

## **ABSTRACT**

*Successful company at the moment is not only frugal in the operational side, but their ability to maintain business growth, therefore many people who expect companies in Indonesia even in the rest of the world to develop sustainable businesses that are environmentally friendly.*

*This report develops previous environmental management research by predicting the causality of green advertising effects on the relationship between the implementation of environmental management in terms of environmentally conscious companies and product protection, environmental reputation and financial performance, particularly in manufacturing companies in industry sub-sector the Food and Beverages.*

*Primary data was obtained by distributing questionnaires consisting of 17 items of questions online and personally to the respondents. The sample of the research was conducted by non probability sampling method that was purposive sampling with the number of respondents as much as 84 respondents from 12 manufacturing industry companies sub sector food and beverage listed on BEI.*

*The analytical methods used is the method of Structural Equation Modelling with type Partial Least Square (PLS-SEM) using application software SmartPLS 3.0.*

*The study found that green advertising has a positive effect on the implementation of environmental management that creates an environmental reputation for the company, where the environmental reputation can attract investors and create positive values for corporate customers and give a positive effect on the company's financial performance.*

***Keywords: Green Advertising; Sub-sector Food and Beverage; Environmental Management; Environmental Reputation; Financial Performance; PLS-SEM.***