

## **ABSTRACT**

*Global warming is one of the phenomena to be a threat the world today. Because of that, the nations in the world is now beginning to try together solve this environmental problems. Care and awareness of the environment changed the way of view and lifestyle of the man and entrepreneurs. It is aimed at a change in business approach start to direct our businesses approach business activity based environmental sustainability, one of them is business in the property sector. One of the cities in indonesia with rapid expansion is taking in the field of property business is Bandung. Since April 2012 until February 2013 marketing the property for regions Bandung each month is increasing, at the end of February 2013 total the property of being marketed reached 6676 the property. Dago area being the location chosen by the developers to build housing with the concept of green. Housing that apply the concept of green in the area of dago one of them is housing Dago Village.*

*Through research titled "Analysis Of The Implementation Of Green Marketing In The Housing Dago Village Through Marketing Mix Approach" writer conducting research to know more about green marketing conducted by housing Dago Village. Research method used is qualitative research method through the primary data sources namely the data collected directly by writer through direct observation with interviews and using secondary data is through the literature study.*

*The result of this research is that housing Dago Village uses the concept of green can give a lot of long term benefits felt by residents in housing Dago Village and can also help in saving energy such as reducing the use of electricity and water.*

**Keywords :** *green marketing, marketing mix, Dago Village, property*