

The Interplay between PR Messaging and Loyalty in Young Adult Markets: A Study from Medan City

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ABSTRACT

As public awareness of environmental and social issues grows, consumers increasingly gravitate toward brands that demonstrate a commitment to sustainability and social responsibility. This shift has prompted businesses to launch campaigns that address these concerns, effectively aligning their values with those of their target audiences. Within the beauty industry, The Body Shop's "Be Seen Be Heard" campaign serves as a prime example, promoting environmental and social values while engaging consumers. This study examines the relationship between such public relations messaging and consumer loyalty among young adults in Medan City. A quantitative research approach was employed, with data collected from 100 respondents through structured questionnaires. Correlation analysis revealed a strong and significant positive relationship between the PR campaign and consumer loyalty, with a coefficient of 0.823. This result underscores the campaign's effectiveness in fostering loyalty within the young urban demographic by aligning brand messaging with issues of social and environmental relevance. The findings emphasize the strategic role of public relations in shaping consumer perceptions and behaviors, particularly among socially conscious young adults. They also highlight the importance of authentic, values-driven campaigns in cultivating long-term brand loyalty. This study contributes to the growing body of knowledge on the interplay between PR messaging and consumer loyalty, offering practical insights for businesses aiming to strengthen their market presence in the era of sustainability.

Keywords: *green consumers, pr campaign, public relations, consumer loyalty, sustainability values.*

INTRODUCTION

As global awareness of environmental and social issues grows, consumers increasingly consider a company's actions in addressing these concerns as a significant factor in their purchasing decisions (Populix, 2022). This shift in consumer behavior has led to a preference for businesses with sustainable practices (The Jakarta Post, 2022). Among the companies that champion sustainability is The Body Shop, a British cosmetics, skincare, and fragrance company founded in 1976 by Anita Roddick. With over 3,000 stores across 65 countries, The Body Shop has consistently prioritized ethically sourced, cruelty-free, and natural products since its inception (The Body Shop, 2023).

The Body Shop's commitment to social and environmental causes extends beyond its product offerings. The company actively educates its consumers on the importance of sustainability and environmental stewardship through public relations (PR) campaigns (The Body Shop, n.d.). Over the years, these campaigns have addressed critical issues. For instance, the 1986 "Save the Whales" campaign highlighted the dangers whales face from human activity, while the 1987 "Trade Not Aid" campaign promoted fair trade practices. The Body Shop's renowned "Forever Against Animal Testing" initiative, which began in 1989, successfully garnered over 8.3 million petitions advocating for the cessation of animal testing by 2018 (Dolnicar, 2021).

The company has also emphasized environmental sustainability through campaigns like "Reduce, Reuse, Recycle." (Riyanto, 2023) The Body Shop Indonesia's ongoing "Bring Back Our Bottles" program encourages customers to return empty product packaging for recycling (Margaretha & Toni, 2020). In addition to environmental advocacy, The Body Shop launched The Body Shop Foundation in 1990 to support humanitarian projects (The Body Shop, n.d.).

One of the company's recent global PR campaigns, "Be Seen Be Heard," highlights its dedication to social issues (One Young World, 2022). This initiative aims to amplify youth voices in critical decision-making processes in collaboration with the United Nations. Despite their significant demographic presence, the campaign addresses the underrepresentation of young people in global political leadership. Data from The Body Shop International (2022) reveals that nearly 50% of the worldwide population is under 30. Yet, only 2.6% of parliament members belong to this age group, with the average global political leader being 62 years old. These findings align with United Nations data, which show that in 2021, the median global age was 30, and 16% of the population (1.2 billion people) fell within the 15–24 age range, categorized as youth (United Nations, 2022a; Our World in Data, 2022).

Building on the significant potential of youth engagement, The Body Shop, in collaboration with the United Nations, launched the "Be Seen Be Heard" campaign to amplify young voices in decision-making processes. According to Jayathma Wickramanayake, the UN Secretary-General's Envoy on Youth, the existing gap in power, influence, and trust represents one of the most significant challenges today, with the lack of youth participation further exacerbating public distrust in governance (United Nations, 2022b).

This perspective is supported by Policy Brief No. 149 from UN DESA (2023), which highlights that many current government policies have long-term impacts on younger generations. It emphasizes that with their innovative ideas and capabilities, young people can become leaders and game changers in policymaking, provided they can participate. Recognizing this, The Body Shop and the United Nations view the "Be Seen Be Heard" campaign as a chance to address this imbalance. Notably, previous campaigns, such as "Stop Sex Trafficking of Young People," successfully influenced legislative changes in 24 countries. A similar outcome is anticipated for "Be Seen Be Heard" (United Nations, 2022b).

