

The Impact of Greenwashing Advertising on Consumer Behavior

Patricia Citra Dewi^{1*}, Dwi Desi Yayi Tarina²

¹ Universitas Pembangunan Nasional "Veteran" Jakarta, Indonesia

² Universitas Pembangunan Nasional "Veteran" Jakarta, Indonesia

*Corresponding Author: patriciacitrad@upnvj.ac.id

Abstract

Article History:

Submitted:

06-07-2024

Received:

13-07-2024

Accepted:

26-07-2024

Keywords:

greenwashing;
consumer protection;
liability of business
actors

The economic motive of businesses in manipulating environmental aspects in increasing sales turnover so that consumers feel harmed by the advertising information. Greenwashing has significant negative impacts, both for consumers and companies that are truly committed to sustainability. For consumers, greenwashing can lead to misinformation and inappropriate purchasing decisions. Consumers who feel deceived by false environmental claims may experience disillusionment and lose trust in environmental claims as a whole. This can also be detrimental to companies that truly strive to carry out sustainable business practices, as it is difficult to differentiate themselves from companies that only pretend to care about the environment. This study aims to analyze the impact of advertising greenwashing on consumer behavior. Method in this research used juridical normative with conceptual approach and legislation approach related to consumer protection and media environmentally friendly campaigns on goods and/or services. The results of this study indicate that regulations related to consumer protection have not specifically regulated the concept of greenwashing, but have regulated the rights and obligations of business actors related to the act of greenwashing which misleads to consumer decision making. Acts of greenwashing committed by business actors have violated consumer rights relating to correct and clear information and not misleading about the condition of goods and/or services traded. Business actors must be responsible in terms of withdrawing these advertisements and/or must be prepared to take responsibility for the resulting impact on consumers and/or the environment.

1. Introduction

In the era of globalization and heightened awareness of sustainability, companies increasingly promote themselves as environmentally friendly entities through various forms of advertising¹. One widely used strategy is greenwashing, where companies claim to have environmentally friendly policies or products that do not actually exist. This phenomenon has emerged in response to the growing consumer demand for ecologically responsible products and services. Greenwashing, the practice of making misleading or false environmental claims, has become a significant issue within the context of consumer protection regulations. In an increasingly competitive business world, many companies employ this marketing strategy to attract consumers who are becoming more conscious of sustainability. However, when these claims are not supported by real practices, greenwashing not only harms consumers but also poses challenges for regulators to ensure honesty and transparency in advertising².

Over the past few decades, awareness of environmental issues has significantly increased among the global community. Consumers are increasingly concerned about the

¹ Deary Christian Arapenta, "Kecelekaan Penumpang Ojek Online Ditinjau Dari Persepektif Hukum Asuransi Dan Perlindungan Konsumen," *Jurnal Ilmiah Sosial Dan Humaniora* 2, no. 1 (2022): 32–50.

² Ana Hasanah et al., "Pengaruh Kesadaran Lingkungan Dan Iklan Hijau Terhadap Keputusan Pembelian Produk Hijau," *Liquidity* 4, no. 1 (2023): 25–38, <https://doi.org/10.32546/lq.v4i1.83>.

environmental impact of the products they purchase and prefer products deemed environmentally friendly. This trend has driven many companies to market their products as "green" or "eco-friendly." However, alongside the rising popularity of green products, the phenomenon of "greenwashing" has also emerged. Greenwashing is a manipulative effort aimed at attracting environmentally conscious consumers without making real changes to environmentally friendly business practices. Although it may appear positive on the surface, greenwashing can have various negative impacts on consumers, companies, and the environment itself. Consumers deceived by false claims may feel disappointed and lose trust in brands or industries as a whole. Additionally, greenwashing can hinder genuine efforts towards sustainability by diverting attention from truly effective solutions.

