-up of the Edelweiss plant. The text on the image says "EDELWEISS STEM CELLS". The post is from @semalabesthetics and has 40 likes.
87	20-Sep	https://www.instagram.com/p/DAIvIUOOVXH/	 Instagram post for Edelweiss Stem Cells. The image shows a person applying the product to their face. The text on the image says "Kurangi dampak dari lingkungan dengan membiakan kembali sel kulit sendiri untuk menghasilkan produk selulor yang efektif dan efisien. Tingkatkan hasil dari perawatan dengan menggunakan produk ini." The post is from @semalabesthetics and has 43 likes.
88	22-Sep	https://www.instagram.com/p/DAN4sdwNVOD/	 Instagram post for Edelweiss Stem Cells. The image shows a person applying the product to their face. The text on the image says "1 BOTTLE lasts up to 2 MONTHS". The post is from @semalabesthetics and has 80 likes.
89	23-Sep	https://www.instagram.com/p/DAQdiHXK24I/	 Instagram post for Edelweiss Stem Cells. The image shows a person walking outdoors. The text on the image says "Kurangi dampak dari lingkungan dengan membiakan kembali sel kulit sendiri untuk menghasilkan produk selulor yang efektif dan efisien. Tingkatkan hasil dari perawatan dengan menggunakan produk ini." The post is from @semalabesthetics and has 75 likes.
90	24-Sep	https://www.instagram.com/p/DASNXrsB_j/	 Instagram post for Edelweiss Stem Cells. The image shows a person applying the product to their face. The text on the image says "2 TIMES A DAY lasts up to 3 MONTHS". The post is from @semalabesthetics and has 78 likes.
91	25-Sep	https://www.instagram.com/p/DAVZXAlhqeQ/	 Instagram post for Edelweiss Stem Cells. The image shows a person applying the product to their face. The text on the image says "Sebagai tindakan yang peduli lingkungan, kami bisa jadi yang terdepan untuk mencari solusi yang ramah lingkungan untuk perawatan kulit. Kami menggunakan produk yang terbuat dari bahan alami, sehingga produk ini ramah lingkungan dan aman." The post is from @semalabesthetics and has 84 likes.
92	27-Sep	https://www.instagram.com/p/DAA3k7DqnHq/	 Instagram post for Edelweiss Stem Cells. The image shows a person applying the product to their face. The text on the image says "1 LITTLE TUBE hydrates for 2 MONTHS". The post is from @semalabesthetics and has 43 likes.

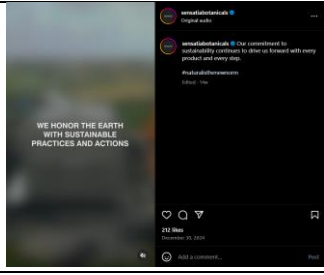
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95	10-Oct	https://www.instagram.com/p/DA8PQEfzGM1/	
96	11-Oct	https://www.instagram.com/p/DA-Yek2ztc5/	
97	11-Oct	https://www.instagram.com/p/DA-6xN2zWf5/	
98	15-Oct	https://www.instagram.com/p/DBLu7bfs230/	
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104	20-Oct	https://www.instagram.com/p/DBV0p8HJ_0r/	
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106	22-Oct	https://www.instagram.com/p/DBa6lM4hhZB/	
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108	24-Oct	https://www.instagram.com/p/DBfUWgtqnjS/	
109	25-Oct	https://www.instagram.com/p/DBipMlwNFWH/	
110	28-Oct	https://www.instagram.com/p/DBqsm_CNBM_Y/	
111	29-Oct	https://www.instagram.com/p/DBtDTThZpEUI/	
112	30-Oct	https://www.instagram.com/p/DBu0pZMNVu/	

113	5-Nov	https://www.instagram.com/p/DB-bspqvLA3/	
114	5-Nov	https://www.instagram.com/p/DB_LrYiNQ4N/	
115	6-Nov	https://www.instagram.com/p/DCBwfKJN8Kv/	
116	8-Nov	https://www.instagram.com/p/DCG6D_8NQdP/	
117	10-Nov	https://www.instagram.com/p/DCLkvW4BMWk/	
118	12-Nov	https://www.instagram.com/p/DCQdKfkMTOJ/	
119	19-Nov	https://www.instagram.com/p/DCievPpsZ5b/	

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123	19-Dec	https://www.instagram.com/p/DDvukyATN5j/	
124	19-Dec	https://www.instagram.com/p/DDweqvFtnRX/	
125	24-Dec	https://www.instagram.com/p/DD8mj3lsJOr/	
126	30-Dec	https://www.instagram.com/p/DEMzbJbuWn/	

127	31-Dec	https://www.instagram.com/p/DEPYNkCBW5o/		
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Lampiran 5 Hasil Uji Realibilitas

