



**THE MODEL OF GREEN MARKETING COMMUNICATION TO
INCREASE CONSUMER AWARENESS AND STRENGTHEN
INDONESIAN FOOD SECURITY BASED ON INDIGENOUS
INGREDIENTS**

(A Case Study at Chatime Indonesia)

A THESIS

**A Thesis Presented as a Partial Fulfillment of the Requirement to Obtain the
Master Degree in the Marketing Communication Study Program**

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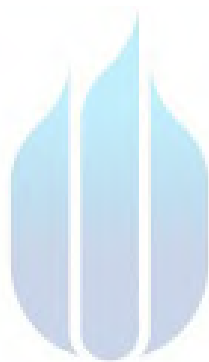
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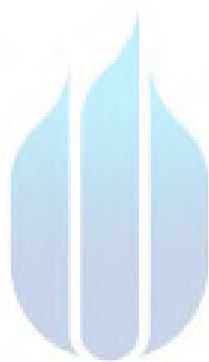
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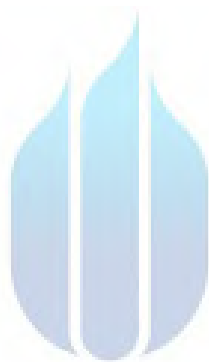
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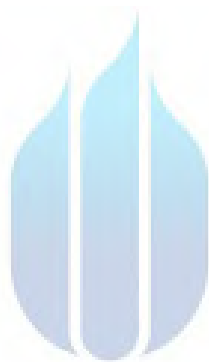
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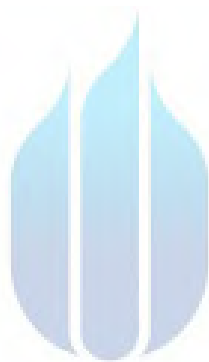
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Abstract

The green marketing communication which was related to sustainability, environmentally friendly, and continuity brought a possible way to support Chatime Indonesia increasing their consumer awareness about environment-safeness. In this study, it would have indigenous ingredients highlighted as one of the factors to increase consumer awareness and strengthen Indonesia food security. This research aimed to figure out the message which the consumer received from Chatime Indonesia. The research questions had been solved by observing and examining Chatime Indonesia Instagram official account, website, and interviewing 4 key informants. Qualitative method was used for finding out the answers to all research questions carrying Integrated Marketing Communication and Green Marketing Communication theory. The research result showed that Chatime Indonesia supported food security by having indigenous ingredients extracted as their raw materials and the message was well-delivered. The used of extract was a great early step for Chatime Indonesia in terms of correlating with the Indonesian food security. In addition, Chatime Indonesia highlighted that they applied food grade for every equipment that they used at the kitchen. Briefly, the use of food grade was obviously important for all food and beverage companies.

Keywords: Green marketing communication, Chatime Indonesia, indigenous ingredients, food security

N I V E R S I T A S
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Abstrak

Green marketing communication yang berhubungan dengan semua hal tentang berkelanjutan dan ramah lingkungan, hal inilah yang membantu Chatime Indonesia untuk meningkatkan para pelanggannya untuk sadar tentang keselamatan lingkungan. Dalam penelitian ini, penggunaan bahan dasar tradisional menjadi salah satu penting untuk meningkatkan dan memperkuat ketahanan pangan di Indonesia. Masalah penelitian dapat dijawab melalui observasi dan meneliti Instagram akun milik Chatime Indonesia, halaman web, dan wawancara 4 narasumber utama dengan menggunakan metodologi kualitatif. Hasil dari penelitian menyatakan bahwa Chatime Indonesia menggunakan ekstrak bahan dasar tradisional untuk meningkatkan dan memperkuat ketahanan pangan. Hal ini merupakan sebuah langkah awal yang baik bagi Chatime untuk mendukung ketahanan pangan di Indonesia. Selain itu, pesan tentang rasa minuman tradisional yang Chatime Indonesia telah buat dan menanamkan itu pada pikiran konsumen sudah tersampaikan dengan baik. Chatime Indonesia menggunakan food grade dalam pengolahan minuman di dapur hingga menyajikannya kepada pelanggan.

Kata Kunci: *Komunikasi pemasaran hijau, Chatime Indonesia, bahan dasar tradisional, ketahanan pangan*

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Kenny Irene Elisabeth S.

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