

Green Marketing and Digital Marketing Strategies in Increasing Sales Products NTB Waste Bank

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Abstract

Indonesia is one of the countries that still has problems with waste management. Utilization of used goods or non-consumable materials to create environmentally friendly products is the best way to achieve environmental sustainability, including as a solution for waste management in Indonesia. The NTB Waste Bank Shop is one of the a handicraft business that processes waste into an environmentally friendly household product, this study aims to determine what green marketing and digital marketing strategies are being carried out by the NTB waste bank shop in increasing the number of sales of its products. This study used a qualitative method with a purposive sampling technique. Data collection techniques in this research were carried out using observation, interviews and documentation methods. The analytical tool in this research uses the Miles and Huberman model with activity stages in data analysis, namely: data collection, data reduction, data presentation and conclusion drawing/verification. Data collection was obtained from interviews with owners and employees of the NTB waste bank, where the results of the research show that green marketing and digital marketing strategies can increase the number of product sales at the NTB waste bank. So the conclusion of this research is that the NTB waste bank in implementing marketing strategies must continue to be consistent and innovate in order to continue to increase the number of sales, especially digital marketing strategies in the future must be more innovative by adding advertisements that are placed.

Keywords: Green Marketing, Digital Marketing, Sales, and NTB Waste Bank

INTRODUCTION

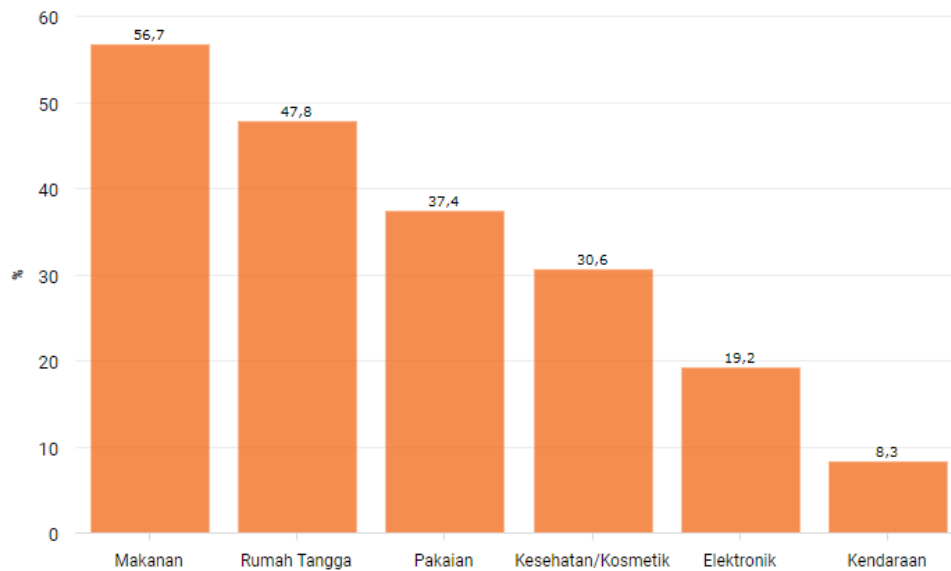
Countries that have problems in managing their waste are in the East and Southeast Asia region, especially China. However, Indonesia is also one of the countries that still has problems with waste management, occupying the second position, after China. Data from the National Waste Management Information System (SIPSN) of the Indonesian Ministry of Environment

and Forestry (KLHK) states that in 2021 the amount of waste generated in Indonesia will reach 29.8 million tons, of which 17.54 percent is plastic waste. percent, commerce 18.08 percent, market 17.34 percent, offices 8.17 The source of waste comes from households 40.88 percent, public facilities 6.32 percent and areas 5.8 percent. Because of this, the Ministry of Environment and Forestry stated, "efforts to reduce plastic waste require contributions from various parties, including the public and the private sector." Indonesia continues to make every effort to reduce the production of plastic waste in Indonesia. So that there is a waste reduction target that wants to reach up to 70% by 2025 which is expected to be achieved, (indorelawan.org, 2021).