Kategori	Indikator	Coder 1	Coder 2	Uji Reliabilitas	Persentase
Elemen <i>Green Marketing Mix</i>	<i>Green Product</i>	42	46	$2(42)/42 + 46$	95%
	<i>Green Price</i>	21	20	$2(20)/21 + 20$	97%
	<i>Green Place</i>	2	3	$2(2)/2 + 3$	80%
	<i>Green Promotion</i>	62	58	$2(58)/62 + 58$	96%
Jenis Konten Marketing	Konten Edukasi	92	85	$2(85)/92 + 85$	96%
	<i>User Generated Content (UGC)</i>	34	41	$2(34)/34 + 41$	90%
	Konten Interaktif	1	1	$2(1)/1+1$	100%
Bentuk Konten	<i>Single Image</i>	71	71	$2(71)/71+71$	100%
	<i>Carousel</i>	1	1	$2(1)/1+1$	100%
	<i>Video</i>	55	55	$2(55)/55+55$	100%

Lampiran 6 Sertifikat LDK



Lampiran 7 Bimbingan Skripsi

NIM	2021041036	Nama Mahasiswa	AMELIA ANANDA PUTRI
Program Studi	Ilmu Komunikasi	Jenis TA	Skripsi
Periode Mulai	2024/2025 Genap	SKS Lulus	139 SKS
Tgl. Mulai	23 Mei 2025	Judul Tugas Akhir	Analisis Isi Konten Green Marketing Merek Kecantikan High Street Pada Akun Instagram (Analisis Isi pada Akun The Body Shop Indonesia)
Tahap	Seminar Hasil	Status	Aktif

No	Tanggal	Dosen Pembimbing	Topik	Disetujui	Aksi
1	20 Februari 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Bimbingan Judul Skripsi	✓	
2	24 Juni 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Bimbingan Draft Kasar Topik Skripsi	✓	
3	24 Juni 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Bimbingan Bab 1 dan 2	✓	
4	24 Juni 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Bimbingan bab 1, 2, dan 3	✓	
5	24 Juni 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Bimbingan isi bab 3	✓	
6	4 Maret 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Bimbingan Draft Kasar Topik Skripsi	✓	
7	21 Maret 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Bimbingan Bab 1 dan 2	✓	
8	8 April 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Bimbingan bab 1, 2, dan 3	✓	
9	14 April 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Bimbingan isi bab 3 dan finalisasi	✓	
10	29 April 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Bimbingan 1 Revisi Sempro	✓	
11	5 Mei 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Bimbingan Hasil Revisi Seminar Proposal (Bab 1 & 2)	✓	
12	7 Mei 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Bimbingan Finalisasi Revisi Seminar Proposal	✓	
13	3 Juni 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Bimbingan Isi Bab 4	✓	
14	12 Juni 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Bimbingan Revisi Bab 4 dan 5	✓	
15	23 Juni 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Finalisasi Revisi Keseluruhan Isi Skripsi	✓	

Lampiran 8 Formulir Pengajuan Sidang Skripsi

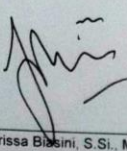
 Universitas Pembangunan Jaya	FORMULIR PENGAJUAN SIDANG SKRIPSI/TA	SPT-I/04/SOP-06/F-01
		No. Rekaman

Nama Mahasiswa : Amelia Ananda Putri
 Prodi/NIM : Ilmu Komunikasi / 2021041036
 Judul Skripsi/TA : PENGEMASAN PESAN GREEN MARKETING PADA
 MEREK KECANTIKAN HIGH STREET LOKAL
(Analisis Isi Kualitatif pada Akun Instagram @Sensatiabotanicals Periode Januari - Desember 2024)
 Dosen Pembimbing : 1. Fathiya Nur Rahmi, S.I.Kom., M.I.Kom
 : 2.
 :
 Dosen Penguji : 1. JAD :
 : 2. JAD :
 : 3. JAD :
 :
 : Tempat : Hari/Tanggal:
 Jadwal Sidang :

Telah memenuhi syarat Sidang Skripsi/TA: (mohon beri tanda V untuk syarat yang relevan)

No	Syarat	Ya	Tidak
1	IPK minimal 2.00	✓	
2	Tidak ada nilai D untuk mata kuliah mayor/inti Prodi	✓	
3	MK Skripsi/TA tercantum di BRS semester berjalan	✓	
4	Lulus minimal 1 mata kuliah KOTA untuk tiap rumpun	✓	
5	SPT-I/03/SOP-28/F-03 Formulir Pembimbingan Skripsi (minimal 8 x)	✓	
6	Poin JSDP (minimal 75% persen dari syarat kelulusan)	✓	
7	Mengumpulkan dokumen Skripsi/TA (sesuai ketentuan Prodi)	✓	

Tangerang Selatan, 24 Juni 2025

Mengajukan	Mengetahui	Memeriksa	Menyetujui
			
Amelia Ananda Putri (Mahasiswa)	Fathiya Nur Rahmi, S.I.Kom., M.I.Kom (Dosen Pembimbing)	Dr. Sri Wijayanti, S.Sos., M.Si (Koordinator Skripsi/TA)	Naurissa Basini, S.Si., M.I.Kom (Kepala Program Studi)

