

ABSTRACT

The issue of waste is the duty of everyone. Indonesia is a contributor to garbage No. 2 in the world. 5 types of trash are often found, one of which is packaging waste. Indomilk products are one of the contributors to the type of packaging, because Indomilk products still use types of packaging that cannot be stretched. Based on the college explorer survey, the millennial, one of which works as a student, likes environmentally friendly products. This has become an interesting phenomenon to be studied. Researchers have conducted a pre-survey of millennials, students, who like environmentally friendly product packaging. In terms of promotion, Indomilk can still be said to be lacking in communicating green programs. Based on the pre-survey conducted, around 6.67% of respondents are aware of the existence of the green program.

The purpose of this study is to determine the millennial generation responses to the green marketing program conducted by Indomilk, determine the purchasing decisions by millennial generation on Indomilk products, and to determine the effect of green marketing programs on purchasing decisions on the influence of green marketing by millennial generation on Indomilk products, PT. INDOLAKTO.

The method used in this research is quantitative. The respondents surveyed in this study totaled 100 people who were millennials and had consumed and bought Indomilk products, so they used purposive sampling techniques. The results of this study, green marketing which has dimensions of green product, green price, green place, and significantly influence purchasing decisions with a large influence of 51.7%.

The conclusion of this research The implementation of green marketing in Indomilk as a whole is categorized as "Good" because Indomilk product packaging can be recycled, the price offered is relatively standard, many outlets provide Indomilk products, and respondents consider Indomilk to be vigorous in promoting their products. Millennial generation responses to green marketing conducted by Indomilk tend to be positive, in the sense of the word millennial generation supporting the greening program conducted by Indomilk. Millennial generation purchasing decisions as a whole is included in the "Good" category, this generation assumes that Indomilk products can meet their needs and feel happy by buying Indomilk products, indirectly participating in supporting the green program that has been carried out by Indomilk.

Solutions that can be submitted to Indomilk, PT. INDOLAKTO is to reduce the use of packaging materials that are difficult to decompose, improve communication of green programs to the public so that people increasingly know of green programs that are carried out and can participate in the implementation of these programs, carry out other R programs such as Reuse, Rethink, Replace, Refuse, Repair, Refill, etc. in the implementation of business.

Keywords: Green marketing, purchasing decisions, the millennial, Indomilk