



## THE EDU-ACT COLLABORATION OF HOLISTIC GREEN BUSINESS

<sup>1</sup> Litya Surisdani Anggreniko, <sup>2</sup> Kartika Dwi Chandra Sari, <sup>3</sup> Santi Velinia, <sup>4</sup> Puguh Dwi Kuncoro

<sup>1</sup> Program Studi Hukum, Universitas Sultan Ageng Tirtayasa, <sup>2</sup> Program Studi Manajemen, Universitas Negeri Semarang, <sup>3</sup> Program Studi Manajemen, Universitas Putra Indonesia, <sup>4</sup> Program Studi Psikologi, Universitas Teknologi Yogyakarta

<sup>1</sup> lityasurisdania@gmail.com, <sup>2</sup> kdchandras@mail.unnes.ac.id, <sup>3</sup> santi.velinia1993@gmail.com, <sup>4</sup> puguh.dwikuncoro@gmail.com

### ARTICLE INFO

#### Article History:

Received Dec 16, 2024

Accepted May 21, 2025

Available May 31, 2025

#### Keywords:

Green business;

Green behavior;

Sustainable Development Goals

12

### ABSTRAK

Peningkatan kesadaran penggunaan kosmetik meningkatkan kuantitas konsumsi yang dilakukan oleh pelanggan, hal tersebut menimbulkan ancaman nyata terkait peningkatan sampah kosmetik yang dihasilkan. Pada tahun 2022, terdapat data pembelian kosmetik terbesar di Indonesia telah didominasi oleh PT. Paragon Innovation Technology (PT. PTI). Tujuan dari kegiatan pengabdian ini adalah menyadarkan seluruh aktor yang bertanggung jawab atas penggunaan kosmetik yang berkelanjutan, tidak hanya dari sisi produsen namun juga konsumen. Seluruh metode pengabdian masyarakat dilakukan dalam berbagai rangkaian kegiatan kali ini, yaitu secara FGD secara online dan offline, games, simulasi dan seminar terhadap beberapa komunitas yang dirasa dapat mendukung gerakan green business perusahaan. Dalam menjawab kebutuhan mitra tim merangkai 8 kegiatan beragam bersama dengan kolaborator yang terlibat dalam kegiatan tersebut. Pada seluruh rangkaian kegiatan tim menekankan pada pembentukan mindset green behavior dalam kehidupan sehari-hari termasuk pada penggunaan kosmetik hingga pengelolaan sampah secara pribadi. Pengabdian masyarakat diharapkan dapat memberikan dampak pada paragonians agar mampu bertanggung jawab pada pola konsumsi dengan memperkenalkan berbagai opsi yang mudah diaplikasikan dimasa mendatang.

### ABSTRACT

Increasing awareness of cosmetic use increases the quantity of consumption carried out by customers, which poses a real threat related to the increase in cosmetic waste produced. In 2022, there is data on the largest cosmetic purchases in Indonesia, which has been dominated by PT. Paragon Innovation Technology (PT. PTI). The purpose of this service activity is to make all actors responsible for the sustainable use of cosmetics, not only from the producer side but also from the consumer. All community service methods are carried out in various series of activities this time, namely online and offline FGDs, games, simulations and seminars to several communities that are felt to be able to support the company's green business movement. In answering the needs of partners, the team strunged together 8 diverse activities together with collaborators involved in these activities. In the entire series of activities, the team emphasizes the formation of a green behavior mindset in daily life, including the use of cosmetics to personal waste management. Community service is expected to have an impact on paragonians to be able to be responsible for consumption patterns by introducing various options that are easy to apply in the future.

Address: L Building, Campus Sekaran, Gunungpati, Semarang,  
Indonesia, 50229

Correspondent Address :

Fakultas Ekonomika dan Bisnis, Universitas Negeri Semarang

Email : kdchandras@mail.unnes.ac.id

## INTRODUCTION

In accordance with the values that the company has upheld since 1985, Creating Goodness for Others is Our Belief, the development of innovative ideas has become the basic milestone of the company's activities. The hope is to continue to progress and be useful for the surrounding environment to provide a view to become a winner in the Indonesian cosmetics market. It is stated in the vision and mission of PT Paragon Technology and Innovations (PT. PTI), the company's operations must pay attention to the benefits for paragonians, partners, society and the environment. This is supported by Wardah's product philosophy that raises the value of Halal Green Beauty, where all Wardah products are committed to continuing to create halal, natural, alcohol-free products, involving local and global experts and not using animals as testing tools (About Paragon, 2023).