Greenwashing refers to the practice where companies give a false or misleading impression about the environmental sustainability of their products or practices. Companies engaging in greenwashing often claim that their products are environmentally friendly without sufficient evidence or by employing manipulative marketing strategies. Although the goal of greenwashing is to attract environmentally conscious consumers, this practice raises significant issues. At the consumer level, greenwashing by companies negatively impacts consumer interest in purchasing environmentally friendly products through environmentally friendly word-of-mouth promotion³. Firstly, greenwashing can erode consumer trust in environmental claims in general. When consumers realize that a product's environmental claims are false or exaggerated, they may become skeptical of similar claims from other companies. This skepticism can reduce the effectiveness of honest marketing efforts and negatively affect companies genuinely committed to sustainability. Secondly, greenwashing can lead consumers to make misguided purchasing decisions. Consumers interested in green products might choose products that are not truly environmentally friendly, thereby reducing the positive impact they intend to have on the environment. Additionally, this practice can divert attention from genuinely sustainable solutions by making consumers feel content with merely selecting products that appear environmentally friendly. Thirdly, greenwashing can result in legal and reputational repercussions for companies. Many jurisdictions have begun to enforce stricter regulations against misleading environmental claims, and companies involved in greenwashing may face legal penalties as well as significant reputational damage⁴.

At the corporate level, the proliferation of greenwashing can trigger similar practices among companies throughout the supply chain, creating a 'ripple effect' that can seriously hinder sustainable socio-economic development. At the societal level, corporate greenwashing practices cause consumers to doubt the environmental commitment of brands and foster a sense of distrust. This, in turn, can lead to social and moral crises, undermining public awareness of environmental protection, increasing transaction costs, reducing transaction efficiency, and negatively impacting overall ecological civilization.

³ Chandra Adi et al., "Perlindungan Hukum Terhadap Konsumen Dalam Perspektif Kesadaran Hukum Masyarakat," *Jurnal Analogi Hukum* 5, no. 1 (2023): 13-19.

⁴ Ahmad Fauzi, Ismail Koto, and Jalan Kaptan Muchtar Basri No, "Perlindungan Hukum Bagi Konsumen Yang Telah Dilanggar Haknya Melalui Jalur Litigasi Dan Non-Litigasi," *Jurnal Yuridis* 9, no. 1 (2022): 13-26.

Understanding consumer perceptions of greenwashing can help companies mitigate the damages caused by such practices and preserve economic performance and brand equity. Moreover, it is crucial for government agencies to implement targeted measures to address consumer trust issues related to green consumption and moral crises. To enrich relevant research, this paper extends the study of greenwashing into the field of psychology, based on the classical theory of psychological contracts, and introduces the perception of betrayal into the study of the impact of consumer greenwashing perceptions on environmentally friendly purchasing intentions. On the other hand, it is crucial for governments to implement appropriate measures to address the crisis of consumer trust in environmentally friendly products and ethical issues. To enrich related research, this paper extends the study of greenwashing into the field of psychology, based on the classical theory of psychological contracts, and introduces the concept of betrayal perception into the study of the impact of consumer greenwashing perceptions on the intention to purchase environmentally friendly products.

In this research, the author compares with three previous studies. Firstly, a study by Raynold Sebastian Hasiholan titled "Praktik Grandwashing: Legal Protection and Corporate Responsibility from the Perspective of Indonesian Law." This research analyzes greenwashing practices within the framework of Indonesian law, examining both legal protections against greenwashing practices and corporate responsibilities in implementing greenwashing practices as business entities⁵. Secondly, a study by Aura Ning Istanti titled "Legal Protection Against the Use of Greenwashing Marketing Methods by Companies in Indonesia: A Review from Consumer Protection Law" asserts that regulations regarding greenwashing are not clearly defined, necessitating government policies to prevent consumer losses. Regulations governing greenwashing are more developed in advanced countries such as the United States and the United Kingdom, where advertisements must conform to stringent marketing standards⁶. Thirdly, a study by Heru Saputra Lumban Gaol titled "Development of Consumer Protection Law with an Ecocentric Orientation Related to Greenwashing Activities in the Bottled Drinking Water Industry" examines the legal framework for consumer protection capable of shielding consumers from the negative effects of greenwashing practices in the bottled drinking water industry⁷.

Meanwhile, in the author's study, the main focus is on the responsibility of business actors who are proven to have committed greenwashing and the actions needed to fulfill consumers' rights to accurate and clear information regarding the products and/or services marketed by business actors. This research examines and analyzes the impact of advertising containing greenwashing elements on consumer purchasing decisions. The purpose of this research is to determine and analyze consumer protection problems arising from the actions

⁵ Raynold Sebastian Hasiholan Gultom and Muthia Sakti, "Praktik Greenwashing : Perlindungan Hukum Dan Tanggung Jawab Perusahaan dalam Hukum Indonesia 4, no. 3 (2023): 626–41.

