

ABSTRAK

Penelitian ini bertujuan untuk mengetahui implementasi *green product* pada usaha ritel kuliner di *Apricot Fruit Store* Bandung pada tahun 2015. Dengan melakukan metode penelitian kualitatif berupa wawancara dan observasi kepada narasumber yang merupakan supervisor *Apricot Fruit Store*. Wawancara dilakukan secara mendalam kepada narasumber mengenai penerapan *green product* dan strategi bisnis yang digunakan di *Apricot Fruit Store* pada tahun 2015. Penerapan yang belum sepenuhnya mengaplikasikan *green product* dalam bisnisnya menyebabkan *Apricot Fruit Store* tidak maksimal pada penerapan *green marketing*.

Kata Kunci: *green product, Apricot Fruit Store*

ABSTRACT

This study aims to determine the implementation of the green product at retail businesses in *Apricot Fruit Store* culinary Bandung in 2015. By conducting qualitative research methods such as interviews and observations to the informant who is a supervisor *Apricot Fruit Store*. Interviews were conducted in depth to the resource on the application of green product and business strategies that are used in *Apricot Fruit Store* in 2015. The application is not yet fully apply the green product in *Apricot Fruit Store* business causing no maximum on the application of green marketing

Keyword: *green product, Apricot Fruit Store*