The application of green business innovation must not stop only at PT. PTI, but also systematic in all processes involved in business development. According to several studies that explain that Green Business strengthens brand image and green business can also improve customer purchase decisions. that Indonesians have a tendency to live in groups so that they feel that they need a harmonious life balance with nature. Thus, the implementation of Green Business Innovation will be suitable for the lives of the Indonesian people, so that people feel engaged and trusted in their entirety to choose products that are in accordance with their life values (Rosyana and Zulfitri, 2022; Rachmawati, Udriyah and Dewi, 2024).

In 2022, as many as 54% of consumers prefer to use local brands compared to international brands. There are three cosmetic

brands owned by PT. PTI, namely Wardah, Emina and Make Over (Reza, 2022). With the high sales obtained by PT. PTI in 2022, indicates that there is a lot of waste that may be generated from the amount of purchases. In accordance with the statement of the Bureau of Cooperation and Public Relations of the Food and Drug Supervisory Agency, as much as 17% of the plastic waste that dominates in Indonesia is cosmetic plastic waste (Rizky, 2022).

Researchers found that there are 3 clusters that shape behavior in the cosmetics market, one of these clusters is a group that fully implements green behavior in its life (Triwijayati, 2006). From the results of the study, it was found that 70% of Hungarian respondents have the desire to use and buy natural cosmetic products. Another interesting finding is that the behavior of purchasing environmentally friendly products is significantly influenced by *environmental knowledge*, *environmental attitudes*, *recycling behavior*, and *political action* (Utami, 2020). Meanwhile, in Southeast Asia, especially in Indonesia, public knowledge to protect the environment is still relatively low (CNNIndonesia, 2018). The results of previous research explain that the obstacles to implementing environmentally friendly products are knowledge, trust in the company, product availability, and prices that are not easy to reach. This causes many products to be unused or limited in management, resulting in an increase in waste and waste (Wang, et al. 2019; setyabudi & adialita; 2020)

Plastic waste from the beauty industry reaches 6.8 million tons and 70% of it is not properly processed (Defitri, 2022), there is no specific policy related to cosmetic waste management, because it is divided into 3 different

types of material containers. Therefore, it is important to make preventive efforts in tackling waste that is increasingly undecomposed. One of the things that can be adopted is with a recharging system as a renewable service, this is in line with the idea of companies that fully support *green business activities*, this activity can be done by supporting a recharging system using materials that are safe and durable (Junaidi & utama 2023; fitriani et al 2021; arisona 2018)

It also supports the general policy regarding environmental impact management which explains environmental protection and management as a systematic and integrated effort that can be carried out to preserve environmental functions and realize sustainable development with an environmental perspective as mandated by law Number 32 of 2009 concerning Environmental Protection and Management (Sofianti *et al.*, 2023). With the various backgrounds that have been described, the formulation of community service activities also refers to the concept of sustainable development or known as *the 12th Sustainable Development Goals* (SDG's 12) which aims to introduce sustainable and efficient consumption and production patterns through behavior change (Capah, Rachim and Raharjo, 2023). Increasing public awareness of the importance of maintaining the environment and wise waste management is one of the company's activities that can help create a culture of sustainability and wider usefulness.

The goal in the series of community service activities that have been held is to build a community that is able to support *the holistic green business* of PT PARAGON TECHNOLOGY AND INNOVATIONS. Furthermore, all actors involved in the products and values contained in

the products owned by PT. PTI is in line with the company's core values.

## METHOD

There are several methods used in this service such as online and offline methods. The purpose of using several methods in this service is to increase the scope of information dissemination related to *edu-action holistic green behavior*. The first method is an online method that utilizes Instagram and websites in disseminating *knowledge* and testing of the proposed system in supporting *the holistic green behavior* of PT PARAGON TECHNOLOGY AND INNOVATIONS.

### Online Method

#### 1. Sosial Media

The social media that is actively used by the implementation team of *edu-action holistic green behavior* activities is Instagram. This is related to the suitability of the target segment.

#### 2. Website

The use of the website to provide new knowledge and simulate the point redemption process is simple.

#### 3. Zoom Meeting

The use of zoom meeting to conduct socialization is carried out with several collaborators who have the same point of view and commitment to support *edu-action* activities.

