

ANALISIS PREFERENSI *GREEN CONSUMER* TERHADAP *GREEN MARKETING COFFEE SHOP* LOKAL DI PROVINSI DAERAH ISTIMEWA YOGYAKARTA

Avia Jihan Tsaabitah¹, Dyah Ismoyowati², Henry Yuliando³
ABSTRAK

Perhatian terhadap lingkungan semakin meningkat sebagai tanggapan atas perubahan kondisi alam yang disebabkan oleh perilaku manusia. Dampaknya saat ini, manusia cenderung mengadopsi pola konsumsi yang menekankan aspek ramah lingkungan. Seiring dengan hal tersebut, penggunaan produk *eco-friendly* dan *recyclable* semakin meningkat.

Berbagai pelaku usaha mulai memanfaatkan tren tersebut dengan menunjukkan perhatian terhadap lingkungan sebagai aspek penting, melalui implementasi *green marketing*. Tidak terkecuali, hal ini dilakukan oleh *coffee shop* lokal di Yogyakarta melalui berbagai strategi *green marketing*. Namun, implementasi strategi *green marketing* pada bisnis *coffee shop* lokal di Yogyakarta masih terbatas pada penawaran produk-produk ramah lingkungan. Sementara itu, *green marketing* terdiri dari berbagai aktivitas, seperti *product adjustment*, modifikasi proses produksi, *packaging*, *labelling*, strategi pemasaran serta meningkatkan kesadaran antarindustri.

Dengan itu, penting bagi pelaku usaha memahami prioritas preferensi *green consumer* dalam merancang *green marketing coffee shop* lokal di Yogyakarta yang tepat sasaran dalam menarik perhatian konsumen. Oleh sebab itu, tujuan dari penelitian ini adalah menganalisis atribut *green marketing coffee shop* lokal di Yogyakarta yang disukai oleh *green consumer* dan menyusun kombinasi atribut *green marketing coffee shop* lokal di Yogyakarta berdasarkan preferensi konsumen dengan metode *Conjoint*.

Kata Kunci: *Green Consumer*, *Green Marketing*, *Coffee Shop* Lokal, Preferensi Konsumen, *Conjoint*.

¹ Mahasiswa Departemen Teknologi Industri Pertanian, Universitas Gadjah Mada

² Staff Pengajar Departemen Teknologi Industri Pertanian, Universitas Gadjah Mada

³ Staff Pengajar Departemen Teknologi Industri Pertanian, Universitas Gadjah Mada

ANALYSIS OF GREEN CONSUMER PREFERENCES TOWARD LOCAL GREEN MARKETING COFFEE SHOPS IN THE SPECIAL REGION OF YOGYAKARTA PROVINCE

Avia Jihan Tsaabitah¹, Dyah Ismoyowati², Henry Yuliando³

ABSTRACT

Attention to the environment is increasing in response to changes in natural conditions caused by human behavior. Currently, the impact is that humans tend to adopt consumption patterns that emphasize environmental friendliness. Alongside this, eco-friendly and recyclable products are on the rise.

Various businesses are beginning to leverage this trend by demonstrating concern for the environment as a crucial aspect through implementing green marketing. Local coffee shops in Yogyakarta also do this through various green marketing strategies. However, implementing green marketing strategies in local coffee shops in Yogyakarta is still limited to offering environmentally friendly products. Meanwhile, green marketing encompasses various activities, such as product adjustment, production process modification, packaging, labeling, marketing strategies, and increasing inter-industry awareness.

Therefore, businesses need to understand the priority preferences of green consumers in designing targeted green marketing for local coffee shops in Yogyakarta to attract consumer attention. Hence, this research aims to analyze the green marketing attributes preferred by green consumers in Yogyakarta and to develop a combination of green marketing attributes for local coffee shops in Yogyakarta based on consumer preferences using the Conjoint method.

Keywords: Green Consumer, Green Marketing, Local Coffee Shop, Consumer Preferences, Conjoint.

¹ Student of Department of Agroindustrial Technology, Gadjah Mada University

² Lecturer of Department of Agroindustrial Technology, Gadjah Mada University

³ Lecturer of Department of Agroindustrial Technology, Gadjah Mada University