In West Nusa Tenggara, for four years, 3.9 million tons of waste have been produced. From these data, 2 million tons of waste have not been managed properly. During the four years of the NTB Gemilang Zero Waste program, there were around 3.9 million tons of waste in NTB and only 1.9 million tons were managed or handled at the TPA (final disposal site) data from the NTB Environment and Forestry Service (LHK), (second) .com, 2023). The existence of more and more waste is a problem for human life. The increasing amount of waste is caused by more and more complex human activities. Waste problems are often found in various areas, both residential, urban, rural and industrial areas. If the waste problem is not handled properly, it can cause serious problems for the environment and humans. Waste that is often considered to have no use value actually still has considerable benefits for humans. Even if we are good at processing it, waste can have a selling value.

The use of used goods or non-consumable materials to create environmentally friendly products is the best way to achieve environmental sustainability. Utilizing waste into a quality product that has economic value resulting from creativity and innovation (Mulyani et al., 2019), and produced traditionally will produce practical functions, aesthetic value and precision that contains environmentally friendly values. Currently, handicraft products or used goods creations also contribute to the country's foreign exchange. The following is waste data that is managed into products that can be used in everyday life that have a good impact on environmental sustainability.

Survey Results of Types of Sustainable/Environmentally Friendly Products Purchased 1 Year 2023 in Indonesia



Source : katadata.com2023

From the data above, it can be seen that the results of the Katadata Insight Center (KIC) survey “Katadata Consumer Survey on Sustainability” show that food is the most purchased environmentally friendly item. As many as 56.7% of respondents acknowledged buying food as an environmentally friendly product in the past year. Other eco-friendly goods that are mostly purchased include, 47.8% from household products, 37.4% clothing, and 30.6% health and cosmetics. Then as much as 19.2% of electronic products and 8.3% of vehicles. Most of the respondents have awareness of the importance of environmental sustainability by using environmentally friendly products. From the data above, it can also be seen that in second place the most purchased environmentally friendly products are household products. The highest reason why respondents chose environmentally friendly products was because they wanted to preserve the earth (60.5%) and were satisfied using environmentally friendly products (51.1%). %), (Annur, 2022).

Environment We have gone through and faced many environmental problems, ranging from pollution, environmental pollution (water and soil), global warming, waste problems, ecosystem damage, floods, abrasion to overpopulation and many other problems. Therefore, reducing the risk of environmental problems and creating a positive impact on environmental sustainability is through the utilization of used goods or non-consumable materials to be processed into the creation of goods that generate economic value and then campaigned through a green marketing strategy. When people are more aware of the values embodied in environmentally friendly behavior, it is certain that the demand for products that contain environmentally friendly materials will increase people's behavior to also turn towards being

environmentally conscious. Green marketing is the activity of marketing products and/or services that are environmentally friendly. This concept is increasingly popular among the millennial generation and Gen Z understands how important it is to save the environment. Whereas among PKK mothers who are on average Gen X, an approach is needed through the concept of sharing or transferring knowledge about green marketing intensively. (Hamdan et al., 2022). Digital marketing is a form of business to do marketing and promote a brand or product through the digital world or the internet. With the aim of being able to reach consumers and potential customers quickly and on time. 1 Simply put, digital marketing is a way to market and promote certain products or brands through digital media. This can be done through internet advertising or social media that is widely used by business people, such as Facebook, YouTube, Twitter, Instagram and other social media, (Khairunisa & Safitri, 2020).

The NTB Waste Bank is one of the creative innovation efforts that care for the environment in Mataram, Lombok, West Nusa Tenggara. With the use of waste as a basic material for making (handmade) products, Aisyah Odist, as the founder of the waste Bank, stated that, Trash is now not only seen as waste that is worthless, even in his hands trash can be something that has high economic value. The NTB waste bank has also sparked extraordinary programs, one of which is KAWISKRISANT "Integrated Creative Tourism Village", which was launched at the end of 2017 yesterday. where he conjured a "slum village" into a "tourist village" worth visiting and livable by guests from out of town to abroad. Besides that, he was also able to change the mindset of the local community to keep the environment clean and most importantly, the community does not they are throwing their trash carelessly, people are even taught to sort their own waste, then it is collected, then it can be saved in a WASTE BANK like saving money in a bank.

The NTB Waste Bank was founded by Aisyah Odist in 2011. Until now, at the Waste Bank he founded, the youngest of 11 siblings has collaborated with more than 37 partners, more than 100 customers and employs 6 employees. Where are the products that are produced from processed recycled waste into environmentally friendly household products, such as bags, carpet mats, plates, souvenirs, etc., which are then sold at the NTB Waste Bank shop and sold online : by utilizing the digital marketing such as in e-commerce, shopee, tokopedia, facebook and Instagram.