Globally launched in May 2022, the campaign now spans 75 countries across six continents, with its name symbolizing the goal of ensuring that youth voices are both seen and heard (United Nations, 2022b). In Indonesia, the campaign centers on climate crisis awareness, leveraging data from The Body Shop Global Youth Survey, which reveals that while Indonesian youth rank the climate crisis as their top concern, only 5% actively voice their opinions. Although 50% use social media to discuss environmental issues, only 23% engage in dialogue with individuals holding opposing views (The Body Shop, 2022).

The Body Shop Indonesia spearheaded the campaign's localized efforts, identifying the disconnect between the growing youth population and their limited opportunities to express opinions. According to Ratu Ommaya, Head of Values, Community & PR at The Body Shop Indonesia, the campaign will unfold in three stages. The first phase focuses on raising public awareness and education. Once achieved, the campaign aims to identify "climate champions"—youth leaders capable of solving the climate crisis. Proceeds from fundraising efforts will support initiatives such as planting 14,000 mangrove trees (Khaerunnisa, 2022; The Body Shop, 2022).

To further engage Indonesian youth, The Body Shop enlisted Iqbaal Ramadhan, a prominent public figure, as the campaign's face. The campaign's reception in Indonesia has been overwhelmingly positive, with plans for a second phase scheduled for October 2023. This phase seeks to advocate for government regulations, such as integrating climate crisis education into school curricula nationwide (Khaerunnisa, 2022; Riani, 2022).

The Body Shop's commitment to environmental and social sustainability has long defined its beauty and skincare industry identity. Its PR campaigns consistently integrate Corporate Social Responsibility (CSR) principles, addressing issues aligned with the 3Ps—People, Planet, and Product. This approach resonates with the growing consumer awareness of sustainability. According to a 2022 Populix survey, 42% of respondents reported being highly familiar with environmental issues, and 55% claimed moderate awareness. Notably, 53% of respondents stated that a company's CSR initiatives addressing environmental concerns influence their consumption decisions (Populix, 2022).

Consumers' growing awareness of environmental issues shapes purchasing decisions, particularly in the beauty and skincare industry. A 2022 Populix survey revealed that global warming (27%), pollution (26%), and waste management (17%) are the top environmental concerns among respondents. Additionally, 19% of respondents identified The Body Shop as a notable company actively addressing environmental issues, with Unilever leading at 42% (Populix, 2022).

This heightened environmental awareness has fueled demand for eco-friendly skincare and body care products, as highlighted in Kompas: The "clean beauty" trend—emphasizing sustainability, cruelty-free practices, and environmental responsibility—has become a key driver of consumer choices (Jatmika & Respati, 2021). Similarly, The

Jakarta Post (2022) discusses the emergence of "green consumers" in Indonesia, who prioritize purchasing products from companies with sustainable values.

The rising prominence of sustainability has prompted many beauty companies to incorporate environmentally conscious practices into their business strategies, intensifying competition within this segment. In Indonesia, several local brands, such as Osea Laboratories, Mineral Botanica, N'PURE, and Scarlett Whitening, have embraced sustainability as a marketing tagline and through actionable campaigns. For instance, Osea Laboratories runs a "SayangiDiriSayangiBumi" campaign (Care for Yourself, Care for the Earth), promoting environmental conservation alongside cruelty-free product lines.

Table 1: Selling Price Comparison of Skincare Product with Sustainable Marketing Concept

Product	Company				
	The Body Shop	Osea Laboratories	Mineral Botanica	N'PURE	Scarlett Whitening
Moisturizer	Rp. 349,000	Rp. 175,000	Rp. 185,000	Rp. 100,000	Rp. 75,000
Toner	Rp. 249,000	Rp. 199,000	Rp. 30,000	Rp. 100,000	Rp. 75,000
Serum	Rp. 239,000	Rp. 120,000	Rp. 125,000	Rp. 100,000	Rp. 75,000

Source: Collected Data from Author (2023).

However, this competitive landscape poses challenges for The Body Shop. Despite its strong reputation as a sustainability pioneer, The Body Shop's product pricing is relatively higher than its competitors. For example, its moisturizer is priced at IDR 349,000, compared to IDR 175,000 from Osea Laboratories and IDR 75,000 from Scarlett Whitening. Similar disparities exist across product categories, including toners and serums.

Building upon the context outlined above, the question arises: Is there a relationship between The Body Shop's PR campaign, "Be Seen Be Heard," and the loyalty of young adult consumers in Medan?