⁶ Aura Ning Istanti and Inosentius Samsul, "Analysis of Greenwashing Policy in Providing Consumer Protection in Indonesia in View of Act Number 8 of 1999 Concerning Consumer Protection," *DE LEGA LATA: Jurnal Ilmu Hukum* 8, no. 1 (2023): 8–16, <https://doi.org/10.30596/dll.v8i1.12477>.

⁷ Heru Saputra, Lumban Gaol, and Wafia Dhesinta Rini, "Pembangunan Hukum Perlindungan Konsumen Berorientasi Ekosentrisme Terkait Aktivitas Greenwashing Industri Amdk," no. November 2023 (2024).

of business actors who carry out greenwashing advertisements based on the Consumer Protection Law. In this research, it is hoped that consumer protection regulations will specifically regulate the concept of greenwashing.

2. Methods

The research takes a normative juridical approach with a focus on legislation and case studies. The normative juridical approach was chosen by the author to examine manipulative actions taken by business entities in marketing by claiming that their products and/or services are environmentally friendly⁸. The primary sources of law utilized include primary, secondary, and tertiary sources⁹. The approach adopted includes both legislative and case study approaches. The data acquisition method employed by the author involves literature review and internet research, utilizing qualitative descriptive analysis methods to elucidate and expound upon the research object and issues¹⁰.

3. Results and Discussion

3.1. Greenwashing within the framework of Consumer Protection Regulation.

Based on Article 1 Number 3 Law Number 8 of 1999 concerning the Consumer Protection (hereinafter referred to as Law No. 8/1999), explains that every business actor, whether an individual or a legal entity, has an obligation to provide goods and services that meet consumer needs. This is because the provision of goods and services is fundamentally a contractual activity between two parties interdependent in economic activities. Manufacturers may increase sales through various means of offering goods and services to influence consumer decisions, but they must comply with legal boundaries to avoid consumer detriment. As regulated under Article 45 Paragraph (1) of Law No. 8/1999, should such actions lead to disputes, consumers have the right to pursue legal recourse, both through litigation and non-litigation channels, to claim damages (product liability). Advertising is one way to attract consumers to products and/or services. Nowadays, advertisements are crafted to be as attractive and informative as possible, and must accurately reflect the conditions and guarantees of the products and/or services offered. Advertising concepts must not contain elements prohibited by the Consumer Protection Law, such as deception, falsehoods, or any other acts that could potentially harm consumers¹¹.

The marketing concept of greenwashing, in this context, has legal consequences indicating a breach of Law No. 8/1999. Specifically, it violates consumer rights outlined in Article 4 Paragraph c, which stipulates: "Consumer Rights are the rights to accurate, clear, and honest information regarding the condition and guarantee of goods and/or services." Businesses claiming environmental friendliness for products and/or services offered indirectly indicate a violation of consumer protection obligations. This raises legal issues regarding the responsibility of businesses for actions that cause consumer losses. Therefore,

⁸ Irwansyah, *Penelitian Hukum Pilihan Metode & Praktik Penulisan Artikel* (Yogyakarta: Mirra Buana Media, 2021).

⁹ Peter Mahmud Marzuki, *Penelitian Hukum* (Jakarta: Kencana Prenada Media Group, 2010).

¹⁰ Johnny Ibrahim, *Teori Dan Metodologi Penelitian Hukum Normative* (Malang: Bayumedia Publishing, 2006).

¹¹ Devona Valencia, Sabrina Oktaria Sihombing, and Mien Mien, "Pengaruh Greenwashing Terhadap Ekuitas Merek Dan Niat Pembelian: Suatu Studi Empiris," *Jurnal Manajemen* 18, no. 1 (2021): 33–52, <https://doi.org/10.25170/jm.v18i1.2226>.

based on the discussion above, the author intends to study and research the responsibility of business actors for manipulative advertising practices, especially concerning the use of greenwashing methods in promoting goods and/or services. The proposed title for this study is: "Business Actors' Responsibility Towards Consumers for the Use of Greenwashing in Advertising."

