

## **ABSTRACT**

An increasing number of garbage especially plastic have causes a lot of garbage piles especially Bandung City. Thus, the mayor of Bandung was moved to create a campaign called Kang Pisman. The society in Bandung are expected to understand from the Kang Pisman Campaign that appeals on people to buy and use recycled products in order to reduce waste problems in the city of Bandung.

This study aims to determine The Effect of Green Advertising and Environmental Concern through the application of the appeal for reducing plastic waste on Green Purchasing Behavior through the Kang Pisman Campaign in the City of Bandung (Implementing on Tote Bag, Food Consumption and Tumbler Bottles). This research uses descriptive quantitative analysis and multiple linear regression. The sample in this study was 100 respondents based on community experience in the city of Bandung who knew and had implemented the use of green products through the Kang Pisman Campaign to fill in the research questionnaire. The sampling technique uses non-probability sampling with populations who know the Kang Pisman Campaign domiciled in Bandung.

Based on the results of Descriptive Analysis, Green Advertising is in the category of "Very Good" with a percentage score of 90.8%. Then, environmental awareness is in the category of "Very Good" with a percentage score of 86.4%. Whereas green buying behavior is in the "Very Good" category with a percentage score of 91.2%. The test results were carried out with a partial test (t test) and simultaneous test (f test). Based on the results of the research, the Kang Pisman Campaign must improvise in promoting the Kang Pisman Campaign and readily provide education to the public so that the public can spread information joyfully,

Keywords: Green Advertising, Environmental Concern, Green Purchasing Behaviour