

## ABSTRACT

*Green marketing is a marketing concept that emphasizes the factors and impacts that will be given to the environment. Green marketing can be divided into green marketing strategies and green marketing mix. There are 4 types of green marketing mix which are green product, price, place and promotion. This research will discuss about green promotion. The existence of social media and ease of internet use, can provide companies with easier communication with customers to promote their green activities. Therefore, this research will focus more on customer engagement which aims to inform the customer about the environmental concern. The objective of this research is to design models of customer engagement and also to find out the relationships between variables. These variables are attention, interaction and customer satisfaction as exogenous variables and brand trust as endogenous variables. The method used in this research is survey using questionnaires and Structural Equation Model (SEM) tools and will be processed using AMOS 22 software. The results of this research are 2 of 3 variables that are significantly related to brand trust. The variables are attention with a significance value of 0.004 and customer satisfaction with a significant value of 0.001.*

**Keywords:** Marketing, Green, Promotion, Customer-Engagement, Brand-Trust