Bansal and Roth define greenwashing as a campaign or green campaign where businesses attempt to present an environmentally friendly brand image to the public, suggesting that their production processes are environmentally friendly, while in reality, they do not fulfill their environmental responsibilities. The implementation and concept of greenwashing highlight that business actors violate consumer rights in marketing goods and/or services. As stipulated in Article 7 letter b of Law No. 8/1999, producers are required to provide accurate information regarding the condition of the product, instructions for use, and adequate after-sales service. This provision imposes a legal consequence, namely holding producers morally accountable for the products they offer (product liability). By engaging in greenwashing, producers neglect this responsibility, as they not only mislead consumers but also potentially harm the environment. This means that business actors can be held accountable for damages arising from misleading information. The use of greenwashing marketing tactics deceives consumers and violates Article 10 letter e of Law No. 8/1999, potentially causing environmental damage due to the product advertisements. Greenwashing is a form of fraud because business actors claim their products are environmentally friendly when in fact, they are not. Therefore, the practice of greenwashing directly violates this article and has the potential to cause harm to both consumers and the environment.¹²

The National Consumer Protection Agency (Badan Perlindungan Konsumen Nasional hereinafter referred to as BPKN) is responsible for supervising trade activities and ensuring that business actors comply with the provisions of Law No. 8/1999. Consumers who feel aggrieved by greenwashing practices can file complaints with BPKN. In this regard, BPKN plays a role in raising consumer awareness about their rights and how to identify misleading practices such as greenwashing. Through educational campaigns and the dissemination of information, BPKN helps consumers become more critical and cautious about environmental claims made by producers. Inosentius Samsul explains that consumers, whether active users or end users of products and/or services, are purchasers who may obtain goods through various methods, such as gifts or incentives. The relationship between consumers and producers involves mutual dependence, shifting the focus from the "buyer beware" doctrine (caveat emptor) to the "seller beware" doctrine (caveat venditor), where producers must ensure consumer protection. Inosentius's perspective highlights legal consequences, where consumers include both active and passive participants affected by the goods and/or services provided, potentially leading to adverse impacts¹³.

¹² Jati Waskito and Wahyono Wahyono, "Peran Mediasi Environmental Concern Dan Perceived Environmental Consumer Pada Hubungan Antara Sikap Skeptis Konsumen Terhadap Iklan Hijau Dan Perilaku Pembelian Produk Hijau," *Economac* 1, no. 2 (2017): 12-24, <https://doi.org/10.24036/20171238>.

¹³ Dedy Erwanyah et al., "Pengaruh Kesadaran Lingkungan Dan Iklan Hijau Terhadap Keputusan Pembelian Produk Hijau," *Jurnal Ilmiah Manajemen Kesatuan* 10, no. 3 (2022): 655-64, <https://doi.org/10.37641/jimkes.v10i3.2203>.

The impacts of greenwashing include environmental damage, indirectly affecting human life and health as consumers. Businesses have a responsibility to foster sustainable development for community well-being, aligning with consumer protection laws that also consider environmental protection laws, such as Law Number 32 of 1999 concerning the Environmental Protection and Management (hereinafter referred to as Law No. 32/1999). Consequently, consumer protection laws explicitly prohibit greenwashing practices. Agustina Fitrianingrum's research reveals that young adults aged 22 to 35 are willing to pay for goods and/or services labeled with eco labels. This underscores the potential profitability of greenwashing, which can be exploited and abused by businesses¹⁴. Currently, the Consumer Protection Law does not explicitly address greenwashing, but implications against businesses using deceptive or false information about their products and/or services can be found in provisions prohibiting such practices. In practice, the Law No. 8/1999 can expand its interpretation and scope to address greenwashing actions by businesses in Indonesia. Should the government intend to amend and refine the Consumer Protection Law, addressing greenwashing and environmental concerns could be crucial aspects to incorporate. It's undeniable that marketing strategies involving greenwashing can be utilized by businesses for profit, often disregarding the legal consequences that may arise from such practices.

3.2. The Responsibility of Business Actors Toward Consumers Who Have Been Proven to Commit Greenwashing Acts in Indonesia

Consumers as one of the parties who have a high bargaining position in the implementation of buying and selling transaction activities with business actors. This is a form of fact that often occurs, because consumers in this case are one of the parties as the final party who receives the goods and/or services provided by business actors. It is also undeniable that the weak bargaining rights are also the impact of the era of globalization and also the existence of free trade where there are many kinds of goods and/or services offered and also the many acts of conveying advertisements, promotions, offers of goods and/or services that sometimes violate and clash with consumer rights¹⁵.

