

ABSTRACT

The issue of plastic waste in Indonesia has become a serious concern, raising public awareness of the importance of environmentally friendly business concepts. This has driven the emergence of green marketing innovations as an effort to preserve the environment. Effective communication strategies are key to the successful marketing of eco-friendly products. This study aims to identify the green marketing communication strategies implemented by Sugar Souvenir in supporting environmental campaigns. The research uses a qualitative method with a case study approach. Data were collected through in-depth interviews with one key informant, two supporting informants, and one expert informant. The concepts applied focus on six green marketing strategies: being genuine, educate your customers, give your customers opportunity, know your customers, empower customers, and be transparent. The findings reveal that Sugar Souvenir has implemented all six strategies to support environmental campaigns and market its products effectively. However, certain aspects of these strategies require evaluation regarding consistency and flexibility to ensure more optimal implementation in the future. With the right strategies, Sugar Souvenir is expected to continue contributing to environmental campaigns through effective marketing communication.

Keywords : *Strategy, Green Marketing, Marketing Communication*