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## **Netnographic Insights: Unveiling Green Marketing Strategies for Business Development in Scarlett Cosmetics**

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***Abstract:***

*In today's world, both national and international companies are increasingly producing environmentally friendly products and services as part of their Corporate Social Responsibility (CSR) efforts, which positively impact the environment and society. Scarlett Cosmetics is one such company. This study aims to explore the green marketing strategies implemented by Scarlett Cosmetics. A virtual ethnographic approach was employed, utilizing online observation techniques with a "lurking" method on relevant platforms. The study found that Scarlett's green marketing strategy includes: 1) the use of glass bottles to promote eco-friendly products, 2) environmental awareness campaigns through the #SayangiDiriSayangiBumi program, and 3) a commitment to sustainability. The findings suggest that Scarlett's green marketing strategy not only enhances its brand image but also fosters increased customer satisfaction and loyalty.*

**Keywords:** *Netnografi, Green Marketing, Cosmetics*

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### **1. Introduction**

In recent years, the global market has seen a significant shift towards the production of environmentally friendly products and services, driven by increasing consumer awareness of environmental issues. Companies, both national and international, have increasingly adopted green marketing strategies, aiming to not only achieve business goals but also contribute positively to the environment. Green marketing, often referred to as ecological marketing or ethical marketing, focuses on creating products that benefit the environment while aligning with consumer values (Firdiansyah et al., 2021). This trend is also visible in the growing importance of Corporate Social Responsibility (CSR), where companies are more committed to addressing social and environmental concerns (Ahmad & Qureshi, 2021). As consumers become more aware of environmental issues, there is a noticeable shift in purchasing behavior towards greener, more ethical products (Adam, Suardi, & Lahay, 2023).

The concept of green marketing was first introduced by Bradley in the 1980s and has since evolved into a key component of modern marketing strategies. By the early

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1990s, companies began to realize the importance of sustainability in business practices, prompting a deeper focus on eco-friendly marketing (Grant, 2007; Rombe & Kristina Parinsi, 2023). Despite the growing body of research on this topic, there remains a gap in understanding how green marketing strategies influence consumer behavior, particularly in specific markets like Indonesia's beauty industry (Magfira et al., 2024). The need to explore how local skincare brands, such as Scarlett Whitening, adopt and implement green marketing strategies is critical for understanding how these practices impact customer loyalty and purchasing decisions.

The beauty industry in Indonesia, in particular, has seen rapid growth, largely fueled by local skincare brands such as Scarlett Whitening, which is owned by Indonesian actress Felicya Angelista. Scarlett has gained considerable market share, partly due to its adoption of green marketing strategies, including the use of eco-friendly packaging and promoting environmental awareness through campaigns like #SayangiDiriSayangiBumi (Fiorentiana, Andriani, & Hariasih, 2023). The brand's commitment to sustainability and its eco-conscious product offerings make it an ideal case study for examining the impact of green marketing on consumer behavior in Indonesia. However, there is limited research exploring how Scarlett Cosmetics' green marketing efforts specifically influence consumer loyalty and brand perception in this competitive sector.

While green marketing has been widely studied in various industries, there is a significant gap in research regarding its application in the Indonesian beauty sector. Although green products are gaining popularity, there is still insufficient analysis of the strategies employed by local beauty brands like Scarlett to position themselves as environmentally responsible companies (Firdiansyah et al., 2021). Understanding how these companies implement green marketing strategies could provide valuable insights into consumer behavior, which has yet to be fully explored within the context of the Indonesian beauty market.

Indonesia's beauty market shows significant potential, with sales figures for Scarlett Whitening reaching IDR 40.9 billion in the second quarter of 2022, illustrating a growing interest in local skincare products. This data suggests that environmentally conscious marketing strategies are helping local brands succeed in a competitive market (Magfira et al., 2024). Despite this, there remains a need for further investigation into how green marketing tactics specifically impact consumer loyalty and satisfaction in the Indonesian beauty industry, particularly in relation to Scarlett Whitening's eco-friendly initiatives.