Many business actors in this case do not realize their responsibility to fulfill consumer rights and are also responsible for actions that cause harm to consumers¹⁶. One form of loss felt by consumers is when business actors carry out greenwashing actions carried out by business actors must be responsible by providing compensation for damage that has an impact on consumer losses, including responsibility for the content of advertisements produced that do not provide correct information (Article 19 Paragraph (1) and Article 20 Law No. 8/1999). The concept of greenwashing in this case can be categorized as including hazardous materials for consumers and also for the environment. Hazardous materials are substances, chemicals and biology, either in single or mixed form that can pose a danger to health and the

¹⁴ Erwansyah et al.

¹⁵ Fenny Fathiyah and Zakaria Wahab, "Analisis Faktor-Faktor Yang Mempengaruhi Sikap Skeptis Konsumen Pada Iklan Hijau (Studi Kasus Pada Masyarakat Kota Palembang Konsumen Air Minum Dalam Kemasan (Amdk) Merek Ades 'Pilih, Minum, Remukkan')," *Journal of Management and Business Review* 13, no. 1 (2017): 1-38, <https://doi.org/10.34149/jmbr.v13i1.32>.

¹⁶ Hasanah et al., "Pengaruh Kesadaran Lingkungan Dan Iklan Hijau Terhadap Keputusan Pembelian Produk Hijau."

environment directly or indirectly which have toxic, carcinogenic, teratogenic, metagenic, corrosive, and irritating properties.

Greenwashing can be applied in this case, it is the same as using hazardous materials in the goods and/or services offered, because these hazardous materials when used do not have an environmentally friendly element and can even cause damage to the environment which in turn can cause health problems for consumers. The greenwashing cases that have occurred in Indonesia are as follows:

1. The case of Unilever making eco-friendly claims and recycling sachets, which when investigated by the Global Alliance for Incinerator Alternatives (GAIA) the sachet recycling effort was based on a chemical recycling method that was abruptly stopped after the movement had been running for 2 (two) years. In reality, Unilever's sachets themselves contain various materials that make them impossible to recycle or reuse. Unilever had set up a recycling plant for sachets in Indonesia but the plant experienced technical difficulties and investigations by non-profit organizations revealed that the plant had been abandoned. Unilever's sachet recycling movement can certainly have an impact on the problem of excessive plastic waste that can clog waterways and also litter suburban areas and add to dirty air.
2. Claims case The Nestle claims case began with an advertisement made by Nestle using pure life natural spring. The pure life natural spring claim is given and also placed on the drinking water packaging made by Nestle. But in practice, the claims made by Nestle in relation to pure life natural spring do not reflect the existence of an act of Nestle in line with these claims. Nestle in this case cannot prove the claims made in relation to pure life natural spring. Aggarwal and Kadyan said that in 2020, the data found and generated showed that inhabitat, which is a break free from plastic organization, ranked third with a total of 8,633 (eight thousand six hundred and thirty-three) plastic waste product packages which were found in 37 countries. The problem then created a criticism and threat for Nestle to be said to have committed greenwashing against the marketing of its products by using a claim concept called life natural spring. Nestle in this case is considered to have created a marketing campaign which creates conditions that are far from environmentally friendly and does not leave the impression of sustainable development or concern for the environment. This is because Nestle in this case uses a type of eco shape bottle by using a claim of 30% (thirty percent) less plastic, but Nestle does not provide further information on what the plastic is made of.
3. The case of the 'Reef Friendly' or safe for coral reefs claim is an advertisement that contains elements of greenwashing carried out by the Banana Boat company where in fact the sunscreen from Banana Boat itself contains chemicals that have a negative impact on the coral reef environment. Banana Boat's sunscreen contains chemicals called avobenzene and octocrylene which are harmful to marine life because they can cause coral bleaching from these toxic ingredients. Banana Boat also releases scalp spray products that contain a chemical called benzene, which can cause cancer due to repeated exposure. Due to these chemicals, Banana Boat's manufacturer, Edgewell Personal Care Co, is conducting a voluntary recall of scalp sunscreen products that contain these harmful chemicals and is also offering to reimburse customers who have purchased the products.

3.3. Legal Remedies for Consumers Against Greenwashing Actions by Business Actors

In response to greenwashing actions committed by business actors, one of the legal remedies available to consumers is to file a lawsuit for greenwashing, which can be resolved through either litigation or non-litigation channels. This is in accordance with Article 45 Paragraph (1) and Paragraph (2) of Law No. 8/1999, which state as follows:¹⁷

- 1) Any consumer who suffers a loss may file a lawsuit against the business actor through an institution that is tasked with resolving disputes between consumers and business actors or through the judiciary in the general court environment
- 2) Consumer dispute resolution can be pursued through the court or out of court based on the voluntary choice of the disputing parties.

