

ABSTRACT

The green marketing has become a trend in the country today. It changes a public consumption than of conventional to organic products be a trend of recent times. The development of green marketing can also attended several companies in Indonesia, one of them is PT. Tama Cokelat. PT. Tama Cokelat using green marketing to attract and remind its customers to keep the environment is damaged. Some of the green products that was made by PT. Tama Cokelat has been won the title and certificates of the International event themed green product.

This type of research that is used by the author is descriptive. The data collection methods used in this research is quantitative. The population taken in this research as big as 3222 of visitors booth chocolatiqe, which is located in Paris Van Java Bandung, where a sample taken as many as 100 respondents The purpose of this research was to determine how much subvariable Green Product, Green Price, Green Place, and Green Promotion conducted by PT. Tama Cokelat and to find out how much the variable of Green Marketing by PT. Tama Cokelat.

Results from the research showed that green marketing strategy by PT. Tama Cokelat has been well received in the people, be evidenced by the percentage total of the results is 84%

Keywords : Green Marketing