

**IMPLEMENTASI PRINSIP FAIR TRADE OLEH L'OCCITANE GROUP  
DALAM UPAYA PEMBERDAYAAN LINGKUNGAN DAN KOMUNITAS  
BERKELANJUTAN MELALUI INDUSTRI KECANTIKAN**

*Disusun dan diajukan untuk memenuhi salah satu syarat memperoleh Gelar  
Sarjana Sosial (S.Sos) Strata-I*

**SKRIPSI**



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**2024**

**IMPLEMENTASI *FAIR TRADE* OLEH L'OCCITANE GROUP  
DALAM UPAYA PEMBERDAYAAN LINGKUNGAN DAN  
KOMUNITAS BERKELANJUTAN MELALUI INDUSTRI  
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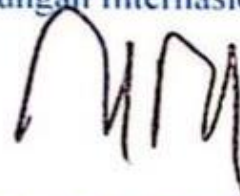


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Tanggal	Hasil Bimbingan	Paraf
27 Maret 2023	ACC Judul	dl
07 Juni 2023	Perbaikan pada urgensi penelitian dan kerangka konseptual	dl
26 Juli 2023	ACC Bab I	dl
14 November 2023	ACC Bab II	dl
30 Januari 2024	Penambahan analisis Bab III dan IV	dl
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26 Februari 2024	Penambahan keterangan pada diagram, tabel, dan gambar di Bab III dan IV	dl
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Dengan ini menyatakan dengan sebenar-benarnya bahwa

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adalah hasil karya saya, dan dalam naskah tugas akhir ini tidak terdapat karya ilmiah yang pernah diajukan oleh orang lain untuk memperoleh gelar akademik di suatu Perguruan Tinggi, dan tidak terdapat karya atau pendapat yang pernah ditulis atau diterbitkan oleh orang lain, baik sebagian ataupun keseluruhan, kecuali yang secara tertulis dikutip dalam naskah ini dan disebutkan dalam sumber kutipan dan daftar pustaka
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Demikian pernyataan ini saya buat dengan sebenar-benarnya untuk dipergunakan sebagaimana mestinya.

Malang, 28 Februari 2024  
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## ABSTRAK

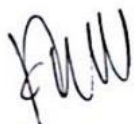
Queen Salsabila, 2024, 202010360311318, Universitas Muhammadiyah Malang, Fakultas Ilmu Sosial dan Ilmu Politik, Program Studi Hubungan Internasional, Implementasi Prinsip *Fair Trade* oleh L'Occitane Group dalam Upaya Pemberdayaan untuk Pembangunan Komunitas dan Lingkungan Berkelanjutan melalui Industri Kecantikan, Dosen Pembimbing: Devita Prinanda, M. Hub. Int.

Adanya interseksi antara kapitalisme dan industri kecantikan melahirkan sebuah gagasan yang disebut dengan *beauty capitalism*. Terjadinya globalisasi mendorong kapitalisme pada industri kecantikan menjadi masif dan ekspansif, begitu pula dengan dampak eksploitatif terhadap lingkungan dan masyarakat. Diperlukan upaya pemberdayaan yang menargetkan lingkungan beserta komunitas tertentu sebagai unit pembangunannya, sehingga kativitas bisnis mereka dapat mendukung terwujudnya keberlanjutan. Hal tersebut dapat dilakukan oleh sebuah perusahaan kecantikan dengan menerapkan praktik perdagangan adil. L'Occitane Group sebagai salah satu entitas dalam bisnis internasional di sektor industri kecantikan berupaya menerapkan prinsip-prinsip *fair trade* demi mewujudkan pemberdayaan lingkungan dan masyarakat untuk pembangunan yang berkelanjutan. Hal tersebut dilakukannya melalui serangkaian program, mulai dari rantai suplai hingga proses distribusi produk ke tangan konsumen. Penelitian ini menerapkan konsep *Fair Trade* dan Pemberdayaan untuk Pembangunan Berkelanjutan untuk menganalisis serta memberi gambaran terperinci mengenai implementasi perdagangan adil untuk pembangunan berkelanjutan oleh L'Occitane Group. Temuan dari penelitian ini mengidentifikasi bahwa L'Occitane menjalankan program-programnya untuk tujuan keberlanjutan di sektor ekologis dan sosio-ekonomi.

