

Abstract

Against this background, this research will try to discover new strategies or perhaps to identify whether these palm oil companies in question do have an ‘environmental sustainability’, or perhaps what should be the best strategy in terms of growth amidst these challenges. A number of research questions are devised to assist this research such as: 1. How does the company implement their environmental strategy plans in the case of palm oil plantation expansion 2. How are the implementation of green marketing as a process of companies’ strategies in their efforts to communicate and achieve sustainability strategies especially in the case of business expansion 3. What does the company think about co-opetition strategy and what are the possible strategies that can be included in the co-opetition coalition target to achieve sustainability and expansion as an industry, specifically in the green marketing section to avoid sustainability issues. Research objective of this study to identify the expansion strategy in a palm oil plantation business process related to the various external challenges currently being faced. Specifically, this research will try to explore in depth the communication strategies developed by various CPO companies in Indonesia. With company that doesn’t act proactively in their environmental strategy, growth and business interruption will surely be a hindrance in their growth and daily operations, with businesses that implements their environmental strategy correctly and effectively the results can range from extra premium of the product, less business interruption.

Keywords:

Environmental sustainability strategy, the implementation of green marketing, CPO companies in Indonesia