HAS THE IMPLEMENTATION OF GREEN MARKETING BEEN EFFECTIVELY WORKED IN INDONESIA?

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Abstract
Green marketing has been already published and implemented in many countries, including Indonesia. Many forms of green marketing have been proclaimed to society. Nevertheless, not so many people know and understand about what green marketing is talking about. This research is categorized as a qualitative research. The aim of this research is to give broader knowledge of cause and effects from green marketing, the comparison green marketing run in Indonesia with other countries, the implementation of green marketing and who should responsible to run green marketing effectively to this country. There are several problems found when analysing the implementation of green marketing, one of them is related to the regulation made by Indonesia Government. The Government’s intervention takes an important role to arrange green marketing works effectively for developing Indonesia’s environment better.

Keywords: Green Marketing, Environment, Implementation.