

Analysis of Green Marketing as a Global Strategy on Avoskin Skincare Product

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ABSTRACT

Keywords

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This research aims to determine the Green Marketing Analysis as a Global Strategy for Avoskin Skincare Products. This research uses a qualitative descriptive method, while research data will be obtained through interview techniques and documentation from the Avoskin Manager. The tool for interviews is in the form of recordings which aim to facilitate interview sessions and documentation sessions. The results of this research show that Avoskin products that implement Green Marketing as a Global Strategy have a positive and significant effect in helping on a global scale. By targeting consumers who pay attention to skin health and environmental sustainability, Avoskin products really care about the environment so that the packaging and materials in Avoskin products are environmentally friendly. By implementing this global strategy, the company also gets positive value, where the programs and campaigns created by Avoskin Products make people feel connected to Avoskin Products with awareness and concern for the environment.

1. Introduction

In the current era of globalization, getting the main issue in discussing the global scale. As an example of very significant climate change, such as prolonged hot weather, the amount of garbage that accumulates and does not decompose properly which causes flooding is one clear evidence that the global climate is currently damaged. Therefore, there are various companies that support government policies to prevent problems in an environment. One of them is by making and developing an update in the form of Green Marketing. (Pauziah et al., 2018)

Nowadays there are many companies that hold a product and its packaging using Green Marketing strategies in an effort to develop an environmentally friendly product. Cosmetics and care companies themselves have a goal that the packaging on their own products can be recycled which causes a positive impact of reducing the scale of waste in the current era of globalization. The Company's efforts to produce eco-friendly that aims to meet consumer needs in concern for preserving the environment. (Made et al., 2017)

Green Marketing is a conversation needed by business people today. Due to the desire of consumers to develop environmentally friendly products that make companies increasingly want to compete to switch to environmentally friendly materials. Not only the ingredients but also other materials such as packaging, products, labeling, and others. said that Green Marketing refers to consumer satisfaction which includes satisfaction in consumer needs and desires in preserving the environment. In implementing Green Marketing, consumers are aware of the importance of implementing behavior change in purchasing an environmentally friendly product, so as to reduce the impact of a global scale that occurs today.

One of the companies in Yogyakarta applies environmentally friendly products and also implements a Green Marketing system, namely Skincare Products from Avoskin. The local brand was established in 2014. Avoskin is one of the local brands under PT AVO Innovation & Teknologi founded by Anugrah Prakerti. Currently, Avoskin has more than 200 products that have been registered with the Food and Drug Control Agency (BPOM), all of which products produced by Avoskin are halal MUI. Avoskin is engaged in self-care or can be called Skincare that can be used for all genders. In Avoskin Products has a commitment to always provide quality and innovative products, Avoskin has 3 principles, namely People, Planet and Profit.

Avoskin products carry the concept of green beauty, namely beauty products made from natural, natural and free from animal testing. And some packaging includes environmentally friendly recyclable. The basic ingredients used for the manufacture of Avoskin products on average use ingredients such as aloe vera, tea tree and raspberries. In this material relies on the best natural resources originating from the highlands of Java and Bali.

From the explanation above, researchers want to discuss more about the green marketing strategy or Green Marketing carried out by Avoskin Products. Where the Company is built to be committed to minimizing adverse impacts on the environment. This research is interesting to discuss because it discusses Green Marketing as a global strategy for Avoskin Skincare Products and environmental care programs implemented in all Indonesian stores.

2. Method

This research is included in research that uses a qualitative approach. Research with this approach has the aim of explaining the meaning of a reality in the field using words, so that the findings obtained by researchers are descriptive. A qualitative approach is often considered an objective approach because there is little possibility of speculation on the data being collected. A qualitative approach to the process of understanding social issues in a series of sentences or reporting the informant's views in detail (Saleh Sirajuddin, 2017). This study explains the global strategy carried out by skincare products, namely Avoskin. In this approach, researchers want to know how Avoskin's global brand strategy in marketing its goods with the concept of green marketing with the aim of targeting consumers to pay attention to the sustainability of the natural environment. In addition to focusing on beauty and self-care, the Avoskin brand has an interest in environmental awareness. This qualitative method helps researchers reveal the complexity of programs and strategies created by the Avoskin brand to make consumers and customers have environmental awareness.

This research focuses on collecting data using interview methods and documentation. This research will conduct a structured interview that asks several pre-prepared questions, with a structured sequence of words. In this method, researchers conducted interviews with Avoskin directly located in Yogyakarta. Furthermore, it is equipped with data quotations from the Avoskin company that are relevant to the research problem in question. What documentation does is make it easy to recap all the results during the interview from start to finish.