This inquiry stems from the intersection of two significant trends. On one hand, there is a rising expectation for companies to align with values of environmental and social responsibility, which heavily influence consumer preferences. On the other hand, campaigns like "Be Seen Be Heard" reflect efforts by companies to not only address such societal demands but also connect with younger generations through meaningful advocacy.

Given the competitive pressures within the sustainable beauty market, understanding the impact of such campaigns on consumer loyalty becomes essential. Young adults, a demographic with increasing purchasing power and heightened environmental awareness, represent a critical audience for companies like The Body Shop. Therefore, analyzing how PR campaigns resonate with this segment can provide valuable insights into the effectiveness of value-driven marketing in fostering long-term brand loyalty.

This study seeks to address this gap by exploring the correlation between the "Be Seen Be Heard" campaign and the loyalty of young adult consumers in Medan. By

examining this relationship, the research aims to understand better how socially conscious PR strategies influence consumer behavior in emerging markets.

LITERATURE REVIEW OR RESEARCH BACKGROUND

From the review of existing literature, it becomes evident that public relations (PR) campaigns and corporate initiatives addressing social and environmental issues significantly influence consumer loyalty. For instance, Amalia and Febiola *et al* demonstrated a positive and significant correlation between PR campaigns and customer loyalty (Amalia, 2021; Febiola & Tamburian, 2021). Their findings suggest that effective campaign messaging and execution contribute to increased customer retention and brand allegiance, with R-square values of 39.5% and 70%, respectively, indicating a strong impact.

Further, research on PR (Febiola & Tamburian, 2021) and (Aditi et al., 2022) emphasized the role of PR efficiency and information dissemination in shaping customer perceptions and loyalty. These studies highlight the need for well-structured PR activities to ensure the equitable spread of campaign information, which drives consumer trust and brand commitment.

The evidence presents a more nuanced picture when analyzing campaigns with embedded corporate social responsibility (CSR) and green marketing elements. The Body Shop's PR campaigns, characterized by their focus on social and environmental issues, align closely with findings by Moiescu and Gică (2020), who noted generational differences in loyalty drivers (Moiescu & Gică, 2020). For Generation X, social responsibility initiatives have a stronger influence, whereas Generation Y prioritizes environmental actions.

In contrast, Wong, Law, and Wu (2023) offered a divergent perspective, suggesting that green marketing, including a company's green corporate image, does not directly influence customer loyalty (Wong et al., 2023). This finding challenges the prevailing assumption that eco-friendly branding universally resonates with consumers, underscoring the need for targeted messaging based on audience-specific values.

Harold Lasswell Theory

Harold Lasswell's communication theory is widely regarded as a foundational model for understanding the dynamics of message delivery and its impact on audiences. This theory, succinctly articulated through the questions "Who says what, in which channel, to whom, with what effect?" provides a systematic approach to dissecting the key components of communication. In the context of public relations, this model offers a structured framework to evaluate not only the content of a campaign but also its strategic execution and audience reception.

By focusing on these elements, Lasswell's theory enables researchers to identify critical factors that drive the effectiveness of communication efforts, such as message clarity, audience relevance, and the appropriateness of communication channels. This makes it particularly useful in analyzing campaigns aimed at fostering consumer

engagement and loyalty, where precise messaging and alignment with audience values are crucial.

The decision to employ Lasswell's model in this study stems from its ability to holistically capture the interplay between message delivery and its outcomes, aligning well with the objectives of examining the relationship between PR campaigns and consumer loyalty. The model's emphasis on the "effect" serves as a critical aspect, highlighting the campaign's ability to inspire behavioral changes, such as repeat purchases or brand advocacy.

Furthermore, the inclusion of components like the communicator ("who") and the target audience ("to whom") ensures that the analysis accounts for the strategic alignment between the sender's objectives and the audience's expectations. In the case of The Body Shop's "Be Seen Be Heard" campaign, Lasswell's framework is particularly apt as it allows for an in-depth exploration of how the brand's sustainability-driven message resonates with socially and environmentally conscious young consumers, ultimately influencing their loyalty to the brand.

Public Relations

Public relations plays a crucial role in shaping an organization's reputation, extending beyond media relations and publicity to encompass strategic activities such as publications, events, community involvement, lobbying, and social responsibility, as outlined in the PENCILS framework by Harris and Wellen (Soleha et al., 2023). While sales focus on driving transactions and marketing emphasizes strategies to attract customers, public relations serves as the bridge to build a positive image and establish a brand as top-of-mind in the public's perception.