This research aims to fill the gap in the literature by exploring the green marketing strategies of Scarlett Cosmetics and evaluating their influence on consumer perceptions and behaviors. As companies worldwide face increasing pressure to adopt sustainable practices, understanding the effectiveness of green marketing strategies is crucial. This study will examine how Scarlett Cosmetics uses eco-friendly packaging, environmental campaigns, and sustainability efforts to enhance customer satisfaction and foster brand loyalty, contributing to both the company's success and the broader

movement towards environmental sustainability in the Indonesian beauty industry (Zahara et al., 2023; Hamid, Maksar, & Swastika, 2023).

The urgency of this research lies in the increasing importance of CSR and sustainability within the corporate sector. As more companies seek to market their products in an eco-friendly way, understanding how green marketing can improve customer engagement, loyalty, and satisfaction is critical for the long-term success of businesses (Zahara et al., 2022). The novelty of this study is evident in its focus on a prominent local beauty brand, Scarlett Whitening, and its use of green marketing in Indonesia's rapidly growing skincare market (Fiorentiana et al., 2023). By filling this research gap, the study will provide practical recommendations for other companies in the beauty sector seeking to implement effective green marketing strategies.

The primary objective of this study is to explore how Scarlett Cosmetics implements its green marketing strategies, such as using sustainable packaging, promoting environmental awareness, and committing to sustainability. This research will assess the impact of these strategies on consumer satisfaction, brand loyalty, and overall brand perception, contributing to the growing body of literature on green marketing (Bakry, Muliati, Jurana, & Wahyuni, 2024; Hamzah & Rodyah, 2019).

## **2. Theoretical Background**

### **1. Green Marketing**

Green marketing refers to marketing strategies that emphasize the development and promotion of environmentally friendly products, as well as maintaining sustainability in all stages of a company's value chain (Firdiansyah et al., 2021). According to Grant (2007), the concept of green marketing was first introduced by Bradley in the 1980s and has since evolved into an integral part of modern marketing strategies. Green marketing focuses not only on environmentally friendly products but also on various ethical practices in business operations that support ecological sustainability (Shaputra, 2013). For example, green products are those that are produced without using harmful chemicals, are made from organic materials, or are manufactured through environmentally friendly processes (Firdiansyah et al., 2021).

Moreover, green marketing encompasses various elements of the marketing mix—product, price, place, and promotion—that collectively support environmental goals. This makes it a broader marketing strategy aimed at creating a positive response from target markets towards more environmentally conscious products (Rombe & Parinsi, 2023).

### **2. Consumer Behavior in Green Marketing**

Consumer behavior plays a crucial role in the effectiveness of green marketing strategies. It refers to the decision-making processes individuals go through when

purchasing products and services that they expect will meet their needs (Mauludin, 2022). In recent years, consumer behavior has been influenced by a growing awareness of environmental issues, leading consumers to seek out sustainable and eco-friendly products (Adha, 2022). As a result, understanding consumer behavior is essential for companies adopting green marketing strategies, as it helps in aligning their offerings with the values and preferences of their target audience (Adam et al., 2023).

In particular, consumer behavior in the digital era has evolved, where online platforms and social media play a significant role in shaping purchasing decisions. The rise of digital marketing has made it easier for consumers to access information and make informed decisions regarding green products (Zahara et al., 2023). Thus, it is crucial for companies to not only develop eco-friendly products but also effectively communicate the environmental benefits of these products to their consumers through digital marketing channels (Zahara et al., 2022).

### **3. Methodology**

The methodology used in this study is qualitative with a virtual ethnographic approach, which involves searching for information or data via the Internet. Ethnography broadly involves re-describing phenomena that occur in society. Ethnography aims to develop cultural theories or explanations of how people think, believe, and behave in a particular space and time (Anandita et al., 2023). The need to use ethnography in research has grown in the last decade. Qualitative research is descriptive, using analysis that prioritizes the subject's process and point of view (Sutomo et al., 2024). Netnography makes it possible to get the answers you need by listening to conversations on web pages and analyzing the behavior and opinions of users.

Netnography is an anthropological research method that uses the Internet by utilizing public information on social media that anyone can share. When conducting ethnography, we will use a large amount of data, not only from the Internet and not only based on observation. Netnography, called online ethnography, focuses on online culture and communities (Bakry, 2017).

