

ABSTRACT

The escalating issue of organic waste has become a serious environmental challenge, particularly in urban areas. The Rumah Maggot in Kelurahan Mengger offers an alternative solution to organic waste management through the cultivation of Black Soldier Fly (BSF) larvae. This research aims to design an effective green marketing strategy to raise public awareness and encourage community participation in environmentally based waste management programs. This study employs a descriptive qualitative approach, with data collected through observation, in-depth interviews, and document analysis. Data analysis was conducted using SWOT (Strengths, Weaknesses, Opportunities, Threats) and STP (Segmenting, Targeting, Positioning) frameworks to formulate an appropriate green marketing strategy. The research findings indicate that strengthening environmental education, implementing value-based digital promotion, building partnerships with schools and communities, and utilizing eco-friendly product packaging are key components of an effective marketing strategy to enhance the image and impact of Rumah Maggot Mengger. The proposed green marketing strategy not only focuses on raising awareness but also promotes behavioral change in waste sorting and supports sustainable waste management practices. By implementing this strategy, Rumah Maggot Mengger can serve as a more active center for environmental education and local environmental advocacy.

Keywords: *Green Marketing, Environmental Awareness, Rumah Maggot Mengger, Marketing Strategy, Organic Waste, BSF Larvae, STP, SWOT.*