

## ABSTRACT

*Green marketing is a type of marketing where companies sell products that are environmentally friendly. In the green marketing concept, the company has been doing green marketing since the beginning of the production process which transforms raw materials into environmentally friendly finished products, called green products. The application of green marketing can include many activities depending on what the company wants to do. Love Beauty and Planet is a company that is engaged in marketing and manufacturing of its products in protecting the environment. Love Beauty and Planet was present in 2017 in America and was launched in Indonesia in 2019. The purpose of this study was to determine how the application of the Green Product, Green Price, Green Place, and Green Promotion sub-variables was carried out by Love Beauty and Planet and to determine the application of the Green variable. Marketing conducted by Love Beauty and Planet. The sampling method is nonprobability sampling with purposive sampling technique, namely distributing questionnaires online to 100 respondents and the data analysis technique used is the One-Way ANOVA technique. Based on the results of the analysis of 100 respondents, the ANOVA test results showed a significance value (sig.) Greater than 0.05, which is equal to 0.306. So it is stated that  $H_0$  is rejected, which means that the four sub-variables have the same average test value so that there is no significant difference.*

*Keywords: Green product, green price, green place, green promotion.*