According to Kozinets (2019), Netnography is a qualitative research methodology, the latest form of ethnographic research, which studies the unique habits of various types of communities and cultures that arise in online communication. Definition: An online community is a group of individuals who interact with each other and have social relationships formed through communication assumed by computers or virtual space. Damayanti (2020) said that Netnography is used to analyze and understand cyberspace and online communities' behavior from the actors' perspective. (Bakry et al. 2024).

In addition, ethnography researchers do not only focus on words but also on images, photography, voice files, and audiovisual presentation, which involve editing, making

the site web, and other digital artifacts. In academia, ethnography has proven extremely useful in uncovering interaction styles, personal narratives, communal exchanges, online rules, practices, rituals, discursive styles, innovative Collaboration and organization forms, and creativity manifestations (Kozinets, 2015).

#### 4. Empirical Findings/Result

Scarlett Whitening has utilized social media as a promotional tool, effectively increasing product sales. Scarlett Whitening uses Instagram social media to promote its eco-friendly products and teach about green marketing. By using the media platform for promotion and education, Scarlett can interact with customers and collect information, Which can increase customers' desire to purchase Scarlett products.



**Figure 2. Media Social Instagram @scarlett\_whitening**

The Instagram account @scarlett whitening has more than 5 million followers and more than 3 thousand posts. Scarlett has conducted clinical trials on all its products to ensure they are safe for consumers' skin. This brand has also gained the trust of Indonesian people of various ages and socio-economic backgrounds. Hundreds of thousands of customers have testimonials about Scarlett products' effectiveness. In addition, many beautiful Indonesian artists recommend this product (Sriambarwaty, Isnaeni, and Parmadi, 2023). Scarlett's marketing strategy, "#LoveYourselfLoveTheEarth," has also created a program that prioritizes the environment.

#### **Revealing strategy Green Marketing Cosmetics Scarlett**

Following This is the results analysis strategy done by Company Scarlett in efforts to implement green marketing :

##### A.) Green Products

Eco-friendly products have many environmental benefits, including reducing air pollution caused by the production process. In addition, the packaging of eco-friendly products that can be recycled also contributes to reducing the amount of waste around us (Humairoh & Elfani, 2019). Green products are efforts to reduce waste during manufacturing and simultaneously increase product efficiency while meeting environmental sustainability standards. Green The product must have long-lasting quality; that is, it must not be easily damaged, be free from hazardous chemicals, use recyclable materials, and have minimalist packaging (Shaputra, 2013). Scarlett, a

well-known brand in the beauty industry, has demonstrated its commitment to sustainability by using environmentally friendly materials and packaging in some of its products. Thus, using glass bottles in green product marketing increases consumer awareness of sustainability and strengthens the brand's image as a leader in environmentally friendly practices.

### 1. Use of Glass Bottles as an Effort to Market Environmentally Friendly Products (Green Marketing)



**Figure 3. Product Scarlett (Green Marketing)**

Scarlett Company's efforts include the use of green marketing. Scarlett has created environmentally friendly products by using glass bottles for their product packaging in their sales. The use of glass bottles gives an elegant aesthetic impression and contributes to environmental sustainability. Here are important points related to Scarlett's use of glass bottles:

1. Eco-Friendly: Glass bottles are fully recyclable, reducing plastic waste polluting the environment.
2. Product Quality: Glass bottles can protect products from exposure to light and oxygen, extending the shelf life of beauty products. This is important to maintain the effectiveness of the active ingredients in the product.