Through Harold Lasswell's communication framework—"Who says What in Which channel to Whom with What effect"—public relations activities can be systematically analyzed to understand how strategic messaging influences trust and engagement. This theoretical approach, when applied to campaigns like The Body Shop's "Be Seen Be Heard," provides a structured lens for dissecting key elements, aligning public relations practices with established communication theories, and offering insights into their impact on public perception.

The "Who" in this context identifies The Body Shop as the communicator, a global brand renowned for its commitment to sustainability and ethical practices. By leveraging its established reputation and alignment with environmental values, the company positions itself as a credible and authoritative voice in advocating for climate action and youth participation. This credibility is instrumental in gaining the trust of young consumers, a demographic increasingly drawn to brands that reflect their values and aspirations.

The "What" refers to the core message of the campaign, which emphasizes the importance of youth involvement in decision-making processes and highlights the urgency of climate action. This message resonates with the values of young adults who are often vocal advocates for environmental and social justice. The campaign's framing

of these issues as collective responsibilities aligns with broader societal movements, thereby increasing its relatability and emotional impact.

The “Which channel” dimension underscores the strategic use of multiple platforms to disseminate the campaign’s message. Digital media, including social platforms, serves as a primary vehicle, enabling widespread reach and engagement. Additionally, partnerships with influential figures, such as Iqbaal Ramadhan, enhance the campaign’s visibility and credibility (Aisya & Febriana, 2023). The integration of direct community engagement further reinforces the brand’s authenticity, creating a holistic communication approach that ensures the message resonates across different audience segments.

The “to Whom” aspect focuses on young consumers as the primary target audience. This demographic is characterized by its heightened awareness of environmental and social justice issues, as well as its preference for brands that embody authenticity and purpose. The campaign’s alignment with these values ensures its relevance and appeal, fostering a sense of connection and shared identity between the brand and its audience.

Finally, the “What effect” dimension addresses the campaign’s ultimate goal: fostering consumer loyalty and advocacy for The Body Shop’s brand. By crafting a message that resonates emotionally and aligns with the audience’s values, the campaign aims to cultivate long-term relationships with its consumers. Lasswell’s framework thus provides a comprehensive perspective on the strategic design and potential impact of The Body Shop’s public relations efforts, paving the way for a deeper exploration of its effectiveness in the subsequent sections

Consumer Loyalty

Previous studies on PR and consumer loyalty further substantiate the relevance of Lasswell's theory in this context. For instance, Amalia (2021) and Febiola & Tamburian (2021) demonstrated that well-executed PR campaigns significantly influence consumer behavior by fostering emotional connections and trust—key elements of the “effect” aspect in Lasswell’s model, ultimately leading to heightened consumer loyalty. Similarly, quantitative research has shown that marketing efforts involving influencers—focusing on attributes like expertise, trustworthiness, similarity, familiarity, and likeability—have a significant impact. At the same time, product-matchup effects on purchase intention were found to be insignificant (Afifah, 2022). Additionally, marketing promotions have been shown to influence purchase decisions (Sutjiadi & Prasetya, 2024). However, research exploring the direct relationship between PR messaging and consumer loyalty remains limited, making this study an essential step in addressing that gap.

Hypothesis

Building on the theories and prior research reviewed earlier, the hypotheses for this study are designed to investigate the potential influence of The Body Shop's PR campaign “Be Seen Be Heard” on young adult consumer loyalty in Medan. The

hypotheses reflect a deductive approach grounded in Harold Lasswell's communication model and existing evidence of the efficacy of PR campaigns in fostering consumer engagement and loyalty.

The null hypothesis (H0) posits that the "Be Seen Be Heard" campaign does not influence consumer loyalty among young adults in Medan. This assumption challenges the effectiveness of the campaign's message, channels, and overall strategy, suggesting that other factors, such as price sensitivity, market competition, or consumer skepticism, might play a more significant role in determining loyalty.

Conversely, the alternative hypothesis (H1) proposes that the campaign positively and significantly affects consumer loyalty. This aligns with the theoretical understanding that well-designed public relations initiatives can enhance emotional connection, trust, and alignment with brand values. The campaign's focus on youth empowerment and climate action resonates with contemporary consumer expectations, especially among younger demographics increasingly driven by social and environmental consciousness.

The duality of these hypotheses provides a balanced framework for analysis, allowing the study to validate or refute the assumed relationship between PR campaigns and consumer loyalty. Testing these hypotheses will contribute to a deeper understanding of how targeted campaigns addressing societal issues, such as "Be Seen Be Heard," can influence consumer behavior in the beauty and personal care industry.

