

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. In this case also have an impact to beauty industry that used an ingredient eco-friendly. Many beauty brand that carry an eco-friendly concept such as love beauty brand and planet. The purpose of this study was to determine the green marketing analysis conducted of consumers' environmental concerns, awareness of green product, awareness of price, and awareness of brand image that the company will do in the future, this type of research is descriptive with a quantitative approach. 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 descriptive analysis. Based on the results of the analysis of 100 respondents of descriptive analysis there are three sub-variables that have the same percentage, namely 81% and one sub-variable has a percentage of 80%. So it is stated that all four sub-variables have the same average good value so there are no significant differences.