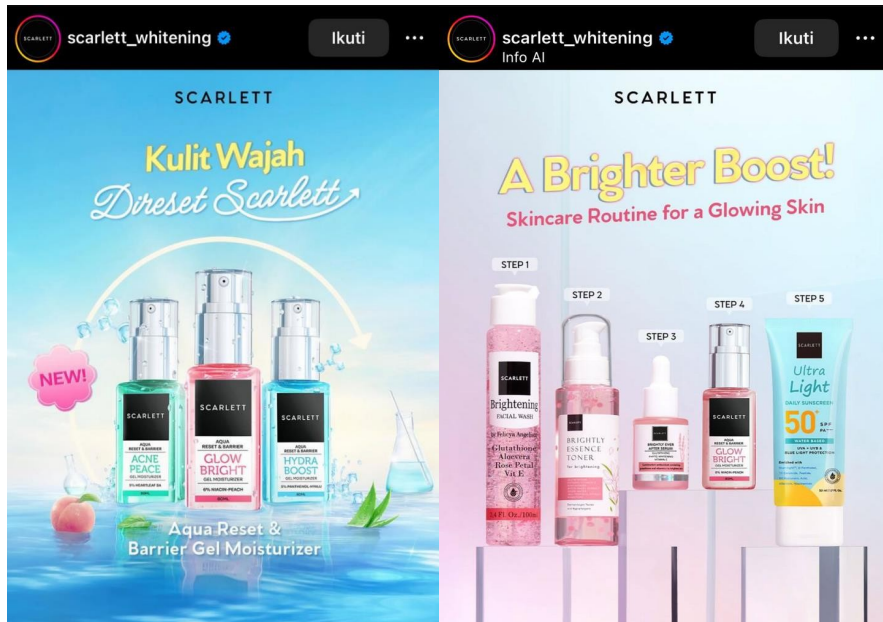


Figure 4. Product Bottle Glass Scarlett (Green Marketing)

Scarlett chooses environmentally friendly packaging, such as glass bottles, to care about environmental sustainability. Scarlett adopts glass bottles as part of its green marketing strategy to offer more environmentally friendly products. The use of glass bottle packaging reduces plastic waste and allows consumers to reuse the packaging after the sterilization process, thus supporting the principle of sustainability. Thus, Scarlett seeks to raise consumer awareness of the importance of protecting the environment while still providing high-quality products that are safe and not harmful to health. With a marketing strategy focused on sustainability, Scarlett is meeting market demand for a product-friendly environment and contributing to changing consumer behavior towards more responsible choices. Through the use of glass bottles, Scarlett shows that innovation in packaging can be an effective tool in green marketing while also positively impacting society and the environment. This creates an opportunity for the company to build stronger customer loyalty among consumers who care about environmental issues.



Figure 5. Comment Netizens About Scarlett Products

Positive comments about Scarlett's new products on Instagram show high enthusiasm from its users. Scarlett Whitening has successfully utilized the Instagram platform as an effective marketing tool, as seen from the many positive comments received on

each of their product posts. Many users expressed satisfaction with Scarlett products, especially regarding the results after use. These comments reflect personal experiences and show consumer trust in this brand. Consumers who have purchased and are satisfied with the results of Scarlett Whitening tend to provide positive reviews in the form of comments. The more positive reviews received, the higher the public's interest in discussing this product. (Fiola Fiorentina et al. 2023). As a key element in product development, companies must truly understand how consumers respond to product features, prices, and other aspects to gain more significant advantages over their competitors (Madinah, 2021). In addition, Scarlett also utilizes Instagram features such as Story and IGTV to provide more information about the product and how to use it. This engaging and informative content attracts attention and helps consumers understand product benefits better. With this approach, Scarlett sells products and builds closer relationships with customers through ongoing interactions on social media. Scarlett products among Indonesian people are indeed unquestionable. Several main factors make many people interested and amazed by this skincare product:

1. Attractive packaging: Scarlett's elegant and modern packaging design is eye-catching.
2. Complete product range: Scarlett offers a wide range of skincare products, from facial soap, toner, and moisturizer to sunscreen.
3. Natural ingredients: Scarlett uses natural ingredients safe for the skin, such as vitamin E, aloe vera, and fruit extracts. This makes this product more friendly and suitable for various skin types, including sensitive ones.
4. Easy availability: Scarlett products are easy to find in various cosmetic stores, e-commerce, and even minimarkets. This wide availability makes it easy for consumers to get their desired products.



**Figure 6. Interaction Social Public About Scarlett**

The public's interaction with the Scarlett brand on social media, especially Instagram, showed a positive response. Many users gave comments expressing their admiration and satisfaction with Scarlett products, reflecting the success of the digital marketing strategy. This brand. These comments often contain testimonials about users' personal experiences with the product. This shows that Scarlett has succeeded in building an emotional connection with her followers through engaging content. In addition, many users actively interact with Scarlett's posts through comments and sharing content.



Scarlett also utilizes influencers and celebrity endorsers to expand reach and increase interaction. By inviting public figures who have significant influence among the younger generation, Scarlett has succeeded in attracting the attention of more consumers and encouraging positive discussions about their products. This interaction is not only limited to praise but also includes questions and discussions that show the public's interest in further information about the product. With more than 5 million followers on Instagram, Scarlett has succeeded in creating an effective platform for marketing and social interaction. This positive response from the public indicates that Scarlett's marketing strategy, including using social media as a promotional tool, is very effective in building consumer trust and loyalty.

