

ABSTRACT

Awareness of sustainable business is increasingly in demand by many companies today. Burning forests to prepare land for cultivation, agriculture and plantations does provide convenience in terms of being easy, cheap, and fast. However, such actions can disrupt environmental ecosystems. The implementation of good environmental management can improve the company's image and make it easier for companies to produce new products. PT. Perkebunan Nusantara V Riau utilizes liquid palm oil waste into a Biogas Power Plant (PLT) as a product of the company's technological innovation.

This study aims to determine green marketing at PT Perkebunan Nusanara V Riau, brand image at PT. Perkebunan Nusantara V Riau and the influence of green marketing on brand image at PT Perkebunan Nusantara V Riau. Data was collected by distributing questionnaires to 100 company consumers which were then analyzed using simple linear regression analysis method.

The results of this study descriptively indicate that the effect of green marketing on the brand image of PT Perkebunan Nusantara V has a significant effect. The green marketing and brand image carried out by PT Perkebunan Nusantara V shows a good category. However, if seen from the many respondents who answered disagree and doubted about green marketing and brand image, the numbers were high, especially with the findings of environmental problems such as browning river water, reduced soil fertility, and threats to flora and fauna, and higher value. about the uniqueness of the product.

Suggestions will be given through this research are that it is expected that other factors such as perceived innovation and broaden understanding of green marketing into Corporate Social Responsibility so it can be investigated so that it is not only for the environment, but also for employees and the surrounding community to gathered general responses regarding the brand image of PT Perkebunan Nusantara V Riau. For, PT Perkebunan Nusantara V Riau is expected to process of its palm oil waste, develop a gasification system into oil palm biomass, and utilize the liquid (sap) of old oil palm trunks which consists mostly of glucose and starch which can be converted into various useful materials such as glucose, starch, ethanol and acids

Keywords: brand image, Corporate Social Responsibility, and green marketing.