### Offline Method

#### 1. Seminar

Seminars are able to provide maximum knowledge by using various learning methods, including lectures and mini-quizzes.

#### 2. Event Product Conversion

This activity is designed to provide understanding as well as stimulus related to the importance of protecting the surrounding

environment with real action. Awareness in using used soap or shampoo containers to be refilled with the products that have been provided. The measurement of this activity can be seen from the number of participants who are interested in refilling the products that have been prepared by the service team.

## RESULT AND DISCUSSION

In community service activities that have been carried out for 3 months starting from August to October 2023, community service activities are a series of socialization activities with the methods that have been described. With the arrangement and division of time as shown in table 1.

Table 1. Activities Series

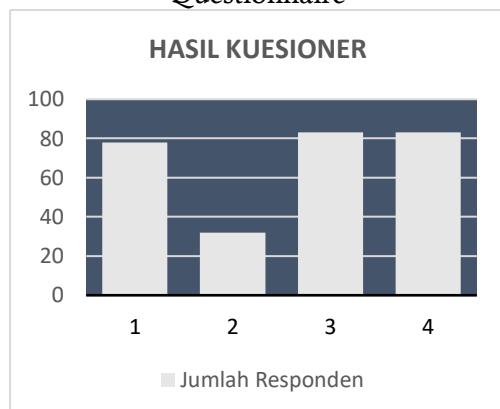
Activity	Time
Preparation Stage	
Observation :	
• Data Collection	2 Weeks
• PreparationPartner’s Needs	
Preparation of Activities :	
• HR Arrangement	1 Week
• Collaborators Agreement	
• Preparatio of <i>Beauty Delivery Service</i>	
• Preparation of Social Media Timeline and Activity Plans	
Implementation Stage	
Activity 1 – UHB Edu-aksi X FIM	3 months
Activity 2 – Edu-aksi X Pra-Expo Activity 3 – Edu-aksi Muda	
Activity 4 – Product Conversion with PT PTI	
Activity 5 – Edu-aksi X Expo UHB	
Activity 6 – Refill Event	
Activity 7 – Edu-Aksi X W4C	
Activity 8 – “Bersahabat dengan Matahari”	

### • Preparation Stage – Observasi

The first activity was carried out by the community service team consisting of 4 lecturers and 4 students to pull data and prepare partner needs. This stage the service team calls it the observation stage. In this stage, the team begins to analyze the needs that occur in the partners, by conducting data retrievals,

studying library support and adjusting the conditions that allow for the implementation of activities. The intended partners are paragonians spread across the Purwokerto Area and the Women Fishermen Community in Kandanghaur District, Indramayu Regency with the number of initial responders being 85 people.

Table 2. Results of the Comprehensive Questionnaire

**Information:**

1. Number of respondents who are active users of PTI products
2. Number of respondents who are aware of green behavior
3. Number of respondents interested in improving green behavior knowledge
4. Number of respondents interested in conducting product exchange trials

According to the data in table 2, most of the targeted partners are active users of PTI products. As per the data obtained by respondents, as many as 78 people have used PTI products. Meanwhile, as many as 32 people are not aware that green behavior is important to be implemented. However, as many as 83 people will be interested in increasing green behavior knowledge and product exchange trials.

- **Preparation Stage – Activities Arrangement**

Based on the data in table 2, the team formulated all the needs in planning activities. In this planning, the author places the human resources needed in a series of activities. With the structure of the activity as shown in table 1. In determining the organizational structure, the team has considered according to the

output that will be achieved by each member of the community service team together with PT PTI. The organizational structure is clearly depicted by the team leader and the two members, as well as operational support during the series of activities by the Social Media Manager, IT Support and Event Manager.

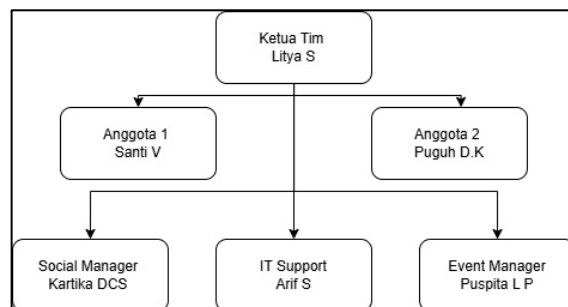


Figure 1. Community Service Organizational Structure

- **Preparation Stage – Collaborators Agreement**

In accordance with the theme of community service, the needs of partners and PT PTI's desire to bring about major changes, the team strives to collaborate with various parties who are committed to supporting the creation of real environmental action related to SDG's 12. In this activity, collaborators are expected to continue to support the Edu-Aksi movement in a sustainable manner because the expected achievement of the edu-action team is alignment in acting to support responsible and sustainable production and consumption patterns. So the main collaborator in this activity is Waste4Change.