#### B.) Green Price

Price plays a vital role in the concept of green marketing. Green price is the price set for environmentally friendly or green products by considering consumer sensitivity to price and consumer readiness to pay more (Hamid et al., 2023). The price offered by Scarlett is based on the quality of the product obtained by consumers; consumers are willing to pay more because the product is environmentally friendly, clean, and hygienic.

#### List Price Product Scarlett Whitening :

Product	Price
Scarlett Whitening Body Lotion	Rp 16,000 - 1,000,000
Scarlett Whitening Brightly Ever After Serum	Rp 49,500 - 236,000
Scarlett Whitening Acne Serum	Rp 32,835 - 186,000
Scarlett Whitening Facial Wash	Rp 35,000 - 156,000
Scarlett Whitening Shower Scrub	Rp 33,000 - 5,000,000
Scarlett Whitening Glowing Serum	Rp 39,675 - 348,448
Scarlett Whitening Seriously Soothing & Hydrating Gel Mask	Rp 57,000 - 155,000
Scarlett Whitening Herbalism Mugwort Mask	Rp 51,000 - 155,000
Scarlett Whitening Sea Salt Conditioner	Rp 59,000 - 85,000
Scarlett Whitening Sea Salt Shampoo	Rp 53,000 - 100,000

Source: <https://iprice.co.id/scarlett/>

#### C) Green place

Green Place is a term that describes a logistics management strategy that aims to reduce emissions from transportation to reduce carbon impact. Apart from that, the green place aspect is also an important element of marketing that focuses on environmentally friendly products. The application of the green place concept is not limited to location. However, it covers all stages, from activities production to the distribution process, which ends with the product in the hands of consumers (Hamid et al., 2023). Product placement is an important element in an eco-friendly marketing mix. Proper product positioning ensures the marketing message is acceptable to target consumers and encourages them to act (P. Govender & L. Govender, 2016). Green Place explains the location where a product will be marketed. Placement is usually

associated with distribution. This element can be a real or virtual shop on the Internet (Eldwin K 2021).

#### D.) Green Promotion

Green promotion is one of the components of the marketing mix and is the most important part of the advertising concept. It is defined as the dissemination of product information and company image. Product promotion can be achieved through personal selling, sales promotion, public relations, direct email, trade fairs, exhibitions, advertising, and sponsorship (Hamid et al., 2023). Promotion is the least visible marketing mix. Promotion refers to the method of communicating information about a product. The most important promotional tools include advertising, personal selling, sales promotion, and public relations (PR) (Eldwin K 2021). For example, social media, especially Instagram, can be used as a promotional tool in developing marketing strategies to achieve organizational goals (Fadjar et al., 2022). Govender (2016) stated that visual aesthetics around product packaging can be used as an effective marketing tool if consumers still have no prior knowledge about the product. The functions of packaging include carrying, identifying, explaining, protecting, displaying, promoting, and making the product ready for marketing.

Scarlett's commitment through the #SayangiDiriSayangiBumi movement to reduce plastic waste, including:

#### 1. Education Awareness of Nature Conservation Through the #LoveYourselfLoveTheEarth Program

Scarlett has launched various eco-friendly programs as part of their commitment to sustainability and nature conservation. One of the main initiatives is the #SayangiDiriSayangiBumi campaign, which aims to raise awareness of the importance of protecting the environment while caring for yourself.

**Brand Scarlett Whitening Menanam 3.000 Pohon  
di 4 Daerah Rayakan Hari Sejuta Pohon**



**Figure 7. Program #LoveYourselfLoveTheEarth Together Scarlett**

Source : <https://lindungihutan.com/blog/brand-scarlett-whitening-menanam-pohon/>  
As part of the campaign, Scarlett is working with LindungiHutan to plant over 3,000 Rhizophora mangrove trees in four locations in Indonesia, including Kendal, Bontang, Semarang, and Demak. These locations were chosen because they face serious erosion problems, and planting trees is expected to help address the issue and protect the local ecosystem. The #SayangiDiriSayangiBumi program carried out by Scarlett is a positive step in increasing environmental awareness in the community. This mangrove planting program provides ecological impacts and encourages social and cultural

changes that are interesting to study. With this program, Scarlett seeks to increase public awareness of the importance of preserving the environment. This program is a real example of how companies can contribute to sustainable development.

