

## ABSTRACT

### **PACKAGING OF GREEN MARKETING MESSAGES ON LOCAL HIGH STREET BEAUTY BRANDS**

*(Qualitative Content Analysis of Instagram Feeds @SensatiaBotanicals Period January – December 2024)*

Amelia Ananda Putri<sup>1)</sup>, Fathiya Nur Rahmi, S.I.Kom., M.I.Kom<sup>2)</sup>

<sup>1)</sup> Student of Communication Science Study Program, Pembangunan Jaya University

<sup>2)</sup> Lecturer of Communication Science Study Program, Pembangunan Jaya University

As public awareness of environmental issues increases, many companies in the beauty industry have started to build an image as sustainable companies through Green Marketing communication strategies. This study aims to analyze how the Instagram account @sensatiabotanicals delivers Green Marketing messages throughout the period of January – December 2024. This research uses a qualitative approach with content analysis methods and a post-positivist paradigm, in which the collected data will be tested for reliability. A total of 127 Instagram posts were analyzed based on three categorizations: (1) Elements of the Green Marketing Mix, (2) Types of Marketing Content, and (3) Content Formats. The research results show that the most dominant element is Green Promotion, followed by the dominance of educational content as the content type, and the use of Single Image as the most frequently used content format. This dominance shows that Sensatia Botanicals chooses to convey sustainability values while strengthening its brand image in the eyes of increasingly environmentally conscious consumers through the Green Promotion element, wrapped in educational photo content. This dominance indicates Sensatia Botanicals' success in positioning itself as a local beauty brand that cares about the environment and is transparent, compared to similar brands that also promote sustainability. This study recommends that future research use a descriptive qualitative method with interview techniques, with the aim of exploring more deeply the Green Marketing communication strategies of local beauty brands on social media, especially Instagram.

**Keyword: Green Marketing, Instagram, Content, Message Packaging, Qualitative Content Analysis**

References : 44

Publication Year : 2015-2025