

## **ABSTRACT**

Pollution by plastic waste is a serious problem for Indonesia and other countries. Pollution by plastic waste occurs due to the excessive use of plastic in daily life. To reduce plastic waste that is difficult to decompose, Bioplastic Cassaplast is present to reduce plastic limbah that is difficult to decompose. Plastics made by the company Cassaplast Bioplastik are made of cassava starch that can be decomposed by microorganisms. The purpose of this research is to find out how the application of subvariable Green Product, Green Price, Green Place, and Green Promotion conducted by Cassaplast and to know the application of Green Marketing variables conducted by Cassaplast. The method used in this study is descriptive research analysis with quantitative data type. Sampling method is by nonprobability sampling with purposive sampling technique that is spreading questionnaires online to 100 respondents. Based on the results of the analysis of 100 respondents get a score from Green Price of 85.7%, Green Price of 83.9%, Green Place of 84.9%, Green Promotion of 86.1% and Green Marketing Mix of 85.2%. So Cassaplast can be categorized very well doing Green Marketing Mix.