**IMPLEMENTASI *MODEL RELATIONAL VALUE CHAIN* THE BODY SHOP DENGAN PELANGGAN DAN *KENYA ORGANIC OIL FARMERS ASSOCIATION* (KOOFA)**

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# ABSTRAK

Kehadiran The Body Shop (TBS) sebagai sebuah Multinational Company (MNC) yang berhasil membuka banyak gerai toko di seluruh negara memiliki karakteristik atas esistensinya yang unik, karena perusahaan ini mampu menciptakan banyak nilai dan komitmen untuk menjadi perusahaan perawatan kulit yang dikenal masyarakat karena kesadaran terhadap masalah sosial. Salah satunya dengan menciptakan program Community Fair Trade (CFT) yang beranggotakan petani dari negara berkembang. Seperti pada KOOFA di Kenya sebagai penghasil produk best seller yaitu tea tree oil. TBS tidak hanya berkonsentrasi pada peluang dan pendapatan bisnisnya saja, namun TBS memiliki prinsip beretika melalui berbagai kampanye yang didukung oleh pelanggan, kalangan masyarakat, stake holder hingga mempengaruhi pemerintah mengenai isu lingkungan, hewan dan HAM. Penelitian ini bertujuan untuk menjawab rumusan masalah terkait implementasi relational value chain antara TBS, pelanggan dan KOOFA dalam memproduksi tea tree oil. Teori ini mengunakan model relational value chain, dengan menerapkan metode kualitatif. Hasil penelitian ini adalah keberhasilan TBS yang mampu menjelaskan relational value chain atau hubungan saling ketergantungan dalam rantai produksi tea tree oil yang melibatkan KOOFA dan pelanggannya.

**Kata Kunci** : The Body Shop, Community Fair Trade, KOOFA, Model Relational Value Chain, tea tree oil

***IMPLEMENTATION OF THE BODY SHOP RELATIONAL VALUE CHAIN MODEL WITH CUSTOMERS AND KENYA ORGANIC OIL FARMERS ASSOCIATION (KOOFA)***

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# ABSTRACT

*The presence of The Body Shop (TBS) as a Multinational Company (MNC) which has succeeded in opening many store outlets throughout the country has its unique characteristics of existence, because this company is able to create a lot of value and commitment to become a skin care company known to the public because of its awareness of the social problem. One of them is by creating a Community Fair Trade (CFT) program which consists of farmers from developing countries. As in KOOFA in Kenya as a producer of best-selling products, namely tea tree oil. TBS not only concentrates on business opportunities and income, but also has ethical principles through various campaigns supported by customers, communities, stakeholders to influence the government on environmental, animal and human rights issues. This study aims to answer the formulation of problems related to the implementation of the relational value chain between TBS, customers and KOOFA in producing tea tree oil. This theory uses the relational value chain model, by applying qualitative methods. The result of this study is the success of TBS in explaining the relational value chain or interdependence in the tea tree oil production chain involving KOOFA and its customers.*

***Key Word*** *: The Body Shop, Community Fair Trade, KOOFA, Model Relational Value Chai, tea tree oil*