The NTB Waste Bank was established as a form of concern for the many people, especially those living in the area around the village where the NTB Waste Bank is located, who are not aware of the importance of keeping the environment clean. With the existence of the NTB Waste Bank, Aisyah hopes that not only public awareness can be formed, but also that they are able to manage waste into something that has high selling value and can even compete at the international level. Luckily, over the past few years the activities at the NTB Waste Bank have received support from PLN's CSR party, namely PLN Peduli. Until now, the NTB Waste Bank continues to innovate products and marketing activities by making potential customers aware of the importance of preserving the environment and by taking advantage of technological advances such as digital marketing to increase product sales.

From this data it can be seen that the amount of waste has increased, for this reason it is necessary to recycle this waste so that it can produce a positive impact on the survival of life, handicrafts that produce products from waste can be one way to deal with the increasing amount of waste, here Researchers see that the products produced by the NTB waste bank can help with the problem of increasing waste, so researchers are interested in conducting more in-depth research regarding the factors that can increase sales of products at the waste bank, especially the digital marketing and green marketing strategy factors that have been carried out by the NTB waste bank.

Several previous studies have examined green marketing and digital marketing variables on increasing the number of sales of products such as, (Hakim & Rahayu, 2022) *Digital marketing is seen as the best media as the most effective and efficient means of promotion and is able to significantly increase sales volume for home industry products, as for* (Arfan & Ali Hasan, 2022), found that digital marketing had a significant effect on store revenue. These findings provide an illustration to micro, small and medium enterprises that the use of digital media is very effective in running a business. (Ayu Larasati et al., 2022) The application of digital marketing carried out by Ayana Store Pati, namely digital marketing, can increase sales of Ayana Store Pati products., then (Zaky & Purnami, 2020) Green marketing mix (green product, green price, green place and green promotion) has a partially positive and significant effect on product purchasing decisions. And (Salam & Sukiman, 2021) The results of the analysis in this research show that the Green Marketing variable has a significant effect on purchasing decisions.

From previous research and data, researchers are interested in finding out whether the digital marketing strategy carried out by the NTB waste bank can increase the number of sales of its products.

THEORETICAL FRAMEWORK

Marketing

According to (Kotler, 2016: 27) marketing is a social process in which individuals and groups obtain what they need and want through creating, offering, and exchanging products and services with value-free with others.

Green Marketing

According to The American Marketing Association (AMA) green marketing (green marketing) is market dynamics and includes changes in the orientation of consumer behavior that is more concerned with the environment (green consumers) which encourages marketers in these ways to market products through a responsible and environmentally friendly approach. (Allen Manongko, 2018) Defining green marketing is an organization or company's business to design, promote, price, and distribute products that are not detrimental to the environment. Green marketing does not merely offer products that are environmentally friendly, but the production process must also be environmentally friendly. Green marketing

is a marketing strategy that supports the environment by creating benefits for the environment, this is based on what consumers expect. So the company created what consumers asked for, namely green marketing to be able to influence purchasing decisions (Mozhgan & Bamdad, 2014). Green marketing set by the company can form an incentive for consumers to buy a product (Hamdan et al., 2022).