3. Result and Discussion

3.1. Global Strategy

In the term global strategy is widely used in recent years. Global strategy can be interpreted as the strategy of a company that exists almost all over the world (Rheina Febriane, 2022). The characteristics carried out by the company or formulating a global strategy are from production and distribution that follow the basic standards of production and services throughout the world.

Global strategy, one aspect that needs to be considered is the selection of countries where the company will develop a business with the global strategy. The company must look at the potential contribution of a country to the business to be developed, consider how big competitors there are in one country, whether the company being developed has attractiveness and potential, whether the product being developed is acceptable in the country. In addition to the products and services offered, it must also be acceptable to local residents. Therefore, companies must adapt their products

or services to the tastes of local consumers by upholding local values or culture. However, companies must also think about standards to maintain product quality, price, and benefits.

In carrying out a global strategy, the company will get huge profits. Which is where the company can improve the quality of products or human resources. Furthermore, the global strategy provides information to strike back at competitors in one country. Companies can also set strategies to win competition with their competitors by using global strategies.

3.2. Green Marketing

Concept is defined by the American Marketing Association that green marketing is the marketing of products that have been assumed to be safe for the environment. Therefore, green marketing integrates a wide range of activities, including modifying products, changes to production processes, changes in recyclable packaging, to changes in advertising and promotion. Manongko and Kambey stated that green marketing is an approach used to prove the company's activities from planning to distribution activities in an environmentally friendly way (Manongko & Kambey, 2018). This strategy is part of promotional practices, to show the company's compliance and concern for the community, with the aim of shaping consumer behavior towards the brand (Fuiyeng & Yazdanifard, 2015). Green marketing is closely related to measurement activities where marketing activities will have a positive or negative impact on the environment, such as pollution, energy and depletion of non-energy resources such as whether these impacts can protect the natural environment or not

The concept of green marketing mix towards consumer loyalty can be seen directly and indirectly. (Rheina Febriane, 2022) said Green Marketing is supported by four components, namely green product, green price, green place and green promotion. This is known as the green marketing mix. Green marketing indicators are further described as follows :

Green products. are more directed at products that can be recycled or can be called environmentally friendly during production, reducing or eliminating adverse effects. Furthermore, the indicators on green products can be seen from their environmentally friendly packaging and labeling on companies about green products. It can be interpreted that the packaging does not contain harmful materials and the packaging can be recycled.

Green Price. The application of quality prices and regular prices on environmentally friendly products is due to additional costs in reducing energy use in the production period and efficient use of natural resources (Rheina Febriane, 2022). Therefore eco-friendly products set higher prices than usual products.

Green Place. Green location can be described as a process that ensures the distribution flow of a company's products is executed as planned. Green place or green location is related, how companies can use consumers to carry out environmentally friendly activities. For example, companies set up dumps for recycled products so that consumers return their packaging.

Green promotion. can be applied to the promotion legia in a company. These activities include advertising, sales promotion, point-of-sale communication and public relations on environmental awareness (Rheina Febriane, 2022). This can be described as green promotion is a promotional activity to socialize knowledge about the environment, as well as increase public awareness and reduce negative impacts due to promotions that do not use environmentally friendly programs.

Green brand. Green brand is a brand that offers benefits for companies to attract consumers, making it a priority for more environmentally friendly products. Green brands will always have segmentation for consumers who like environmentally friendly products. (Suki, 2016) explained that consumer knowledge about green brands is the most important factor to influence consumers' intentions in buying environmentally friendly products. In this case, the company must provide a clear picture for consumers about their products being environmentally friendly. When the company succeeds in explaining the environmentally friendly quality of the product brand to consumers, it can help knowledge for consumers, so that consumers will help the company to better evaluate the product and support the company's environmentally friendly activities.

3.3. Company Profile

Local Brand Avoskin is a business founded by Anugrah Pakerti with Ahmad Ramadhan and Aris Nurul Huda under the auspices of PT AVO Innovation and Technology in 2014. PT AVO Innovation and Technology was established in Yogyakarta on October 10, 2014. With the aim of producing beauty and skin care products using natural ingredients, with the aim of reducing ingredients that can damage the earth. Avoskin was launched with the concept of green and clean beauty (Avoskin, 2022).

The concept of the Avoskin Product produced by PT AVO Innovation Technology uses natural, halal ingredients, and does not contain ingredients that harm the condition of the skin. So, this product can get its own appeal in the eyes of consumers and users. In addition, the Avoskin product has been certified by the Indonesian Ulema Council (MUI) where the majority of Indonesian citizens are Muslim, so it is not allowed to consume anything that is not halal (haram). In line with that, Avoskin products have also been certified by BPOM since the establishment of the company.