METHODOLOGY

The research methodology of this study was meticulously designed to ensure the clarity and reliability of the analysis, aligning with its primary objective: to examine the causal relationship between The Body Shop's PR campaign "Be Seen Be Heard" and young adult consumer loyalty in Medan. This explanatory quantitative research method provides a robust framework to identify, measure, and analyze the effects of the independent variable (the PR campaign) on the dependent variable (consumer loyalty) (Febiola & Tamburian, 2021).

Data was collected systematically, employing primary and secondary sources to ensure comprehensiveness and accuracy. Primary data was gathered through a structured questionnaire distributed to respondents meeting specific criteria, such as being 17–30 years old, residing in Medan, having an interest in body care products, and being familiar with the "Be Seen Be Heard" campaign. The questionnaire used a 5-point Likert scale to quantify responses and address the study's hypotheses. Secondary data was obtained from scholarly articles, books, and other reliable sources to contextualize the findings within existing literature.

The population for this study includes individuals aged 17-30 years residing in Medan, with a specific interest in personal care products and familiarity with The Body Shop's "Be Seen Be Heard" campaign. The criteria for the population are:

1. Aged between 17-30 years to align with the campaign's target demographic.
2. Residing in Medan to focus the study within a defined geographical scope.

3. Interested in body care products aligning with The Body Shop's market segment.
4. Aware of the campaign, ensuring responses are relevant to the research focus.

The sample size was determined using Lemeshow's formula to ensure representativeness, yielding 100 respondents. This number balances precision and feasibility, adequately representing the target population while allowing for manageable data collection and analysis.

To ensure the reliability and validity of the research instruments, the study applied rigorous testing methods:

1. Validity Test: Items were tested using the Corrected-Item Total Correlation method to confirm that each questionnaire item effectively measures the intended variable. Items were deemed valid if their calculated correlation values exceeded the table value.
2. Reliability Test: Cronbach's Alpha was used to determine the questionnaire's internal consistency. A value exceeding 0.60 indicates that the instrument is reliable and consistent for data collection.

The collected data were analyzed through a series of statistical tests, including:

1. Normality Test: This test determined whether the data distribution met the assumptions of normality, which is a prerequisite for regression analysis.
2. Correlation Analysis: Correlation coefficients were calculated to measure the strength and direction of the relationship between the independent and dependent variables.
3. Determinant Coefficient Analysis: The proportion of variance in consumer loyalty explained by the PR campaign was quantified.
4. Simple Linear Regression Analysis: The influence of the PR campaign on consumer loyalty was assessed using a simple linear regression model. Key tests within this model included:
 - a. R Test (Correlation Coefficient Test): To evaluate the strength of the relationship.
 - b. F Test: To test the overall significance of the regression model.
 - c. T Test: To assess the individual impact of the independent variable on the dependent variable.

The operationalization of the variables ensures clarity in measurement:

1. Independent Variable: PR Campaign "Be Seen Be Heard" (X). Indicators include message content, structure, and audience response. These were measured using items that capture the campaign's perceived positivity, simplicity, relevance, and motivational impact.
2. Dependent Variable: Consumer Loyalty (Y). Indicators include repeat purchase behavior, retention, and referrals. Loyalty was assessed by measuring customers' intent to repurchase, resistance to competitors, and advocacy for The Body Shop products.
3. Research Location and time frame. The research was conducted in Medan, Indonesia, between March and August 2023. The location was chosen based on

the research focus and accessibility for data collection, ensuring contextual relevance to the population and campaign under study.

RESULTS AND DISCUSSION

The “Be Seen Be Heard” campaign highlights The Body Shop’s commitment to empowering young people to voice their opinions on critical environmental and social issues. By collaborating with third-party organizations such as Teens Go Green and Carbon Ethics, this initiative reflects a global call for youth inclusion. It adapts to regional contexts, addressing climate crisis concerns in Indonesia. The campaign's focus aligns with the belief that young people possess the capability and the right to influence decision-making processes that shape their future.

Launched globally in May 2022, the campaign’s Indonesian adaptation has taken steps to engage young participants through virtual and physical activities. Examples include the Sustainable Quiz, designed to assess individuals’ current lifestyle sustainability, and environmental efforts such as mangrove planting, the Bootcamp Green Leader Academy, and the Green Leader Scholarship program. These initiatives aim to educate, inspire, and involve the youth in tangible solutions to pressing environmental issues.

However, the implementation strategy reveals specific disparities. While in-person activities have been concentrated in Java, participants from other regions, such as Sumatra, Kalimantan, or Eastern Indonesia, primarily engage through online platforms. This geographical limitation may inadvertently reduce the campaign's inclusivity and diminish its perceived impact among participants outside Java. The gap between the campaign’s global intent and its localized execution emphasizes the challenge of ensuring equal opportunities for all participants, regardless of their location.