Other collaborators who are actively involved in this activity are the Young Indonesia Forum, Harapan Bangsa University, Waste4Change and the Women Fishermen Community under Kandanghaur Indramayu District. Each collaborator has a role in each activity. Starting from the Young Indonesia

Forum, in addition to being a media partner of Edu-Aksi activities, a community that focuses on the Indonesian youth movement to spread values that support nation-building. Universitas Harapan Bangsa also contributes to several activities involving active students who have similar views to edu-action. Such as the movement to be environmentally conscious and live a good life, one of which is by supporting edu-actions that focus on green behavior.

The common goal between edu-action and Waste4change in alleviating cosmetic waste indirectly places waste4change as the main collaborator. Responsible consumption stimulation activities carried out by edu-aksi are enhanced by waste4change in procedures for managing waste used cosmetics and waste management pathways with real output. So that the edu-action team is able to take full responsibility for the completion of cosmetic waste management activities.

The Women Fishermen Community in Kandanghaur District is a collaborator as well as an activity partner because the activity agenda is closely related to the needs of the community. The women fishermen community is often unaware of the importance of cosmetic waste management, even though the women fishing community often uses sunscreen in their daily activities. The role of the Kandanghaur sub-district government in supporting green behavior introduction activities in the fishing community in the area is by providing easy access to planning and implementation of activities.

## • Preparation Stages – Preparation of Beauty Delivery Service

In this stage, the team seeks to formulate ideas and systems that aim to increase the involvement of various circles. There is an idea that can support Edu-Aksi *Holistic Green Business*, namely the idea of *Beauty Delivery Service* which we systematically developed from the program that has been implemented by Emina with *#palfromnature*. The following is the systematics of *Beauty Delivery Service* in figure



Figure 2. *Beauty Delivery Service*

### Information:

- 1 = Collect empty cosmetic containers
- 2 = Contact our contact person through the website
- 3 = Select the item to be purchased
- 4 = Choose a reward or gift according to your points
- 5 = Make payments online
- 6 = Our BDS team will come to refill cosmetic options
- 7 = You can also choose a donation
- 8 = Upload activities with our *hashtags*



## • Preparation Stages – Preparation of Social Media Timeline

The stages of preparing a social media timeline are important to be carried out because the dissemination of knowledge related to green behavior does not only stop in the Purwokerto, Indramayu and surrounding areas, but also targets paragonians with a wider scope. In addition to green behavior knowledge in social media, it also introduces beauty delivery services on the website so as to stimulate paragonians to continue to improve responsible consumption patterns with cosmetic products that have been used.

The social media planning activity is in line with a series of socialization activities that will be used during the community service period. So that every activity carried out will be recorded in a series of activities on social media. Figures 3 and 4 are a timeline of the series of activities carried out during the community service period carried out during the months of July and August. In the draft timeline, promotional activities, socialization activities and important events during the Edu-Aksi Holistic Green Business activities have also been detailed.

Tanggal	Tempat	Isi	Media	Waktu	Tempat	Isi
1				1		
2				2		
3				3		
4				4		
5				5		
6				6		
7				7		
8				8		
9				9		
10				10		
11				11		
12				12		
13				13		
14				14		
15				15		
16				16		
17				17		
18				18		
19				19		
20				20		
21				21		
22				22		
23				23		
24				24		
25				25		
26				26		
27				27		
28				28		
29				29		
30				30		
31				31		

Figure 3 Social Media Timeline for July

Tanggal	Tempat	Isi	Media	Waktu	Tempat	Isi
1				1		
2				2		
3				3		
4				4		
5				5		
6				6		
7				7		
8				8		
9				9		
10				10		
11				11		
12				12		
13				13		
14				14		
15				15		
16				16		
17				17		
18				18		
19				19		
20				20		
21				21		
22				22		
23				23		
24				24		
25				25		
26				26		
27				27		
28				28		
29				29		
30				30		
31				31		