**Kata Kunci:** *Fair Trade, L'Occitane Group, Pembangunan Berkelanjutan, Pemberdayaan Komunitas, Pemberdayaan Lingkungan*

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## **ABSTRACT**

**Queen Salsabila Jasmine, 2024, 202010360311318, University of Muhammadiyah Malang, Faculty of Social and Political Science, International Relation Study Program, The Implementation of Fair Trade by L'Occitane Group in Empowerment Efforts for Community and Environmental Development through the Beauty Industry, Supervisor: Devita Prinanda, M. Hub. Int.**

*The intersection of capitalism and the beauty industry has given rise to a concept known as beauty capitalism. Globalization has propelled capitalism in the beauty industry to become massive and expansive, resulting in exploitative impacts on the environment and society. Empowerment efforts targeting specific communities and environments are needed to ensure that business activities can support sustainability. This can be achieved by a beauty company through the implementation of fair trade practices. L'Occitane Group, as one entity in the international beauty industry sector, strives to implement fair trade principles to empower the environment and society for sustainable development. This is done through a series of programs, ranging from supply chains to product distribution processes to consumers. This research applies the concepts of Fair Trade and Empowerment for Sustainable Development to analyze and provide a detailed overview of L'Occitane Group's implementation of fair trade for sustainable development. Findings from this research identify that L'Occitane conducts its programs for sustainable purposes in both ecological and socio-economic sectors.*

**Keyword: Fair Trade, L'Occitane Group, Sustainable Development, Community Empowerment, Environmental Empowerment**

Malang, 27 February 2024

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## KATA PENGANTAR

Puji syukur tak hentinya penulis haturkan kepada Allah SWT, Tuhan Yang Maha Esa, karena atas ridho, rahmat, dan karunia-Nya, penulis dapat menempuh pendidikan tinggi hingga menuntaskan tugas akhir berupa skripsi dengan judul “Implementasi Prinsip *Fair Trade* oleh *L’occitane Group* dalam Upaya Pemberdayaan Lingkungan dan Komunitas Yang Berkelanjutan melalui Industri Kecantikan”. Shalawat serta salam juga terus penulis turunkan kepada Nabi Muhammad SAW yang senantiasa memberikan tuntunannya kepada para pengikutnya, dari kegelapan menuju jalan yang terang benderang.

Ditulisnya skripsi ini tidak lain untuk memenuhi salah satu syarat kelulusan sehingga penulis dapat meraih gelar Sarjana strata satu di Fakultas Ilmu Sosial dan Ilmu Politik, Program Studi Hubungan Internasional, Universitas Muhammadiyah Malang. Gelar tersebut merupakan simbol dari perjalanan dan perjuangan penulis menimba ilmu dalam bidang ilmu yang begitu penulis banggakan dan cintai. Skripsi ini juga menjadi salah satu manifestasi dari proses belajar penulis, selama lebih dari tiga tahun berproses menjadi insan akademik, dalam bidang studi Hubungan Internasional, yang telah membuka mata penulis terhadap lanskap dinamika global yang begitu kompleks dan penuh tantangan.

Keberhasilan penulis dalam menyusun skripsi ini tentu tidak lepas dari peran penting, bantuan, dorongan, dukungan, saran, serta do’a yang didedikasikan oleh berbagai pihak. Pihak-pihak tersebut selamanya penulis hargai dan syukuri keberadaannya. Oleh karenanya, dari relung hati terdalam, penulis hendak menyampaikan rasa syukur dan terima kasih yang teramat tulus kepada:



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Penulis menyadari bahwa penelitian ini masih jauh dari kata sempurna, namun besar harapan penulis agar penelitian ini dapat memberikan manfaat dan juga kemudahan bagi pihak lain. Besar juga harapan penulis terkait dengan keprihatinan penulis terhadap isu ketimpangan sosial dan ekonomi di dunia ini, untuk segera menyempit, sesuai dengan salah satu cakupan bahasan dalam penelitian ini.

