

ABSTRACT

Global public awareness of the importance of preserving the environment is increasing, triggered by concerns about environmental disasters that not only threaten human health, but also the survival of humans and their descendants. Air pollution caused by the use of private vehicles is one of the causes of environmental pollution. Hyundai comes with an electric car that is quite economical in its class. Hyundai through the Ioniq 5 carries the concept of green advertising for promotional advertisements for Hyundai Ioniq 5 products. Therefore, the aim of this research is to see how much influence green advertising has on environmental awareness. This research uses various variable test methods to obtain accurate results. The results of this research will be described in detail based on the results of the normality test, linear test, simple regression test, hypothesis test, correlation test, and coefficient of determination test. The results section will be explained descriptively to make it easier for readers. Based on the results of this research, there is an influence between green advertising of the Hyundai Ioniq 5 on environmental awareness with a percentage value of the coefficient of determination of 58.8%. It is hoped that future research can expand or continue this research using other variables or with other objects.

Keywords: Green Advertising, Environmental Awareness, Hyundai, Ioniq5