Figure 4 Social Media Timeline for August

## • Implementation Stage – Edu-Aksi X FIM Purwokerto

At the stage of the joint implementation of FIM, it was carried out online with 30 people who joined the FIM Purwokerto community which was held on July 14, 2023. The "Young Generation with an Entrepreneurial Spirit" program ran successfully and was able to provide inspiration and new knowledge to the participants. It is hoped that this activity can be the first step for the younger generation to contribute more to the world of entrepreneurship, as well as create a positive impact on society and the environment. And in this activity, the participants of the Young Generation with an Entrepreneurial Spirit webinar jointly formulated a commitment in the future to carry out responsible and sustainable business activities.

## • Implementation Stage – Edu-Aksi X Pre Expo UHB

The "Introduction to Holistic Green Education Business" program provides participants with an important initial understanding of sustainable business. It is hoped that this activity will be a strong foundation for the implementation of future programs to encourage positive changes in the business world and the wider community.

Introduction of the Holistic Green Edu-Aksi Business project by Litya Surisdani Anggraeniko, who serves as the project leader of the collaboration project with the Inspiring Lecture Program.

- **Implementation Stage – Edu-Aksi Muda**

The "Realize a Caring Young Generation" program was initiated as part of efforts to increase awareness and active participation of the young generation in social and environmental issues. This activity was collaborated with the Edu-Aksi Muda Team, a team that focuses on empowering and educating young people.

The event took place online and was attended by participants from various backgrounds. In this program, participants are invited to understand the important role of the young generation in shaping a better future through various concrete actions, such as protecting the environment, carrying out social activities, and educating others..

- **Implementation Stage – Product Conversion**

Edu-Aksi Holistic Green Business held an activity "Cosmetic Product Waste Exchange" as part of efforts to reduce cosmetic waste and raise public awareness about the importance of responsible waste management. This program is held offline and in collaboration with Universitas Harapan Bangsa Purwokerto.

The systematics carried out in this activity use a beauty delivery service system. So that the simulation of using the exchange website can be carried out. In addition, on this occasion, the Edu-Aksi team emphasized the negative impact of cosmetic waste on the environment, as well as encouraging active

participation in cosmetic waste management through waste exchange programs.

The "Cosmetic Product Waste Exchange" program took place successfully and had a positive impact in efforts to reduce cosmetic waste. This activity is expected to continue and expand its scope to encourage people to be more concerned about the environment as a whole

- **Implementation Stage – Edu-Aksi X Expo UHB**

One of the series of Edu-Aksi Holistic Green Business programs carries the theme "Sustainable Business" as part of the offline Entrepreneurship Expo of Universitas Harapan Bangsa Purwokerto. The purpose of this activity is to encourage awareness and implementation of sustainable business concepts among students and local business people.

Sustainable business in the face of global challenges such as climate change and environmental degradation is important for the younger generation to know. This activity also encourages the implementation of environmentally friendly and socially responsible business practices. Character formation in this activity uses the game method, so that students feel comfortable in absorbing material about green behavior which supports a sustainable entrepreneurial mindset.

- **Implementation Stages – Refill Event**

The activity "Free Refill Shampoo from Brand Putri" is part of the Edu-Aksi Holistic Green Business program series. This activity aims to support a sustainable lifestyle by reducing the use of single-use plastic packaging. This program is held offline and in



collaboration with Brand Puteri, which provides free shampoo refill services.

This activity encourages the public and students to switch to using environmentally friendly products by reducing plastic waste in cosmetic packaging. In addition, the emphasis is on awareness of the importance of a sustainable lifestyle in daily life, especially in the use of personal care products. At the same time, it supports green behavior awareness.

- **Implementation Stages – Edu-Action X W4C**

Waste4Change is the main collaborator of the Edu-Aksi Holistic Green Business activity. The same goal in alleviating cosmetic waste does not only stop at the dissemination of knowledge but also provides real options for paragonians to be involved in the management of such waste. Starting from how to prepare waste so that it can be recycled to ensuring that this cosmetic waste becomes a ready-to-sell product. Waste4Change has an application that supports the waste management of cosmetic products that can be monitored from the moment the waste enters, sorts, processes until it becomes ready-to-use goods with a process according to figure 5.