## 2. The existence of Commitment to Sustainability

Felicia Angelista, founder of Scarlett, emphasizes that although the brand is moving into the beauty sector, they want to make a real environmental contribution. With this program, Scarlett not only focuses on beauty products but also tries to spread the message that taking care of the earth is as important as taking care of yourself.



**Figure 8 Scarlett X ProtectTheForest**

Source: <https://youtu.be/kTkYBw-dsDk?si=hMyX74owbMS0rrcF>

Scarlett And ProtectTheForest have launched a campaign entitled #LoveYourSelfLoveTheEarth, which focuses on planting more than 3,000 trees. Rhizophora mangroves are located in four locations in Indonesia: Kendal, Bontang, Semarang, and Demak. This location was chosen because it has serious abrasion problems. This program has a positive impact on the environment and inspires many people to participate in nature conservation. This program is also an interesting initiative because it combines aspects of beauty with environmental awareness. This campaign has great potential to change people's views and behaviors towards the environment. Here are some cultural changes regarding these changes:

1. Growing Environmental Awareness
2. Active Participation in Environmental Conservation
3. Sustainable Lifestyle Changes
4. Strengthening Social Values

**Benefit:** The environment is preventing Abrasion, which means planting mangrove trees in areas affected by Abrasion is expected to help prevent damage to coastal ecosystems. **Ecosystem Restoration:** Mangroves play an important role in storing silt in their roots, which helps reduce seawater intrusion onto land and accelerates the decomposition of organic and chemical waste. **Moreover, economic Resources:** Mangrove forests can be an economic resource for the surrounding community through ecotourism activities, fisheries cultivation, and producing products made from raw mangrove materials.

## 5. Discussion

This section discusses the green marketing strategy implemented by Scarlett, a leading cosmetics brand in Indonesia, and evaluates its effectiveness in promoting environmentally friendly products. The analysis draws on qualitative data derived from Scarlett's product offerings, consumer behavior, social media engagement, and sustainability initiatives, linking these practices with relevant theories and previous research in green marketing.

### A. Green Products: Eco-Friendly Packaging with Glass Bottles

Scarlett's commitment to sustainability is evident in its use of eco-friendly packaging, specifically glass bottles, for some of its cosmetic products. This aligns with the definition of **green products** in green marketing theory, which emphasizes products that have minimal environmental impact, are made from recyclable materials, and contribute to sustainability by reducing waste (Shaputra, 2013; Firdiansyah et al., 2021). Glass bottles are fully recyclable and have a lower environmental footprint compared to plastic, which is a significant source of pollution (Humairoh & Elfani, 2019).

In line with the findings of Firdiansyah et al. (2021), Scarlett's choice of glass bottles not only meets environmental sustainability standards but also enhances product quality by protecting the active ingredients from degradation caused by exposure to light and oxygen. By using such packaging, Scarlett improves consumer awareness of sustainability and positions itself as a leader in eco-friendly practices. The company's use of glass bottles reflects an effective integration of **product innovation** in green marketing (Zahara et al., 2022). Furthermore, the long-lasting quality of the products packaged in glass enhances the perceived value, encouraging consumers to purchase products that align with their environmental values.

### B. Green Price: Pricing Strategy for Eco-Friendly Products

Scarlett's pricing strategy for its green products demonstrates an understanding of **green price** theory, which suggests that consumers are often willing to pay a premium for environmentally friendly products (Hamid et al., 2023). The prices for Scarlett's products, such as the Whitening Body Lotion and Serum, are aligned with consumer expectations for high-quality, sustainable beauty products. This approach resonates with the concept of **green pricing**, where companies set prices based on both the cost of sustainable production and the value consumers place on eco-friendly practices (Govender & Govender, 2016).

The willingness of consumers to pay higher prices for these products, despite their premium pricing, confirms that Scarlett's green marketing strategy successfully appeals to the growing market of environmentally conscious consumers. This behavior is in line with **consumer behavior theories**, which suggest that awareness

and preferences for sustainable products are increasing, especially among consumers who are more informed about environmental issues (Adha, 2022; Mauludin, 2022).

