

ABSTRACT

Cosmetics companies The condition of cosmetics companies in Indonesia is relatively stable and growing rapidly in line with the growth of the global beauty industry. The following are several aspects related to the condition of cosmetics companies in Indonesia. The cosmetics industry in Indonesia continues to experience significant growth. This is supported by increasing public awareness of self-care and increasing purchasing power. Competition in the Indonesian cosmetics industry is quite tight with many local and international brands vying for consumers' attention. This encourages cosmetic companies to continue to innovate and improve the quality of their products. The aim of this research is to understand the phenomenon that occurred in the decline in sales revenue of PT Martha Tilaar Group after COVID-19 in the Bali area so that all the advantages of the Bali region can be used to improve PT Martha Tilaar Group's sales strategy to become more profitable and effective. This type of research is survey research using a quantitative approach combined with a qualitative approach to further explore the required data. Better known as the combination research method (mixing method). Based on the results obtained, price has the highest overall average score, namely 3.805. Products had the second highest overall average score of 3.78 and Places had an overall average score of 3.705. Promotions had the lowest overall average score of 3.05. In this case the author can conclude suggestions for improving the Promotion mix by concentrating it in the form of E-Commerce or Online Shop. to build awareness of the Balinese people to buy beauty products through.

Keywords: *4P marketing mix, descriptive analysis,*