

*Green Marketing was developed to protect the environment from the use of single-use plastic materials. The increase in the use of single-use or single-use plastic waste will certainly have a negative impact on the environment, one of which is because of its use. In this article, we examine the topic of green marketing using bibliometric analysis and a systematic review. From this study we conclude some important literature and authors on this topic. This article also discusses the future direction of green marketing research*

**Keywords:** *Green Marketing, Bibliometrics, Literature Review.*