

ABSTRACT

Environmental issues are one of the critical problems being faced by Indonesia and even the whole world. One of these problems is deforestation and deforestation. Although this issue has received high attention, unfortunately there are contradictory data on the ground between the government and independent institutions related to deforestation rates and coverage of protected forests in Indonesia, clouding the joint movement in overcoming this problem. This triggers and underlies various efforts made by environmentalists, ranging from Non-Governmental Organizations, Communities, Foundations, Legal Services and Advocacy, to the emergence of start-ups that try to be present as a solution to this forest problem, namely LindungiHutan. Researchers want to conduct a research and find out how LindungiHutan uses the social marketing mix in their marketing communications. The social marketing mix is a part of the social marketing planning system according to Kotler & Zaltman (1971). The researcher uses the Miles and Huberman analysis model by collecting data through documentation or literature studies on websites and various social media, and also in-depth interviews with the right informants or the one who can provide the data needed according to the purpose of this study. The research resulted in conclusions about how LindungiHutan uses the social marketing mix with each determination in carrying out its marketing communications.

Keywords: Marketing Communication, Social Marketing Mix, Start-Up