

ABSTRACT

The growing awareness and concern of the public regarding sustainability issues present strategic opportunities for environmentally friendly businesses to thrive. Consumers are increasingly prioritizing businesses that prioritize sustainability in their operations. Vert Terre is one such local business offering eco-friendly products and services committed to sustainability, the well-being of local communities, and responsible business development. However, the low visibility and sales volume of Vert Terre compared to similar competitors indicate the need to optimize the implementation of green marketing communication to strengthen the brand's position and expand its market reach. This study employs a qualitative method with a case study approach and is grounded in Everett Rogers' diffusion of innovation theory, utilizing Jacquelyn Ottman's six-step framework for analyzing sustainable green marketing communication to systematically examine the implementation of green marketing communication at Vert Terre. This study identifies the main challenges in implementing green marketing communication at Vert Terre, including insufficient market observation, limited resources, and inadequate transparency and consumer engagement. On the other hand, Vert Terre has significant opportunities through the diversity of its business programs, attractive content and visuals, unique product narratives, and active collaboration with stakeholders.

Keywords: *Green Marketing Communication, Sustainability Principles, Challenges and Opportunities, Green Businesses*