Analysis of Results

This section provides a detailed analysis of the respondents’ profiles and the survey data collected. The demographic information, including gender, age, occupation, and shopping preferences, is thoroughly examined to contextualize the findings. The study aims to validate the data's credibility and relevance by analyzing these factors, ensuring that the insights drawn represent the target audience. Such profiling is essential for interpreting consumer behavior and perceptions surrounding The Body Shop's PR campaign, "Be Seen Be Heard."

Moreover, the data analysis highlights key patterns and trends directly related to the hypotheses under investigation. These insights offer a nuanced understanding of how the campaign resonates with different demographic groups and their purchasing behaviors. This foundational data serves as the basis for broader discussions and supports either the affirmation or refutation of the proposed arguments regarding the effectiveness of The Body Shop's campaign.

Respondent Profile

The survey included 100 respondents, representing a diverse demographic in Medan. The respondents' gender distribution reveals a notable dominance of females, with 68 respondents identifying as female (68%) and 32 as male (32%). This suggests that The Body Shop's customer base in Medan is predominantly female, which may reflect the brand's alignment with products catering to women's skincare and body care needs.

Regarding age, most respondents were 25 to 30, with 59 respondents (59%) in this age bracket, followed by 41 respondents (41%) aged between 17 and 24. This suggests that The Body Shop attracts a relatively young demographic, likely due to its marketing strategies and product offerings tailored to a younger, more socially conscious audience.

The occupation data further supports this demographic profile. The largest group of respondents (44%) identified as private-sector employees, followed by 27% who were university students. This indicates that the brand is appealing to young professionals and students, who may have a moderate level of disposable income and a growing interest in skincare products.

All respondents in this study were residents of Medan, which is essential for understanding the geographical focus of the survey. Additionally, 100% of the respondents expressed interest in body and skin care products, further validating the study's relevance in measuring consumer attitudes toward these types of products.

Interaction with The Body Shop

The data also reveals that all respondents are existing customers of The Body Shop and are familiar with the PR campaign "Be Seen Be Heard." The overwhelming response from 72% of respondents indicating they first heard about the brand through social media highlights the effectiveness of digital marketing strategies in reaching a broad audience.

A notable finding is the length respondents have been customers of The Body Shop, with 57% being customers for less than three years. This indicates that The Body Shop has attracted new customers, possibly through ongoing campaigns or product innovations. Furthermore, 64% of respondents stated that the COVID-19 pandemic had influenced their purchasing preferences, suggesting a shift in consumer behavior towards more health-conscious or essential products during the pandemic.

Validity and Reliability Tests

The validity test, as indicated by the calculation of r -hitung and r -tabel, confirms that all the items in the questionnaire are valid, as all the r -hitung values exceeded the threshold of 0.3610. This enhances the credibility of the survey results.

The reliability test using Cronbach's Alpha showed values well above the acceptable threshold of 0.70 for both the PR campaign and customer loyalty variables.

With Cronbach's Alpha values of 0.951 for the PR campaign and 0.887 for consumer loyalty, the survey instrument is reliable, and the data can be confidently used for further analysis.

Response to PR Campaign

The analysis of the respondents' feedback on The Body Shop's "Be Seen Be Heard" campaign demonstrates a highly positive reception among the target audience. Most respondents acknowledged the campaign's positive message, with 49% agreeing and 38% strongly agreeing that it was impactful and resonating with their values. Additionally, 45% agreed, and 42% strongly agreed that the campaign effectively reflected The Body Shop's commitment to addressing environmental concerns. These findings highlight the campaign's success in aligning its messaging with the company's brand values and the audience's expectations.

The responses regarding the message's clarity and memorability further validate the campaign's effectiveness. A notable proportion of respondents found the campaign's message compelling, with 36% agreeing and 33% strongly agreeing that it was easy to recall. This indicates that the campaign effectively employed communication strategies that engaged the audience and ensured that the message left a lasting impression. Such recall ability is a critical indicator of a campaign's success, suggesting the audience internalizes the key messages.

Furthermore, respondents strongly recognized the campaign's relevance to contemporary environmental issues. Approximately 40% agreed, and 26% strongly agreed that the campaign successfully connected its message to Indonesia's environmental concerns. This alignment with pressing local issues likely enhanced the campaign's relatability and authenticity, positioning The Body Shop as a socially responsible brand. The positive response underscores the importance of tailoring PR campaigns to address global issues while maintaining local relevance to foster deeper connections with the audience.

