

ABSTRACT

Skin care industries market competition is becoming competitive. It is evident that many types of skin care are produced locally and abroad in Indonesia. Based on data from the ministry, skin care's import products increased from \$631,66 million in 2017 to \$850,15 million in 2018. The Airlangga trade minister said that the majority of imports of skin care products came from South Korea. The South Korean beauty industry is massively invested in Indonesia and has generated high enthusiasm for its people, the brand Innisfree. One of the cities in Indonesia became the target of the brand innisfree to introduce their products is Bandung City. Many skin care products on the market do not mean that they are safe for health and ecological health. Green marketing is the new focus of the business world. Many companies include environmental issues into marketing strategies.

The aim of this study is to find out how the concept of green marketing was done by the brand Innisfree and to know what application of green product, green price, green place and green promotion on an Innisfree brand. The method used in this study is qualitative descriptive research.

The conclusion of the study based on interviews and observations suggests that the concept of green marketing by the brand innisfree has been appropriate in its application to consumer health and the environment. One of the activities carried out by the brand Innisfree is "Empty Bottle Recycling", which involves the green life campaign of collecting bottles of skin care from the brand Innisfree and then being handed over to the nearest Innisfree outlet for recycling in order to reduce waste production. Green marketing activity by the brand Innisfree is expected to provide motivation and encourage people to take a closer look at the environment.

Keyword : Green Marketing Mix.