

## **INTRODUCTION**

In 2021, a study published in the journal *Frontiers in Forest and Global Change* by Andrew J. Plumtre and Daniele Baisero found that humans have destroyed as much as 97% of Earth's surface ecology and that only 3% of the planet's soil is "ecologically intact," with intact habitats and healthy native flora and fauna living there. Every human activity has damaged the planet, but people often believe that only air pollution from densely suffocating smoke from factory chimneys, textile waste thrown into rivers, the greenhouse effect that melts polar ice, and so on are to blame. However, it turns out that even seemingly insignificant human actions can have a negative impact on the environment. One example is the incessant use of plastic without any effort to recycle it.

Green marketing or environmentally themed (green marketing) is the current campaign concept in development. This marketing campaign's rise coincides with public awareness of environmental issues. Global warming, food waste, plastics in the oceans, air pollution, and other environmental issues all pose threats to our planet. A green marketing mix, according to Yusiana and Widodo (2019), is a marketing mix planning that uses changing consumer awareness of products and services that are more environmentally friendly by changing products, creating methods, and packaging that are more environmentally friendly to satisfy and meet consumer needs, reduce negative environmental impacts, and also invite consumers to care more about the environment.

Via completing green, feasible, and moral business processes, organizations can carry more benefits and enhance the organization's image picture and simultaneously contribute decidedly to society in familiarity with the brand to be bought as a harmless to the ecosystem item. A managerial approach that takes into account social, environmental, and financial concerns is implemented by the business. The company's reputation will also improve when this idea is implemented, particularly in the eyes of customers and the general public.

In 2021 Oriflame launched a new product from The Love Nature in the form of a Shampoo Bar. This Shampoo Bar was developed to be more concentrated than traditional shampoos. By using shampoo bars, consumers will use less water during the production process, and last longer. In addition, this new product also requires less material for packaging. The concept of forming green brand awareness should receive special attention from Oriflame in focusing on marketing following the concept of green marketing. According to Mourad million, et al. (2020) Green Brand, Awareness is defined as the possibility to recognize and remember a brand's features of brands that commit to environmental conservation. The low consumer awareness regarding Oriflame as an environmentally friendly product influences the success of the company's marketing communications.

The problems in this study drew the attention of the author, who wanted to find out how much influence green marketing has on the formation of green brand awareness of Oriflame products so that the Oriflame company can make improvements in building brand awareness among consumers based on the general description and phenomenon presented in the preceding paragraph.