

## **ABSTRACT**

*In modern marketing, the word "green" has become synonymous with "natural" or "organic". When a consumer sees the phrase "Green Cosmetics", they will automatically make assumptions about products or companies that are environmentally friendly. One cosmetics company that participates in protecting the environment is Oriflame Corporate. Oriflame Corporate has used a green marketing strategy to attract consumers in protecting shared environment, all Orilame products have gone through an environmentally friendly screening process.*

*The aim of this research is to find out how the implementation of Green Product, Green Price, Green Place, and Green Promotion sub-variables conducted by Oriflame Corporate and to find out the implementation of Green Marketing variables conducted by Oriflame Corporate The method used in this research is descriptive research analysis with quantitative data types. The sampling method is by nonprobability sampling with purposive sampling technique that is distributing questionnaires online to 100 respondents, analysis data technique used is the One-Way ANOVA. Based on the results of the analysis of 100 respondents, the ANOVA test results obtained significance value (sig.) Greater than 0.05 which is equal to 0.252. So it is stated that  $H_0$  is rejected, which means that all four sub-variables have the same average test value so that there are no significant differences.*

***Keywords: Green Marketing, Green Marketing Mix, Marketing***