These legal remedies can be pursued by consumers who can then prove damages resulting from the greenwashing actions committed by business actors. Both litigation and non-litigation legal actions in this context illustrate that, in essence, Law No. 8/1999 still provides opportunities for consumers to assert and obtain their rights. The responsibility of business actors who have then used greenwashing marketing ideas in this case must immediately withdraw all products and/or services that have been claimed to be environmentally friendly¹⁸. Not only that, the responsibility of business actors for this greenwashing act must be carried out by withdrawing all circulation of goods and/or services that have been circulating in the community and/or have been used or used in the community for special handling so as not to cause damage to the environment that leads to fatalities. Not only that, the concept of compensation can also essentially be requested directly by consumers if consumers in this case have had a direct impact on goods and/or services that are claimed to be environmentally friendly.

Not only that, the Government in this case must also be active in monitoring and trapping every business actor who makes environmentally friendly claims but in fact the business actor does not actually make environmentally friendly claims. The government, in which there are related stakeholders, is obliged to take responsibility and also cooperate so that every activity carried out can be effective. The parties that have a relationship and can be indirectly involved in the implementation and enforcement of the law against greenwashing are the Ministry of National Development Planning of the Republic of Indonesia / National Development Planning Agency, the Ministry of Environment and Forestry, the Ministry of Trade, the Ministry of Industry, the National Consumer Protection Agency, and the Indonesian Consumers Foundation (Yayasan Lembaga Konsumen Indonesia (YLKI)). So, with the supervision of the Government and also the positive response and active actions of consumers can prevent business actors from conducting and disseminating advertisements containing greenwashing. The act of greenwashing is very bad for the safety and sustainable development of the environment and also for the survival of consumers.

¹⁷ Raka Wicaksono, Andriyanto Adhi Nugroho, and Rosalia Dika Agustanti, "Perlindungan Hukum Terhadap Konsumen Indihome Ditinjau Dari Undang-Undang Perlindungan Konsumen," *Jurnal Ilmiah Penegakan Hukum* 8, no. 2 (2021): 149–59, <https://doi.org/10.31289/jiph.v8i2.4793>.

¹⁸ Nina Juwitasari et al., "Perlindungan Konsumen Terhadap Pengguna Jasa Ekspedisi," *Jurnal Usm Law Review* 4, no. 2 (2021): 688, <https://doi.org/10.26623/julr.v4i2.4249>.

4. Conclusions

Based on the description and explanation above, it can be concluded that Greenwashing is a campaign or green campaign in which business actors try to explain and convey the green brand image of the business activities they carry out to the public to explain that for every production process activity carried out by them has an environmentally friendly nature but in fact the business actors do not carry out environmentally friendly functions at all. The act of greenwashing in this case has violated consumer rights contained in Article 4 Letter C and Article 10 Letter e Law No.8/1999 related to information that is true and clear and not misleading about the condition of the goods and/or services traded. The Consumer Protection Law in this case has responded positively to every act of greenwashing which is implicitly regulated in the articles on the prohibitions and obligations of business actors, but there is no specific regulation that regulates the act of greenwashing separately. Therefore, business actors in this case must be responsible for their actions and are obliged to withdraw all goods and/or services that use environmentally friendly claims and there needs to be a supervision from the Government to follow up on the actions taken by business actors when they use greenwashing marketing ideas.