Consumer Loyalty Variable (Y)

This study's loyalty variable (Y) is represented by consumer loyalty, measured through three dimensions: Repurchase, Retention, and Referrals, each consisting of multiple items. The following sections analyze the responses to each dimension to evaluate consumer loyalty for The Body Shop products in Medan.

Repurchase Dimension

"I am interested in purchasing The Body Shop products long after seeing the 'Be Seen Be Heard' campaign" (Y1).

The data shows that 71% of respondents agreed (39% agree, 32% strongly agree), while 6% disagreed (3% strongly disagree, 3% disagree). 23% were neutral. These findings suggest that most The Body Shop consumers in Medan are inclined to continue purchasing the brand's products long-term after being exposed to the campaign.

“The Body Shop campaigns addressing environmental and social issues encourage me to repurchase their products” (Y2).

A total of 87% of respondents agreed (51% agree, 36% strongly agree), while 13% expressed neutrality or disagreement (9% neutral, 4% disagree). This emphasizes the effectiveness of the brand’s socially conscious campaigns in fostering consumer repurchase intentions.

Retention Dimension

“I reject offers from other skincare and body care companies” (Y3).

The results indicate that 76% of respondents agreed (48% agree, 28% strongly agree), while 24% were neutral or disagreed. These findings demonstrate significant consumer loyalty, with a strong inclination to remain loyal to The Body Shop.

“Promotions from other skincare and body care companies do not influence me” (Y4).

77% of respondents (43% agree, 34% strongly agree) resisted the influence of competitors' promotions, while 23% were neutral or disagreed. This underscores the brand’s ability to establish retention through its compelling campaigns.

“I am loyal to The Body Shop as a company” (Y5).

81% of respondents confirmed their loyalty (49% agree, 32% strongly agree), with only 19% expressing neutrality or disagreement. These results reinforce consumers' strong emotional connection and trust with the brand.

“I will continue to purchase The Body Shop products even if prices increase” (Y6).

87% of respondents agreed (49% agree, 38% strongly agree), while 13% expressed neutrality or disagreement. This highlights consumers’ willingness to prioritize the brand despite potential price sensitivity.

Referrals Dimension

“I recommend The Body Shop products to people close to me after seeing the 'Be Seen Be Heard' campaign” (Y7).

With 79% agreement (50% agree, 29% strongly agree), the results indicate a strong referral effect. Meanwhile, 21% remained neutral or disagreed. This demonstrates the campaign's success in generating word-of-mouth marketing.

"I say positive things about The Body Shop after seeing the 'Be Seen Be Heard' campaign" (Y8).

84% of respondents (47% agree, 37% strongly agree) expressed positive sentiments, while 16% were neutral or disagreed. This indicates a significant impact of the campaign on consumer advocacy.

"I promote or discuss the 'Be Seen Be Heard' campaign on my social media to inform others about it" (Y9).

An impressive 86% of respondents (48% agree, 38% strongly agree) indicated their active participation in promoting the campaign, with only 14% remaining neutral or disagreeing. This highlights the campaign's effectiveness in engaging consumers to become brand advocates on digital platforms.

Results of the Normality Test

The normality test results aim to determine whether the data is usually distributed. The decision criteria are based on the probability (Asymptotic Significance), as follows:

- If the probability > 0.05, the population distribution is normal.
- If the probability < 0.05, the population is not normally distributed.

Table 40: Normality Test Results One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual	
N	100
Normal Parameters	Mean: 0.0000000, Std. Deviation: 3.28663767
Most Extreme Differences	Absolute: 0.074, Positive: 0.055, Negative: -0.074
Test Statistic	0.074
Asymp. Sig. (2-tailed)	0.195

Source: SPSS Output, 2023

Based on the Kolmogorov-Smirnov normality test results in the table above, the probability value is 0.195, more significant than 0.05. This indicates that the normality assumption is met, and the data is usually distributed.

Correlation Results

Correlation measures the strength of the linear relationship between two variables, which can be positive or negative. In this study, testing is conducted at a significance level of 0.05.

a. Hypotheses

- H0 = No relationship exists between the independent and dependent variables.
- H1 = There is a relationship between the independent and dependent variables.

b. Decision Criteria

- If the Sig. (2-tailed) < 0.05, H0 is rejected and H1 is accepted.
- If the Sig. (2-tailed) > 0.05, H0 is accepted and H1 is rejected.

