

# LEMBAR PENGESAHAN SKRIPSI

ANALISIS GREEN PRODUCT FEATURES DI THE BODY SHOP CITIMALL GORONTALO

Oleh  
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Telah dipertahankan di depan Dewan Penguji

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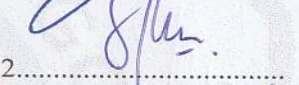


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**ANALISIS GREEN PRODUCT FEATURES DI THE BODY SHOP CITIMALL  
GORONTALO**

**SKRIPSI**

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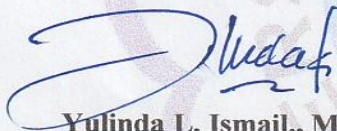
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Telah diperiksa dan disetujui untuk diuji

**Pembimbing I**

**Pembimbing II**



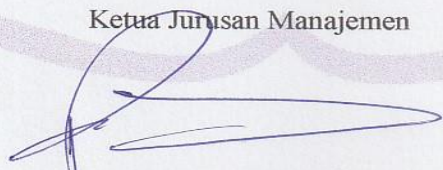
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## **ABSTRAK**

**Yuli Isnawati.** Nim 931415038. S1 Manajemen Fakultas Ekonomi. Tahun 2022. Analisis Green Product Features di The Body Shop Citimall Gorontalo (Studi kasus di The body Shop Citimall Gorontalo). Skripsi. Di bawah Bimbingan pembimbing 1 Yulinda L. Ismail, S.Pd,M.Si. dan Pembimbing II Andi Juanna.,S.Pd,M.Sc.

Tujuan penelitian ini adalah untuk mengetahui Bagaimana penerapan green product features di The Body Shop Citimall Gorontalo, dan apa saja dampak dari penerapan Green Product Features secara Internal dan eksternal di The body Shop Citimall Gorontalo. Penelitian ini adalah sebuah penelitian kualitatif deskriptif yang menggunakan pendekatan penelitian studi kasus dan menggunakan metode pengumpulan data melalui wawancara, observasi, dokumentasi. Teknik penentuan informan menggunakan Snowball Sampling. Untuk menguji keabsahan data peneliti menggunakan teknik Triangulasi Sumber.

Hasil penelitian menunjukkan Bahwa The Body Shop Citimall Gorontalo menerapkan Green Product Features berupa Merek, *packaging* dan kualitas dengan Usaha dan upaya keras yang di laksanakan bertahun-tahun hingga saat ini terbukti berhasil di terapkan oleh perusahaan di The Body Shop Citimall Gorontalo serta dampak dari penerapan tersebut dapat di minimalisir dan di atasi oleh mereka.

**Kata Kunci :** *Green Product, Green Product Features*

## ABSTRACT

**Yuli Isnawati.** Student Id Number 931415038. Bachelor's Degree Program in Management, Faculty of Economics, 2022. An Analysis of the Green Product Features at The Body Shop Citimall Gorontalo (Case Study at The Body Shop Citimall Gorontalo). Undergraduate Thesis. The Principal Supervisor is Yulinda L. Ismail, S.Pd., M.Si, and the Co-supervisor is Andi Juanna, S.Pd., M.Sc.

The research objective was to determine the application of green product features at The Body Shop Citimall Gorontalo and to figure out the internal and external impacts of the application of green product features at The Body Shop Citimall Gorontalo. This research employed a qualitative descriptive research with a case study approach in which the data collection was done through interview, observation, and documentation methods. At the same time, the sampling used to determine the informant was Snowball Sampling. Meanwhile, the researcher applied source triangulation technique to test the validity of the data.

The research finding denoted that The Body Shop Citimall Gorontalo applied green product features on brand, packaging, and quality. With the endeavor over the years to date, The Body Shop Citimall Gorontalo has proven to be successful in implementing the green product features. On the other hand, the impact of the application of the green product features could be minimized and overcome by The Body Shop Citimall Gorontalo.

Keywords: Green Product, Green Product Features

