

ABSTRACT

The purpose of this research is to understand the role of cosmetic packaging companies in increasing sustainable performance through environmentally friendly packaging formats. The cosmetic packaging industry can play a very large role in addressing environmental issues (climate and global warming, carbon emissions) in sales and customer purchasing decisions for packaging models that are more environmentally friendly than traditional packaging. Environmentally conscious consumer concern for environmental issues makes environmental issues one of the marketing strategies. The green marketing strategy is very profitable because many consumers choose products made from natural ingredients, including the packaging that wraps them. However, the Indonesian people's knowledge of environmental issues due to the use of plastic packaging is not evenly distributed. Most Indonesian people are not interested in knowing what types of plastic and how are considered to reduce environmental issues. This is what makes the cosmetics business have the consideration to implement a green product and design business for sustainability, green marketing and green consumerism in Indonesia. The method used in this research is a qualitative research method. This research focuses on the design and concept of environmentally friendly cosmetic packaging for the company PT Techpack Asia which was driven by the emergence of government regulations which then affected marketing performance from previously using conventional packaging to changing to more environmentally friendly packaging, so this research uses a narrative approach. The data used in this research are primary data and secondary data. The population in this study were 3 employees with certain positions at PT Techpack Asia. The results of the study concluded that with well-structured management and planning, supported by government and customer policies, it has a positive impact on business actors to improve the performance of environmentally friendly packaging formats.

Keywords: *Marketing performance, Green Product; Green Marketing; Design on Sustainability*