Malang, 25 Februari 2023

Penulis,



Queen Salsabila Jasmine





## MOTTO PENULIS

*Be a lotus flower that even if it grows in the muddy water, it remains unstained by its surroundings.*

*International Relations is more than just a major of study, it is a tapestry to see things that don't come to the light, the light your small world couldn't reach.*

*International Relations is a horizon to the whole world.*

*"Indeed, with every hardship is ease"*

*(Al-Insyirah:6)*



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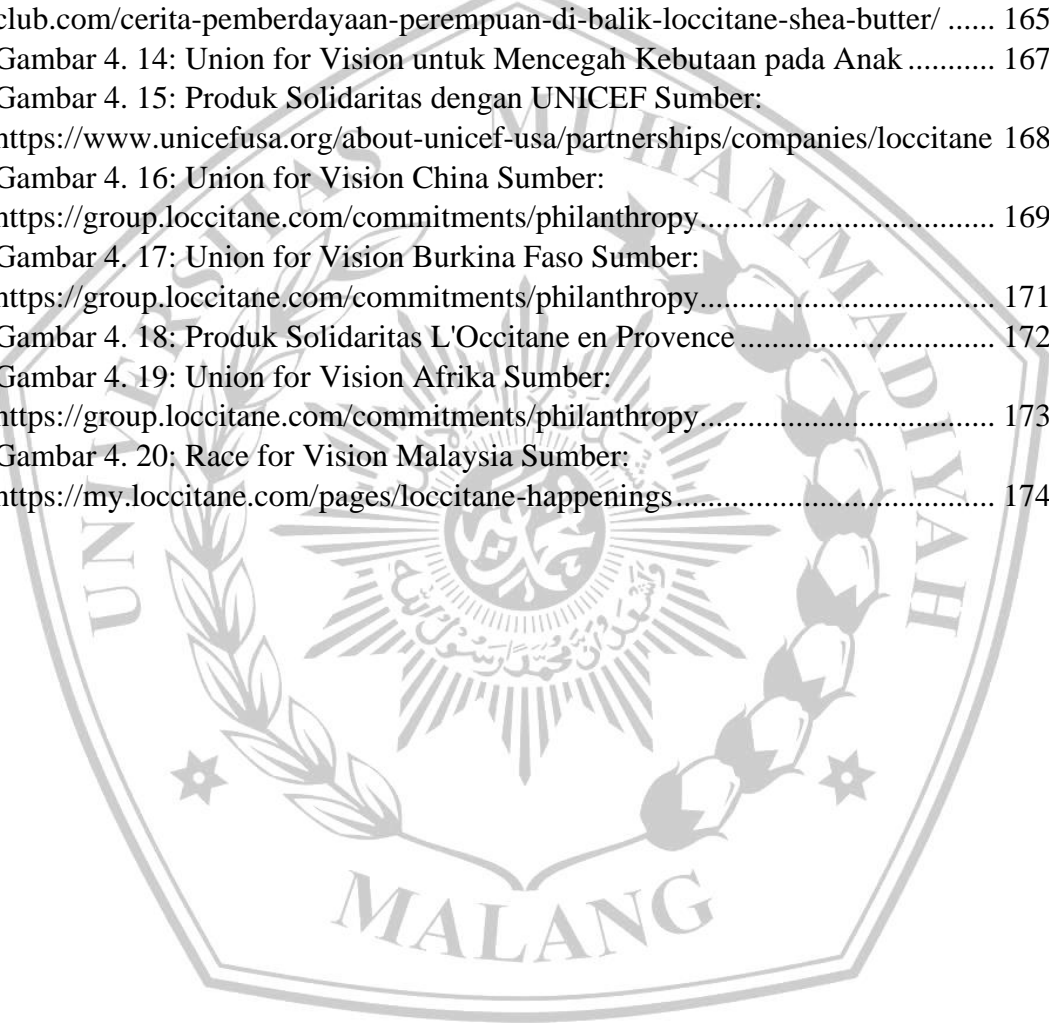
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telah melakukan cek plagiasi pada naskah Skripsi sebagaimana judul di atas, dengan hasil sebagai berikut:

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Malang, 25 Maret 2024

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