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**THE USE OF REUSABLE SHOPPING BAG AS FORM AS GREEN
MARKETING IN RETAIL INDUSTRY**

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ABSTRACT

The issue of environmental sustainability attracted the attention of various parties in recent decades. The use of plastic shopping bags in excess is a serious threat to the environment, such as climate change and global warming. This article focuses on the use of reusable shopping bags as an alternative offered by the retail industry, as a form of green marketing. Liveliness of the retail industry in influencing consumers to use reusable shopping bags will make a major contribution to the reduction of plastic waste. The result of this conceptual study is hoped to provide insight and practical recommendations for the retail industry to increase consumer awareness and knowledge in maintaining environmental sustainability.

Keywords: reusable shopping bag, green marketing