

ABSTRACT

Consumer awareness of environmental issues has become the focus of growing global attention. Efforts are made to protect the environment by changing habits to buying green products. However, due to some people's ignorance about the existence of this product, a campaign is needed which aims to convey positive messages. One of them, which carries an environmental theme campaign, is Work Coffee Indonesia with the "Less Waste More Coffee" campaign by Work Coffee Indonesia. This research aims to determine the effect of the "Less Waste, More Coffee" campaign on increasing green awareness of Work Coffee Indonesia consumers. The population in this research is Indonesian Work Coffee consumers with specified criteria. The sampling method uses accidental sampling technique. Types of primary and secondary data using simple linear regression analysis techniques. In the t hypothesis test, it was found that each independent variable and dependent variable had an influence. So, the campaign was proven to have an effect on increasing green awareness with an overall significance level of 0.000 ($0.000 < 0.05$) and it was found that H_0 was rejected and H_1 was accepted. So the campaign has an effect on increasing green awareness of Work Coffee Indonesia consumers.

Keywords: Campaign, Green Awareness.