Figure 5. W4C Waste Management Process

In this activity, students were invited to practice how to prepare cosmetic product waste. Before being sent to W4C, cosmetic waste is expected to be clean and sorted according to the type of packaging. Furthermore, the waste processing process enters the sorting process. After being grouped according to the color and type of packaging, the waste will enter the ball press process so that it can be printed into products according to consumer needs.

- **Stages of Implementation – Friendly with the Sun**

This sunscreen donation activity was carried out with the aim of increasing the awareness of women fishermen in Kandanghaur District about the importance of protection against sun exposure, especially for their skin health. Considering that their profession as fishermen makes them often exposed to direct UV rays, counseling and sunscreen donations are expected to help them understand health risks and provide practical protective tools.

The "Friendly with the Sun" activity has succeeded in achieving its goal of raising awareness of the importance of protection from sun exposure for women fishermen in Kandanghaur District. In addition to providing an educational impact, this program also provides real support through sunscreen donations which are expected to be directly useful in their daily activities. This collaboration also builds good relationships between organizers and local communities, opening up opportunities for future advanced programs related to health and the environment. Activities such as in figure 6

where socialization is carried out directly in the field without interfering with the activities of community members. Furthermore, the service team continued the socialization of education not only to the Kandanghaur women fishing community, but also to members of the Kandanghaur District government as shown in figure



Figure 6. Kandanghaur Women Fishermen Community



Figure 7. Kandanghaur District

## CONCLUSION

In the entire series of community service that has been implemented for 3 months, positive feedback was obtained in each activity. The total number of paragonians who have joined during this series of activities was 350 people, both online and offline. In addition, all collaborators carry out their roles as needed in each activity, so that the event is carried out according to the planning. Thus, the series of community service events with the theme of Holistic Green Business Edu-Aksi hopes to be able to have an impact on paragonians regarding their views on personal waste management, especially cosmetics, and become a reference for PT PTI to provide education and action for paragonians to implement holistic green business.

After this community service program was done well implemented, with the output in the form of a prototype website that has been produced, it is necessary to think about the BDS (Beauty Delivery Service) program and the donation program integrated into the internal system owned by PT Paragon Technology and Innovation.

## ACKNOWLEDGEMENTS

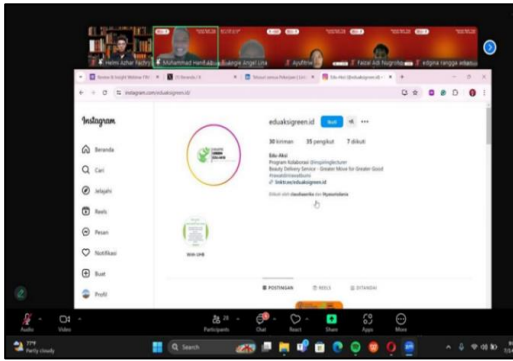
In writing this article, the author would like to thank PT Paragon Technology and Innovation for full support to the entire series of Holistic Green Business Edu-action events and activities. In addition, to various parties, namely the edu-action planning team, the edu-action implementing team, event collaborators such as FIM, Harapan Bangsa University, Kandanghaur Village, Fishermen Community and Waste4Chang

