

ABSTRACT

Escalation of the number of motor vehicles in Indonesia makes the usage of oil fuel also escalated. Fuel combustion has a negative impact on humans or the environment. Due to the emergence of environment issues, creating a presence of new business concept called green marketing. Pertamina is one company that is applying such concept to their product Pertamax. Pertamina performs a variety of strategies in order to avoid the symptoms of green marketing myopia perceived by the companies that is only concerned with aspects of greenness on their products without regard to customer satisfaction.

This research was a descriptive study with 500 Pertamax users in Indonesia as respondent. Selection of the sample used was nonprobability sampling with incidental sampling technique. The data analysis technique used was descriptive analysis.

Results of the data analysis concluded that the consumer value positioning variable categorized as excellence, calibration of consumer knowledge categorized as good, credibility of product claims obtain a good category, therefore, it can be said that Pertamax avoided the symptoms of green marketing myopia.

Keywords: green marketing, green marketing myopia, consumer value positioning, calibration of consumer knowledge, credibility of product claims