

ABSTRACT

The increasing population growth and its negative impact on the environment have led to the rapid growth of nature enthusiast communities in Indonesia. This has prompted companies to adopt more environmentally friendly businesses, which have a positive impact on their reputation and potential profits. One such company is Sukin, a beauty company that has reduced the use of plastic and employs natural and environmentally friendly ingredients in its products. Through green marketing strategies with Waste4Change and Sociolla, Sukin has launched the Waste Down Beauty Up campaign to educate and help customers make wise beauty product choices while demonstrating their commitment to the environment and global improvement.

The aim of this research is to investigate the implementation of the Green Product, Green Price, Green Place, and Green Promotion by Sukin in Ba

The research method used in this study is descriptive research analysis with quantitative data. The sample was taken using nonprobability sampling through purposive sampling techniques, where questionnaires were distributed online to 100 respondents. After analyzing the responses from 100 respondents, the following results were obtained: Green Product scored 87.5%, Green Price scored 90%, Green Place scored 87.9%, Green Promotion scored 85.75%, and Green Marketing scored 87.8%. Based on these results, it can be concluded that Sukin's implementation of Green Marketing can be categorized as very good.

Keyword: green product, green place, green price, green promotion