## REFERENCES

- About Paragon* (no date). Available at: <https://www.paragon-innovation.com/about-us> (Accessed: 8 August 2023).
- Arisona, Risma Dwi. (2018) PENGELOLAAN SAMPAH 3R (REDUCE, REUSE, RECYCLE) PADA PEMBELAJARAN IPS UNTUK MENUMBUHKAN KARAKTER PEDULI LINGKUNGAN. *Al Ulya: Jurnal Pendidikan Islam*. Vol 3 No 1 Ed Januari – Juni 2018
- Capah, B.M., Rachim, H.A. and Raharjo, S.T. (2023) 'Implementasi Sdg'S-12 Melalui Pengembangan Komunitas Dalam Program Csr', *Share : Social Work Journal*, 13(1), p. 150. Available at: <https://doi.org/10.24198/share.v13i1.46502>.
- CNNIndonesia (2018) *Kesadaran Masyarakat Indonesia akan Kesehatan dan Kebersihan*. Available at: <https://www.cnnindonesia.com/gaya-hidup/20180423183600-255-292946/kesadaran-masyarakat-indonesia-akan-kebersihan-masih-rendah>.
- Defitri, M. (2022) *Pentingnya Daur Ulang Plastik Bekas Skincare*. Available at: <https://waste4change.com/blog/pentingnya-daur-ulang-plastik-bekas-skincare/>.
- Fitriani, dkk (2020) Pelatihan Pengolahan Sampah Melalui Metode 3r (Reuse, Reduce, dan Recycle) Di Desa Mujur Praya Timur. *Abdi Populika*. Vol 2 No 1 Jan 2020.
- Junaidi, Junaidi., Utama A.A. (2023) 'ANALISIS PENGELOLAAN SAMPAH DENGAN PRINSIP 3R (Reduce, Reuse, Recycle) (Studi Kasus Di Desa Mamak Kabupaten Sumbawa). *Jurnal Ilmu Sosial dan Pendidikan* Vol 7 No 1 Januari 2023.
- Rachmawati, D., Udriyah and Dewi, N.F. (2024) 'ANALISIS STRATEGI GREEN BRANDING SEBAGAI USAHA MENCIPTAKAN SUSTAINABLE COMPETITIVE ADVANTAGE UNTUK MENINGKATKAN KINERJA PEMASARAN DI ERA EKONOMI GLOBAL PADA BRAND FASHION LOKAL KOTA BANDUNG', *Among Makarti*, 17(Juni 2024), pp. 42–56.
- Reza, P. (2022) *10 Merek Kosmetik Lokal Favorit Masyarakat*, 3 *Punya Paragon*, *Databoks - Katadata*. Available at: <https://databoks.katadata.co.id/produk-konsumen/statistik/8261a075758d768/10-merek-kosmetik-lokal-favorit-masyarakat-3-punya-paragon>.
- Rizky, H. (2022) *Diskusi Badan POM Untuk Rumuskan Regulasi Kosmetika Isi Ulang, BPOM*. Available at: <https://www.pom.go.id/berita/diskusi-badan-pom-untuk-rumuskan-regulasi-kosmetika-isi-ulang>.
- Rosyana, V. and Zulfitri (2022) 'PENGARUH GREEN MARKETING MIX DAN GREEN BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN DENGAN GREEN TRUST SEBAGAI VARIABEL MEDIASI (STUDI PADA GERAJ STARBUCKS COFFEE KARANG TENGAH)', *JFM: Journal of Fundamental Management*, 2(3), pp. 319–335. Available at: <http://dx.doi.org/10.22441/jfm.v2i3.17744>.

- Setyabudi, W. A., Adialita, Tania. (2020) PENGARUH GREEN PRODUCT KNOWLEDGE, GREEN TRUST DAN PERCEIVED PRICE TERHADAP GREEN PURCHASE INTENTION KONSUMEN AMDK MEREK AQUA DENGAN BOTOL 100% RECYCLED. *Jurnal Administrasi Bisnis*. Vol 16. No 2 (2020).
- Sofianti, S. *et al.* (2023) 'Analisis Pengelolaan Sampah Industri Kosmetik X Di Depok Jawa Barat', *Jurnal Sanitasi Lingkungan*, 3(1), pp. 20–27. Available at: <https://doi.org/10.36086/jsl.v3i1.1073>.
- Triwijayati, A. (2006) 'Sementasi Pasar produk kosmetika untuk kulit wajah di Surabaya', *Widya Manajemen Dan Akuntansi*, 6(Desember), pp. 317–338. Available at: <https://media.neliti.com/media/publications/219460-sementasi-pasar-produk-kosmetika-untuk-k.pdf>.
- Utami, K.S. (2020) 'Green Consumers Behavior: Perilaku Konsumen dalam Pembelian Produk Ramah Lingkungan', *Jurnal Maksipreneur: Manajemen, Koperasi, dan Entrepreneurship*, 9(2), p. 209. Available at: <https://doi.org/10.30588/jmp.v9i2.499>.
- Wang, Hong. Ma, Baolong. Bai, Rubing (2019). How Does Green Product Knowledge Effectively Promote Green Purchase Intention?. *Sustainability* 2019, 11, 1193; doi:10.3390/su11041193.





Edu Aksi X FIM Purwokerto



Edu-Aksi X Pra-Expo UHB



Edu-Aksi Muda



Pertukaran Produk PT PTI penerapan BDS



Edu-Aksi X Expo Kewirausahaan UHB



Hasil Ball Press Produk PTI



Kegiatan Sortir Produk



Kegiatan isi Ulang bersama Produk PT PTI