5. Reference

- Adi, Chandra, Gunawan Putra, I Nyoman, Putu Budiarta, Ni Made, and Puspasutari Ujianti. "Perlindungan Hukum Terhadap Konsumen Dalam Perspektif Kesadaran Hukum Masyarakat." *Jurnal Analogi Hukum* 5, no. 1 (2023): 13-19.
- Arapenta, Deary Christian. "Kecelekaan Penumpang Ojek Online Ditinjau Dari Persepektif Hukum Asuransi Dan Perlindungan Konsumen." *Jurnal Ilmiah Sosial Dan Humaniora* 2, no. 1 (2022): 32-50.
- Erwansyah, Dedy, Susti Rumianti, Eda Mervita, and Dadang Ishak Iskandar. "Pengaruh Kesadaran Lingkungan Dan Iklan Hijau Terhadap Keputusan Pembelian Produk Hijau." *Jurnal Ilmiah Manajemen Kesatuan* 10, no. 3 (2022): 655-64. <https://doi.org/10.37641/jimkes.v10i3.2203>.
- Fathiyah, Fenny, and Zakaria Wahab. "Analisis Faktor-Faktor Yang Mempengaruhi Sikap Skeptis Konsumen Pada Iklan Hijau (Studi Kasus Pada Masyarakat Kota Palembang Konsumen Air Minum Dalam Kemasan (Amdk) Merek Ades 'Pilih, Minum, Remukkan')." *Journal of Management and Business Review* 13, no. 1 (2017): 1-38. <https://doi.org/10.34149/jmbr.v13i1.32>.
- Fauzi, Ahmad, Ismail Koto, and Jalan Kaptan Muchtar Basri No. "Perlindungan Hukum Bagi Konsumen Yang Telah Dilanggar Haknya Melalui Jalur Litigasi Dan Non-Litigasi." *Jurnal Yuridis* 9, no. 1 (2022): 13-26.
- Gultom, Raynold Sebastian Hasiholan, and Muthia Sakti. "Praktik Greenwashing: Perlindungan Hukum Dan Tanggung" 4, no. 3 (2023): 626-41.
- Hasanah, Ana, Aniek Hindrayani, Leny Noviani, Dedy Erwansyah, Susti Rumianti, Eda Mervita, Dadang Ishak Iskandar, et al. "Pengaruh Kesadaran Lingkungan Dan Iklan Hijau Terhadap Keputusan Pembelian Produk Hijau." *Liquidity* 4, no. 1 (2023): 25-38. <https://doi.org/10.32546/lq.v4i1.83>.
- Irwansyah. *Penelitian Hukum Pilihan Metode & Praktik Penulisan Artikel*. Yogyakarta: Mirra Buana Media, 2021.

- Istanti, Aura Ning, and Inosentius Samsul. "Analysis of Greenwashing Policy in Providing Consumer Protection in Indonesia in View of Act Number 8 of 1999 Concerning Consumer Protection." *DE LEGA LATA: Jurnal Ilmu Hukum* 8, no. 1 (2023): 8-16. <https://doi.org/10.30596/dll.v8i1.12477>.
- Johnny Ibrahim. *Teori Dan Metodologi Penelitian Hukum Normative*. Malang: Bayumedia Publishing, 2006.
- Juwitasari, Nina, Diah Sulistyani Ratna Sediati, Muhammad Junaidi, and Soegianto Soegianto. "Perlindungan Konsumen Terhadap Pengguna Jasa Ekspedisi." *Jurnal Usm Law Review* 4, no. 2 (2021): 688. <https://doi.org/10.26623/julr.v4i2.4249>.
- Marzuki, Peter Mahmud. *Penelitian Hukum*. Jakarta: Kencana Prenada Media Group, 2010.
- Saputra, Heru, Lumban Gaol, and Wafia Dhesinta Rini. "Pembangunan Hukum Perlindungan Konsumen Berorientasi Ekosentrisme Terkait Aktivitas Greenwashing Industri Amdk," no. November 2023 (2024).
- Valencia, Devona, Sabrina Oktaria Sihombing, and Mien Mien. "Pengaruh Greenwashing Terhadap Ekuitas Merek Dan Niat Pembelian: Suatu Studi Empiris." *Jurnal Manajemen* 18, no. 1 (2021): 33-52. <https://doi.org/10.25170/jm.v18i1.2226>.
- Waskito, Jati, and Wahyono Wahyono. "Peran Mediasi Environmental Concern Dan Perceived Environmental Consumer Pada Hubungan Antara Sikap Skeptis Konsumen Terhadap Iklan Hijau Dan Perilaku Pembelian Produk Hijau." *Economac* 1, no. 2 (2017): 12-24. <https://doi.org/10.24036/20171238>.
- Wicaksono, Raka, Andriyanto Adhi Nugroho, and Rosalia Dika Agustanti. "Perlindungan Hukum Terhadap Konsumen Indihome Ditinjau Dari Undang-Undang Perlindungan Konsumen." *Jurnal Ilmiah Penegakan Hukum* 8, no. 2 (2021): 149-59. <https://doi.org/10.31289/jiph.v8i2.4793>.