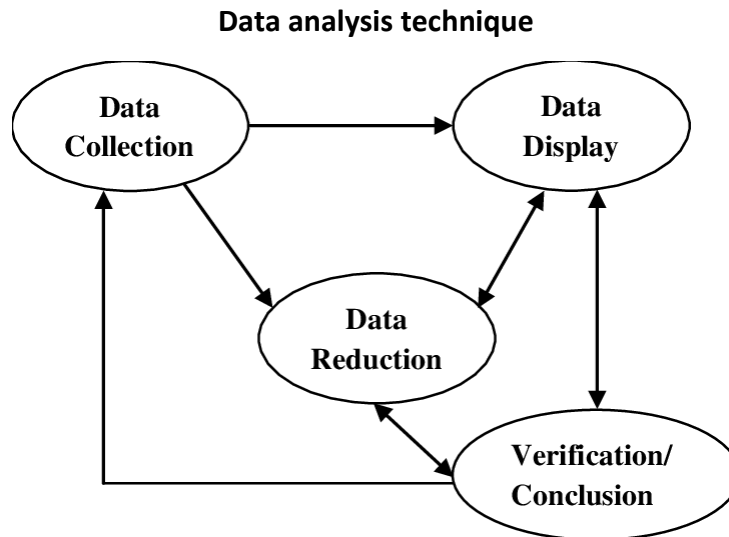
Digital Marketing

Digital marketing or digital marketing has almost the same meaning as electronic marketing (e-marketing) both describe the management and implementation of marketing using electronic media, digital marketing is the application of digital technology that forms online channels (online channels) to the market (websites, email, databases). , digital TV and through various other recent innovations including blogs, feeds, podcasts and social networks) which contribute to marketing activities aimed at making profits and building and developing relationships with customers (Fandy Tjiptono and Gregorius, 2017). According to Chakti (2019: 11) digital marketing is or digital marketing has almost the same meaning as electronic marketing (e-marketing) both of which describe the management and implementation of marketing using electronic media. Digital marketing is the application of digital technology that forms online channels to the market (websites, email, databases, digital TV and through various other recent innovations including blogs, feeds, podcasts and social networks) that contribute to marketing activities. By aiming to gain profits and build and develop relationships with customers besides developing a planned approach to increase consumer knowledge (towards the company, behavior, values and level of loyalty to its product brands). Furthermore, integrating targeted communications with online services according to the needs of each individual or specific customer. (Syacroni et al., 2023) In short, digital marketing is an activity that achieves marketing goals through the application of technology and digital media, especially the internet. According to (Purwana et al., 2017), Digital marketing is the activity of promoting and finding markets through digital media online using various means such as social networks.

RESEARCH METHODS

This research uses a descriptive qualitative approach. The qualitative approach aims to explore or build a proposition or explain the meaning behind reality. This research will determine the green marketing and digital marketing strategies implemented by the NTB Waste Bank in increasing the number of sales of its products. This research was conducted in July-March 2024. The research location is on Jl. Gegerung, Lingsar District, West Lombok Regency, West Nusa Tenggara. The address is the location of the NTB waste Bank Store. Sampling This research was carried out by purposive sampling of the owner of the NTB Waste Bank shop and employees. The purposive sampling technique was obtained through a question and answer process conducted by researchers and several informants. The analytical tool in this study used the Miles and Huberman model with the stages of activity in

data analysis, namely: data collection, data reduction, data display and conclusion drawing/verification.



Source: Miles and Huberman Interactive model data analysis

RESULTS AND DISCUSSION

In depth interview with the owner of the NTB waste bank

The appointment of the owner as one of the resource persons is because he is considered the main informant who implements all activities in the NTB Waste Bank, besides that he is also a party that has a big influence on all operational activities of the NTB Waste Bank. The owner is considered to be able to provide information about green marketing and digital marketing strategies for product sales from the NTB waste bank.

The following are the results of the researcher's interview with the owner of the NTB waste bank regarding the green marketing and digital marketing strategies that were carried out to increase the number of product sales. At the beginning, the researcher first asked about Aisyah Odist's role as owner and director at the NTB waste bank in managing all activities including those related to the marketing strategy at the NTB waste bank shop. Based on the results of the answer from Mrs. Asyah Odist as the owner regarding her role in managing all activities including the marketing strategy "I am at the NTB waste bank in charge of managing all activities in the NTB waste bank covering all divisions, one of which is my marketing division which plays an early role in creating innovation and organize how the marketing strategy that is made can run effectively and efficiently by working with those in the marketing division. Then on the same occasion the researcher asked about the number of employees at the NTB waste bank, regarding this question Mrs. Aisyah Odist answered "the number of employees at the NTB waste bank is currently 6 people".

Next, the researcher asked about how the marketing strategy was carried out, such as the green marketing strategy which aims to increase sales at the NTB waste bank, the answer from

Asiyah Odist as the owner "In marketing our products we use various marketing strategies related to green marketing, where we see that the products we created here (waste bank) is in great demand by consumers, especially those who are aware of a clean and safe living environment, therefore our green marketing strategy is more about how to convince consumers that when they buy and use products from us that are made from waste already have a good impact on the sustainability of their environment in the future, because apart from being waste the products we create are very useful and useful in everyday life so we carry out a green marketing strategy by utilizing short workshops and also providing information on how products what we make is purely from discarded waste, besides that we also make the wasted waste valuable where they can collect the waste which they can then sell the waste to us as well as the various training programs that we create at the NTB waste bank to attract their interest in taking part in protecting the environment, where we collaborate with various partners and villages to also conduct training regarding waste recycling, besides that we also conduct training for those who have deficiencies such as persons with disabilities to be able to participate participate in keeping our environment healthy, so that our green marketing strategy can attract consumers to use our products."