PT AVO Innovation Technology provides a greater focus on product quality through the use of natural, clean and environmentally friendly. In terms of packaging, Avoskin products have used environmentally friendly plastic materials, one of which is made from sugarcane. Avoskin also has a program that returns used packaging that makes it easier for customers to manage beauty waste on their products. As for the Avoskin product in terms of composition, it does not produce alcohol, fragrance, silicone, and most importantly does not test animals. It has been explained that Avoskin products have prioritized the condition of the earth by reducing the impact of excessive waste (Avoskin, 2022).

In line with this, PT AVO Innovation Technology also implements Corporate Social Responsibility (CSR), namely by providing part of the income obtained by the company to help the community and globalization programs. The company's concern is shown for animals, which is where animal testing does not need to be done. Because there are currently many alternative ways to prove that the products produced are safe and without experiments on animals.

This company has a vision and mission to become a brand leader in the field of beauty that can support women to appear more confident and courageous. The mission of PT AVO Innovation Technology is: (1) Distributing quality products, and creating product innovation through in-depth research and development. (2) Provide support to new entrepreneurs through avostore to grow their business. This makes it easier to make transactions for fellow Avostore to the central company. (3) Educating and providing the best quality service to Partners and all consumers Improve the competence of human resources and strong organizations. (3) Providing education and implementing good and quality services for customer satisfaction.

3.4. Global Strategy on Avoskin Products

In this presentation. Using interview and documentation methods that will explain the global strategy of Avoskin products. The informant in this interview is a party related to the company PT AVO Innovation Technology. In running green marketing, every company must have policies on several aspects. In Avoskin Products, the company applies several aspects in running *green marketing* including the *green beauty concept*. The following is the result of an interview with related parties by PT AVO Innovation Technology, namely HestiWijayanti who applied the Brand Director of Avoskin regarding green marketing policies on Avoskin products.

“For green marketing policies on Avoskin products, it is certain to use the concept of environmentally friendly materials. Not only on the packaging. But we also use natural ingredients in plants that are in Indonesia and free from animal testing. Our policy is valid, where the company wants to reduce the impact of waste on the planet, where the packaging in Avoskin skincare products can be recycled.” (interview, 28 April 2024).

This statement is also supported by the results of the researcher's interview with one of the parties related to Avoskin, namely Miss Hesti. Miss Hesti added that Avoskin is already included in the global strategy.

“Actually our strategy has been included in a global strategy that applies the concept of green marketing, we also exist where the concept that has been established by our company using

environmentally friendly materials and free animal testing. We know that waste in Indonesia is among the most waste, therefore we decided to use packaging on Avoskin products using eco-friendly packaging” (interview, 28 April 2024).

Miss Hesti statement added the reason why use eco-friendly packaging on Avoskin products. Here is the explanation.

“the reason we use eco-friendly packaging is certainly to reduce the use of plastic waste in Indonesian society, however, we also educate Avoskin customers and other consumers to be more aware of using eco-friendly packaging because it has a good impact on the earth” (interview, 28 April 2024).

Miss Hesti added that in the event carried out by Avoskin, #LoveAvoskinLoveEarth always provides a place to collect empty packaging. This attracts customers and other consumers to dispose of Avoskin's recyclable empty packaging.

“At events that we make always provide landfills for our products. This program aims to return empty packaging that has been used by Avoskin customers which aims to reduce skincare waste. Every return of empty packaging on Avoskin products will be subject to rewards in the form of vouchers. The return of this packaging can be done online by opening the waste4change.com website, the website is on the Avoskin website page” (interview, 28 April 2024).

As explained by Miss Hesti, Avoskin's programs have been included in the global strategy, where the positive impact of consumers and loyal customers of Avoskin is more aware in disposing of their own cosmetic and product waste. In addition, Miss Hesti also added related to the next program.

“For the next program we do not yet exist, but the program that is being run is a campaign Mulai Dari Meja Rias. Where the program focuses on educating consumers to care more about the goods around them. Furthermore, what is often run is the return of empty packaging on our products. Every time Avoskin has an event and establishes tenants, surely we provide a special packaging dump for our products. It can be done offline too, sis, and the method has been on our personal website. The goal is the same, sis, for consumers to care more about the environment and the earth is the same skincare packaging they use can be recycled. With such campaigns and programs from oneself are moved to care for the environment”. (interview, 28 April 2024).

4. Conclusion

With the increase in public awareness of skin health and environmental sustainability, the Avoskin brand has benefited. Which is where the value of PT AVO Innovation Technology upholds environmental sustainability. Avoskin has succeeded in shaping the values of building public awareness of the environment and the earth. With a green marketing strategy used as a global strategy, it has succeeded in attracting the attention of the public with campaigns that they have built with many goals that make people feel connected to the messages conveyed by the Avoskin brand. In addition, the public will also be educated by the campaigns made by Avoskin, especially the #mulaidarimejarias campaign and the collection of empty packaging.

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