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Report #27438807

BAB I PENDAHULUAN 1.1 Latar Belakang Masalah Sensatia Botanicals merupakan merek kecantikan lokal yang telah didirikan di Karangasem, Bali sejak tahun 2000 dengan tujuan utama untuk dapat menghasilkan produk kecantikan yang berbahan dasar alami (Sensatia Botanicals, 2025). Dalam platform Instagram, Sensatia Botanicals tidak hanya menampilkan produk tetapi juga mengangkat cerita di balik proses pembuatan, pemilihan bahan lokal, serta bagaimana komitmen mereka dalam mendukung keberlanjutan melalui produk yang mereka jual maupun kampanye. Sensatia Botanicals merupakan salah satu merek kecantikan lokal Indonesia yang cukup vokal dalam membawa nilai prinsip keberlanjutan yang juga menjadi visi-misi perusahaan mereka. Dilansir melalui halaman website resmi mereka, merek ini menyatakan tujuan mereka untuk menjalankan bisnis secara berkelanjutan dengan mengurangi dampak terhadap lingkungan. Gambar 1. 1 Tampilan Konten Instagram Sensatia Botanicals (sumber: Instagram @sensatiabotanicals) Komitmen ini dibuktikan melalui strategi pemasaran yang mereka lakukan pada akun Instagram @sensatiabotanicals melalui konten-konten yang mereka hasilkan. Misi keberlanjutan ini sejalan dengan bagaimana strategi pemasaran yang mereka lakukan sebagai perusahaan hijau, yaitu strategi green marketing. Strategi komunikasi yang dijalankan oleh Sensatia Botanicals menunjukkan bagaimana praktik bisnis yang berorientasi pada keberlanjutan dapat dikemas secara menarik dan relevan melalui media

Lampiran 10 Curriculum Vitae



Contact

Phone
0818-0810-5825

Email
amelianandap@gmail.com

LinkedIn Profile
[LinkedIn - Amelia Ananda Putri](#)

Domicile
Bintaro, Tangerang Selatan, Banten

Instagram
[@ameliannd](#)

Education

2021 - Present
Communication Science - Public Relations
Pembangunan Jaya University
Last GPA: 3,42

2018 - 2021
Broadcasting
SMKS Broadcast Pertelevisian Cakra Buana
Last Score: 80

Language

Indonesian

English

Portfolio

[Portfolio of Amelia 2024 - Drive](#)

Amelia Ananda Putri

Communication Student

A final-year Communication Science student and focusing in Public Relations (PR), with a strong interest in corporate communication, media relations, and brand communication within the PR field. Continuously honing her skills through practical experience in various roles, including PR Officer, Social Media Manager, Media Partnership Coordinator, and Marketing Communications.

Work Experience

July 2024 - July 2025
PT. Robert Bosch Indonesia

Marketing of Power Tools Intern

Responsible for controlling and managing several campaign data within the BeConnected application. Developed a crisis management strategy to reduce the number of suspected accounts across several ongoing campaigns, resulting in a significant decrease in such cases. Successfully supported daily business operations through PO (Purchase Order) creation. Acted as the main point of contact between the Power Tools department and B2C customers, ensuring smooth communication and issue resolution. Assisted in controlling marketing strategies through the production of promotional merchandise (gimmicks). Also contributed to the preparation of the annual Power Tools event.

Skills: • Marketing Communication • Copywriting • Crisis Management

Volunteer and Organization Experience

August 2023 - Present
HIMAKOM UPJ

Head of Public Relations Division

HIMAKOM UPJ is an official Communication Students Association under of Program Studi Ilmu Komunikasi UPJ. I was selected as head of public relations division for the 2023/2024 period. Required to build an active communication and great cooperation between internal and external communication major parties, we're being the first contact reached by outsiders to collaborate with HIMAKOM UPJ. Our division also has full control over "branding" of HIMAKOM UPJ to the external through social media.

Skills: • Leadership • Copywriting • Social Media Management

October 2023 - June 2024
COLLABORATION FESTIVAL 2024

Head of Public Relations Division

Collaboration Festival (CoFest) is an annual event that held by Program Studi Ilmu Komunikasi UPJ and operates in the field of creativity to improve the quality of students through a lot of activity like workshop, seminar, competitions, also special performances. Our division manage control over "branding" of CoFest 2024 through our social media (Instagram and Tiktok), responsible as the first contact of the event, for collaboration with media partners, also handle all partnerships for event ticketing. This year, we succeeded in partnership with 23 media companies and carrying out 29 news coverage.

Skills: • Leadership • Persuasive Communication • Social Media Management

April 2023 - August 2023
PRIMA UPJ 2023

Member of Public Relations Division

PRIMA UPJ 2023 is a campus orientation and introduction event for the new force students at Pembangunan Jaya University. I'm positioning as PIC of Marketing team on Public Relations Division which mean I work to processing and organized all the data that related to PRIMA UPJ 2023 also being the "first" contact person for external to get connection with our event.

Skills: • Data Processing • Interpersonal Communication • Excel