Furthermore, the researcher asked again how the marketing strategy was carried out related to the digital marketing strategy which aims to increase sales at the NTB waste bank, the answer from Asiyah Odist as the owner "For me in the era of technology like currently marketing products by utilizing digital is very important, right? we are here to market our products besides in our stores utilizing various digital platforms such as, shopee, facebook, Instagram, whatsapp and youtube, besides aiming to increase sales and expand the reach of our segmentation the use of digital marketing strategies that we also do so that consumers realize that the products we create very beneficial for environmental sustainability in the future, by utilizing digital platforms especially such as Instagram and YouTube we do not only sell products but create interesting video content related to how our products are made, so that consumers can also get attention related to how to recycle waste into products, by creating interesting video content, in my opinion, it is very effective in increasing sales because it relates to building trust in consumers, there are even some people who, after watching or viewing content from the waste bank, can make them interested not only in buying products but they are also interested and come to our shop to take part in training related to waste recycling, and even our customers who come are not only Lombok people but from various regions and even foreign consumers who usually travel to Lombok."

Then the researcher asked whether the level of sales at the waste bank had increased after carrying out the green marketing and digital marketing strategy, the informant replied "so far after we have carried out the green and digital marketing strategy the results have been very good for our product sales in the NTB waste bank, where there are always the increase in the number of sales from year to year, so that you can say that many people are starting to realize the importance of protecting the environment, and also from year to year

the number of customers in the waste bank who save and sell their waste in the waste bank is increasing.

In depth interviews with Marketing and Public Relations Managers at the NTB waste bank

The second resource person chosen by the researcher is the head of the marketing division, this is because he is the party that carries out activities related to promotions, product marketing strategies and customer relations. Apart from that, the head of the marketing division has a close relationship with consumers in a direct relationship in touch with guests who visit the store and provides interesting services and knowledge related to products and training available at the NTB waste bank. Researchers assume that this party has a big influence in helping the effectiveness of implementing marketing strategy activities, especially green marketing and digital marketing strategies which can increase the number of sales.

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Next, the researcher asked how the process of implementing the digital marketing strategy carried out by the NTB waste bank increased the number of sales. The following is the answer from wabisana satia aji as marketing manager at the NTB trash bank, "For the digital marketing strategy from the start of selling our products we have done it until now with various kinds of innovations to keep up with the times, we at the NTB trash bank carry out promotional communications with various platforms, such as Facebook , shopee, Instagram, whatsapp, and youtube, we do all of this to increase consumer confidence and their awareness of the importance of keeping the environment clean by managing waste into useful products, on our YouTube the name of the channel is (NTB Mandiri Waste Bank) with as many subscribers as 2.34 thousand, on this channel we share video content regarding how our products are produced and we also create content related to trainings in our store, to make online purchases we sell on the shopee and facebook platforms, but we to focus more on sales in stores because to make consumers more aware of environmental concerns because when they visit our stores consumers will see how the process of waste that is no longer used can be turned into useful goods.

And then the researchers asked what were the obstacles in implementing green marketing and digital marketing strategies at the NTB waste bank. The answer from wabisana satia aji as the marketing manager was "for the green marketing strategy, the problem is only the training time that we have to schedule properly because until now there are many

communities or groups of people who want to take part in training from us, where they have started to realize the importance of protecting the environment and for events that can be participated in by our products, we must always try to participate, even if it is paid, because we prioritize knowledge related to our products first, which consumers get before buying or using our products. then for the constraints of implementing digital marketing we are required to continue to make innovations related to the development of the current technological era, so we are still learning to master all kinds of existing platforms to be used as a tool to communicate and sell our products, for that we are always looking for marketing employees who can apply digital platforms now”.

In depth interview with the Accounting Manager at the NTB waste bank.

