

ABSTRACT

Indonesia is the fourth most populous country in the world and number one in ASEAN. The Indonesian economy is projected to grow to 5.3% in 2019. In 2018 the national cosmetics industry grows 20% or four times the national economic growth in 2017. The increase in growth is driven by large demand from the domestic market and exports along with the trend of society who began to pay attention to body care products as a primary need. But of the many cosmetic and body care products in Indonesia, many still use hazardous chemicals without thinking of side effects for their users. This increases consumer awareness of the importance of using products that are safe for skin and body health and the surrounding environment. Some cosmetic products made in Indonesia that have now begun to meet the needs of people who care about the environment. One of the local companies that innovates to create environmentally friendly products is Le Farra.

The purpose of this study was to determine the green marketing analysis conducted of green products, green place, green price, and green promotion that the company will do in the future, this type of research is descriptive with a qualitative approach. By using data collection techniques for interview, observation, and documentation.

The results of the research that the application of Green Marketing conducted by the company Le Farra has been concerned about the environment, the company Le Farra is committed to zero waste how to make the remaining production recyclable to reduce residual waste from production. In terms of production, Le Farra does not use machine tools that can pollute the environment, and the Le Farra company's products are carried out handmade and have reduced pollution to the environment.

Keywords: Green Marketing Mix