Table 41: Correlation Coefficient Values

Strength of Relationship	Value Type
0.00-0.199	Very Weak
0.20-0.399	Weak
0.40-0.599	Moderate
0.60-0.799	Strong
0.80-1.000	Very Strong

Source: Creswell & Guetterman, 2019

Table 42: Correlation Test Results

Relationship	Sig.	Correlation Coefficient
PR Campaign and Customer Loyalty	0.000	0.823

Source: SPSS Output, 2023

Based on the correlation test results in the table above, the correlation coefficient between PR Campaigns and Customer Loyalty is 0.823. This indicates a positive and very strong relationship between the two variables. Moreover, the significance value is 0.000, which is less than 0.05. This leads to the rejection of H0 and acceptance of H1, confirming the existence of a relationship between PR campaigns and customer loyalty.

Determination Test Results

The determination test assesses the extent of the independent variable (X) 's influence on the dependent variable (Y) in percentage form. The coefficient of determination ranges between zero and one. A coefficient closer to 1 indicates a higher influence of the independent variable on the dependent variable.

Table 43: Coefficient of Determination

Model	Model Summary			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.823	.678	.675	3.303
a. Predictors: (Constant), Kampanye PR				
b. Dependent Variable: Loyalitas KONsumen				

Source: SPSS Output, 2023

From the coefficient of determination test in the table above, the R square value is 0.678, meaning that the variation in the PR Campaign variable can explain 67.8% of

the variation in Customer Loyalty. The remaining 32.2% is influenced by other variables not investigated in this study.

Simple Linear Regression Test Results

Simple linear regression analysis measures the strength and direction of the relationship between one independent and dependent variable.

Table 44: Simple Linear Regression Results

Model		Coefficients			T	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	4.023	2.309		1.742	0.085
	Kampanye PR	492	0.034	0.823	14.364	0.00

a. Dependent Variable: Loyalitas Konsumen

Source: SPSS Output, 2023

Based on the simple linear regression analysis results in the table above, the regression model is as follows:

Regression Model: $Y = 4.023 + 0.492 * X$

Where:

Y = Customer Loyalty

X = PR Campaign

The regression coefficient for the PR Campaign variable is 0.492. This means that a one-point increase in the PR Campaign variable will significantly increase Customer Loyalty by 0.492.

Discussion

The results of this study indicate a significant positive relationship between PR campaigns and customer loyalty. As the value of the PR campaign increases, customer loyalty also rises. This finding is consistent with previous research conducted by Febiola and Tamburian (2021) and Amalia (2021), which also concluded that PR campaigns positively and significantly affect customer loyalty.

This outcome also reflects Harold Lasswell's communication theory, where Who (the company, in this case, The Body Shop) communicates What (the message of the "Be Seen Be Heard" PR campaign) through Channels (media, online quizzes, and live campaigns) to Whom (the consumers), resulting in an Effect (customer loyalty).

Additionally, this finding aligns with the objective of PR campaigns, as stated by Amalia (2021), which is to strengthen the public's attitudes and perceptions, which, in this case, is customer loyalty to The Body Shop.

Moreover, the findings validate the three indicators of customer loyalty proposed by Kotler, Philip & Keller: repeat purchases, resistance to competitors, and customer referrals (Wahyono & Nurjanah, 2020).

From the respondents' answers to the 25 questionnaire items, although some disagreed, the majority agreed or strongly agreed. This indicates that The Body Shop's "Be Seen Be Heard" campaign has a strong positive relationship with consumer loyalty.

CONCLUSION

This study concludes that The Body Shop's "Be Seen Be Heard" PR campaign has a significant and positive impact on customer loyalty, especially in Medan, North Sumatera. The Indonesian-based analysis demonstrated a very strong correlation between the PR campaign and consumer loyalty, with the results showing that 67.8% of the variation in customer loyalty can be explained by the variation in the campaign efforts. The hypothesis testing further confirmed that the relationship between PR campaigns and customer loyalty is positive and statistically significant.

While the results provide strong evidence of the influence of PR campaigns on customer loyalty, there are limitations that future research could address. For instance, future studies might consider exploring additional variables, such as brand reputation, customer satisfaction, and social media engagement, to enrich the understanding of factors influencing loyalty further. Additionally, expanding the study to other regions or industries could provide a broader perspective on the generalizability of the findings. Exploring the long-term effects of PR campaigns on consumer behavior would also be valuable in assessing the sustainability of these relationships over time.

In conclusion, PR campaigns profoundly affect customer loyalty, particularly those focusing on meaningful societal and environmental issues. Companies should continue to invest in well-executed PR strategies to strengthen customer relationships, build brand loyalty, and foster long-term consumer engagement.

BIODATA

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