The appointment of an accounting manager as one of the resource persons by the researchers because for researchers an accounting manager is considered an informant who can provide information on the financial situation at the NTB waste bank related to the number of product sales when green marketing and digital marketing strategies began to be implemented to increase the number of product sales in West Nusa Tenggara waste bank.

The researcher asked how the influence of the level of product sales when green marketing and digital marketing strategies began to be used at the NTB waste bank. The answer from Ms. Asdiana Salim as Accounting Manager was "one of my tasks is to make financial reports at the NTB waste bank, after I made a report on the number of sales from 2019 to 2022 which in that year the green marketing strategy and digital marketing have been implemented. sales have always increased, this means that when viewed from the marketing strategy it has been able to influence the number of product sales in the NTB waste bank, even though in those years we had holidays or were closed in certain months but overall from these three years the sales results experienced enhancement".

Furthermore, the researcher asked whether the green marketing and digital marketing strategies applied affected marketing costs and whether profits at the NTB waste bank had increased, the answer was "in terms of expenses, green marketing strategies incur more costs compared to digital marketing strategies, because green marketing strategies we are more into conducting training and attending events that incur costs, while for digital we do not spend too much money, because we only recruit professional marketing employees in the digital field, but even though we pay for this marketing strategy we still benefit from the number of sales our product which so far continues to improve”.

Sales revenue data for NTB waste bank products in 2019 for the period January 2019 to December 2019.

Revenue from sales of NTB waste bank products in 2019

No	Month	Jumlah Pendapatan/ Rp
1	Januari	CLOSE
	Februari	CLOSE

No	Month	Jumlah Pendapatan/ Rp
3	Maret	9,325,000
4	April	8,300,000
5	Mei	6,500,000
6	Juni	8,750,000
7	Juli	5,125,000
8	Agustus	9,210,000
9	September	8,250,000
10	Oktober	7,850,000
11	November	8,500,000
12	Desember	8,700,000
Total		80,510,000

Data source: NTB waste bank

From the data above it can be seen that the total product sales revenue at the NTB waste bank in 2019 from January to December was Rp. 80,510,000 where in January and February the shop at the NTB waste bank is closed.

Sales revenue data for NTB waste bank products for 2020 for the period January 2020 to December 2020.

Revenue from sales of NTB waste bank products in 2020

No	Month	Jumlah Pendapatan/ Rp
1	Januari	7,250,000
2	Februari	9,465,000
3	Maret	8,867,000
4	April	11,200,000
5	Mei	9,230,000
6	Juni	9,956,000
7	Juli	8,860,000
8	Agustus	12,400,000
9	September	8,759,000
10	Oktober	8,100,000
11	November	9,020,000
12	Desember	10,340,000
Total		113,447,000

Data source: NTB waste bank

From the data above it can be seen that the total product sales revenue at the NTB waste bank in 2020 from January to December is Rp. 113,447,000 where the total income in 2020 has increased from the total income in 2019.

Sales revenue data for NTB waste bank products for 2021 for the period January 2021 to December 2021.

Revenue from sales of NTB waste bank products in 2021

No	Month	Jumlah Pendapatan/ Rp
1	Januari	12,250,000
2	Februari	11,465,000
3	Maret	14,560,000
4	April	11,450,000
5	Mei	9,783,000
6	Juni	13,540,000
7	Juli	10,600,000
8	Agustus	16,870,000
9	September	17,432,000
10	Oktober	16,100,000
11	November	14,900,000
12	Desember	16,963,000
Total		165,913,000

Data source: NTB waste bank

From the data above it can be seen that the total product sales revenue at the NTB waste bank in 2021 from January to December is Rp. 165,913,000 where the total income in 2021 has increased from the total income in 2020.

From data for three years 2019, 2020 and 2021 the income at the NTB waste bank was obtained from the accounting manager, during which time the green marketing and digital marketing strategies began to be implemented, it can be seen that the amount of income at the NTB waste bank has increased from year to years starting from 2019, 2020 to 2020, so you can see how the influence of green marketing and digital marketing strategies on the NTB waste bank can affect increased sales.

From the results of interviews and withdrawal of sales data from NTB waste banks, it can be concluded that:

1. The green marketing strategy carried out by the NTB waste bank has an effect on increasing the number of product sales.
2. The green marketing strategy carried out by the NTB waste bank has an effect on increasing the number of product sales.

