

ABSTRACT

Increasing issues about the environment have made several brands change some of their concepts into green marketing one of which is Teratu Beauty. Teratu Beauty created the Teratu Beauty Cycle campaign based on concern for the environment and to strengthen the Teratu Beauty brand image. The marketing public relations strategy was considered effective in attracting public attention so that it can achieve its goals. The purpose of this study was to find out what marketing public relations strategies were used by Teratu Beauty to spread the Teratu Beauty Cycle campaign using the P.E.N.C.I.L.S theory from Thomas L. Harris. The method used in this research was a qualitative method through interviews, observation, and documentation. Aspects carried out in the Teratu Beauty Cycle campaign were aspects of publication, events, media identity, and social responsibility. The news, community involvement, lobbying and negotiation aspects were not currently included in Teratu Beauty's marketing public relations strategy. Suggestion that can be given for Teratu Beauty Cycle campaign is to publish the information about Teratu Beauty Cycle campaign on other social media platforms and work together with the environmental community.

Key Word : Marketing Public Relations, Green Marketing, Teratu Beauty, PENCILS Theory.