### C. Green Place: Sustainable Logistics and Distribution

The concept of **green place** involves the integration of environmentally friendly practices throughout the supply chain, from production to distribution (Hamid et al., 2023). While the current analysis did not provide detailed information on Scarlett's logistics, the brand's emphasis on sustainable packaging and eco-friendly materials in product offerings suggests that they likely apply green logistics practices to reduce the carbon footprint associated with transportation and storage.

Scarlett's focus on **distribution channels** aligns with Govender & Govender's (2016) idea that product placement should ensure the marketing message reaches the right audience while also promoting eco-conscious consumption. By utilizing e-commerce platforms and minimarkets, Scarlett ensures that its green products are easily accessible to a wide consumer base, further supporting the brand's green marketing initiatives.

### D. Green Promotion: Raising Environmental Awareness

Scarlett's promotional strategy revolves around **green promotion**, which includes educating consumers about sustainability and the environmental benefits of using eco-friendly products. As part of this strategy, Scarlett runs campaigns like #SayangiDiriSayangiBumi, which aims to increase environmental awareness through programs such as tree planting in collaboration with LindungiHutan (Fiorentiana et al., 2023). This initiative not only highlights Scarlett's commitment to sustainability but also engages the community in environmental conservation, making it a powerful tool in building brand loyalty and trust.

According to Govender (2016), promotional tools like social media can significantly enhance brand visibility and consumer engagement. Scarlett's use of Instagram, with its interactive features like Stories and IGTV, serves as an effective digital marketing platform for promoting green initiatives and educating consumers about eco-friendly practices. This strategy is consistent with the findings of Hamid et al. (2023), who argue that social media is a crucial channel for promoting environmentally friendly products in the digital age.

Moreover, the positive consumer feedback on Scarlett's Instagram page, as mentioned in the qualitative analysis, demonstrates that consumers are not only engaging with the brand but are also sharing their personal experiences, further amplifying the effectiveness of the promotional campaign (Fiorentiana et al., 2023). By involving influencers and celebrities, Scarlett expands its reach, attracting younger, eco-conscious consumers who are more likely to value sustainability in their purchasing decisions.

## E. Commitment to Sustainability: Social Impact and Consumer Trust

Scarlett's commitment to sustainability goes beyond product offerings and promotional efforts. The company's initiatives, such as the mangrove tree planting campaign, show a genuine effort to contribute to environmental conservation and raise awareness of the importance of preserving nature (Hamzah & Rodiyah, 2019). These activities not only align with the company's brand values but also encourage social and cultural changes towards more sustainable lifestyles (Magfira et al., 2024).

As noted by Firdiansyah et al. (2021), **Corporate Social Responsibility (CSR)** plays an important role in green marketing. Scarlett's sustainability programs, such as the mangrove planting initiative, reflect a CSR strategy that resonates with socially responsible consumers. This not only strengthens Scarlett's brand image but also fosters consumer trust, which is crucial for long-term success in the competitive beauty industry.

## 6. Conclusions

The results of this study identified three key strategies employed by Scarlett in its green marketing implementation: 1) the use of glass bottles as an eco-friendly product packaging alternative; 2) the #SayangiDiriSayangiBumi program, which educates consumers about nature conservation; and 3) the company's overall commitment to sustainability. These findings highlight the importance of green marketing strategies in promoting environmental preservation. By incorporating eco-friendly packaging, educating the public, and committing to long-term sustainability, Scarlett not only contributes to environmental conservation but also meets the growing consumer demand for environmentally responsible products. This suggests that both companies and policymakers should prioritize these factors when developing and promoting green products, as they play a crucial role in shaping consumer behavior and fostering a sustainable future.

Future research could explore the effectiveness of Scarlett's green marketing strategies in influencing consumer purchasing decisions, particularly among different demographic groups. Additionally, examining the long-term impact of Scarlett's environmental initiatives, such as the #SayangiDiriSayangiBumi program, on consumer loyalty and brand image could provide deeper insights into the relationship between sustainability efforts and business success. It would also be valuable to investigate how Scarlett's green marketing practices compare to those of other beauty brands in the region, to better understand industry-wide trends and best practices for implementing environmentally friendly marketing strategies.

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