Discussion

Based on the results of observations made by researchers on the NTB waste bank to find out how green marketing and digital marketing strategies can affect the level of product sales at the NTB waste bank, the results show that the level of product sales at the NTB waste bank has increased from 2019 to 2020 when Green marketing and digital marketing strategies are starting to be implemented. In addition, the number of NTB waste bank customers who save their waste at the NTB waste bank continues to increase where the results of observations made by field observations also show that many groups or organizations have started to

participate in trainings for making products made from plastic waste. carried out at the waste bank shop in NTB. This is also in accordance with the results of the researcher's interview with the owner of the NTB waste bank, Mrs. Aisyah Odist, who stated that "the level of product sales at the NTB waste bank continued to increase when they started implementing a green marketing strategy by providing training (workshops) related to the basic ingredients of products made from waste. , then the process of making products that are environmentally friendly and the benefits of using our products can save the environment in the future, and also from the digital marketing strategy that we have implemented, many people have been able to awaken many people to love the environment so that they are interested in buying and using products from us, and where Asiyah Odist also added that the number of customers from the NTB waste bank continues to increase."

The results of the answers from the marketing manager and accounting manager of the NTB waste bank also stated that as long as green marketing and digital marketing strategies were implemented, product sales and visitors who attended training at the NTB waste bank continued to increase from year to year, despite the words of wabisana satia aji as manager the marketing strategy for sales is more focused on green marketing, then in digital marketing it is more about providing information and knowledge related to products in the NTB waste bank, but these two marketing strategies have been able to increase the number of product sales at the NTB waste bank, then these results also supported by data obtained from the accounting manager, product sales data from 2019 to 2021 can be seen continuing to increase, so it can be said that the results of implementing green marketing and digital marketing strategies carried out by the NTB waste bank can increase the amount of sales their product.

For the NTB waste bank, product sales play an important role because it can affect the company's income in determining the operational course of a company. Where with good income the operational activities of the NTB waste bank can also run well especially for future development in order to achieve marketing goals and to achieve company goals in creating products that are environmentally friendly and make people aware of always protecting the environment, especially in order to reduce waste waste which is bad for our earth.

The results of the study stated that the green marketing and digital marketing strategies carried out by the NTB waste bank in marketing their products were proven to be able to increase the number of product sales at the NTB waste bank, this is in line with research conducted by (Zaky & Purnami, 2020) which states that green marketing can influence purchasing decisions which have an impact on increasing the number of company sales. Then the results of research from (Salam & Sukiman, 2021) by increasing the green marketing strategy can increase the number of sales. Further research results (Firdaus et al., 2022) stated that in order to expand the production market, it is better to take advantage of current technological developments, especially digital marketing strategies so as to maximize the company's income. This is in line with research by (Arfan & Ali Hasan, 2022) Digital marketing

has a significant effect on increasing company revenue by utilizing digital marketing such as e-commerce, Facebook and Instagram. As for (Syacroni et al., 2023) and (Ayu Larasati et al., 2022) found that implementing digital marketing strategies can increase sales of company products.

CONCLUSION

Based on the results of field observations, research and discussions, it can be concluded that; 1) the green marketing strategy at the NTB waste bank can influence the number of product sales, 2) the digital marketing strategy at the NTB waste bank can influence the number of product sales. Green marketing strategies by conducting training and providing product-related information as well as taking advantage of events that can be participated in by the NTB waste bank can increase the number of sales of NTB waste bank products, then by implementing digital marketing. Strategies that utilize various digital platforms to promote products can increase the number of product sales at NTB waste banks. In addition, the increasing public awareness of the importance of maintaining a clean environment, one of which is by managing waste into products with high economic value, makes it easier for NTB waste banks to implement green marketing and digital marketing strategies that they use to get suitable consumers. and increase the number of sales.

Suggestion

For the NTB waste bank, in implementing marketing strategies, it must continue to be consistent and innovate so that it can continue to increase the number of sales, in particular, digital marketing strategies must be further innovated in the future by adding advertisements that are placed on various digital platforms to attract more consumer attention and can expand the market segmentation of the NTB waste bank. And for future researchers, they can conduct research by adding strategies or other variables besides those used in this research, namely green marketing and digital marketing, especially for companies that produce green products because each region has various kinds of creative products that are environmentally friendly.

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