

## Green Marketing Strategy in Efforts to Preserve the Environment

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### ABSTRACT

Various natural damage on land, sea, and air has shown that humans as creatures who have a mind should think of solutions and make various improvements to save nature and the environment. Marketing that has created products through the production process has a significant role in saving nature and the environment. The green marketing strategy tries to provide an alternative for companies to participate in efforts to preserve and save the environment from damage. This strategy is expected to help companies meet society's demands and consumers who want products that are not harmful to their health and the environment. In addition, this strategy is also expected to bring companies to fulfill their social responsibilities by government regulations

**KEYWORDS:** Green Marketing, Marketing

### ABSTRAK

Berbagai kerusakan alam yang ada, baik di darat, laut dan udara telah memberikan tanda bahwa manusia sebagai makhluk yang memiliki akal pikiran patut untuk memikirkan solusi dan melakukan berbagai perbaikan guna menyelamatkan alam dan lingkungan. Pemasaran yang telah menciptakan produk melalui proses produksinya memiliki peran besar dalam rangka menyelamatkan alam dan lingkungan ini. Strategi green marketing mencoba memberikan alternatif bagi perusahaan untuk turut serta terlibat dalam usaha melestarika dan menyelamatkan lingkungan dari kerusakan. Strategi ini diharapkan dapat membantu perusahaan untuk memenuhi tuntutan masyarakat dan konsumen yang menginginkan produk yang tidak berbahaya bagi kesehatan dan lingkungan mereka. Selain itu, strategi ini juga diharapkan dapat membawa perusahaan untuk memenuhi tanggung jawab sosial mereka sesuai dengan peraturan pemerintah.

**KATA KUNCI :** Green Marketing, Pemasaran

## Introduction

Countries in the world, including Indonesia, have recently been faced with the problem of natural conditions that are pretty worrying on land, water, and air. Indonesia's nature, which was once known to be very beautiful, has now undergone many changes that are getting worse. Even Indonesia's environment is often news in electronic media and viral on social media.

We cannot categorize the Earth of Indonesia as being fine at this time. Deforestation, such as intentional forest burning and illegal logging by irresponsible persons, causes damage to Indonesia's forests. Even though it is known together that forests are the lungs of the world and their damage can have negative impacts such as landslides and floods. Since 2014, the Ministry of Environment and Forestry has reported that there have been 90 cases of forest destruction. Among the 90 cases, illegal logging cases were the most, namely 59 cases (Statistik, 2019). In addition, the destruction of coral reef ecosystems due to fishing activities in an improper way also contributes to the destruction of Indonesia's natural waters. Various human activities, such as PLTU emissions that use coal as fuel and smoke from motorized vehicles, also exacerbate Indonesia's natural condition.

Besides deforestation, damage to coral reefs, and air pollution, Indonesia is also faced with the problem of plastic waste that causes soil pollution. This phenomenon happens because the amount of use of plastic waste is substantial, while the decomposition of plastic waste takes a very long time, up to hundreds of years. This condition causes the pile of plastic waste to increase and has become a threat to human health. Not even a little plastic waste is dumped into rivers and seas, causing pollution from plastic waste to expand. Based on data presented by the Indonesian Plastic Industry Association (INAPLAS) and the Central Statistics Agency (BPS), plastic waste in Indonesia is 64 million tons per year, and 3.2 million tons of them are dumped into the sea (Indonesia.go.id, 2019). Another source stated that plastic waste is in the second rank in Indonesia, contributing to waste, which is 14% per year of total waste (InSWA, 2020).

Based on the facts above regarding the sources of environmental damage, we can conclude that the cause is based not only on natural factors but also on factors other than nature. Other than natural factors, these include the outcomes of the rest of both the production and the consumption activities. This situation means relating to the company's activities as producers and consumers as users or users of products produced by producers.

It is undeniable that humans, with their various activities, are always related to nature. It means that humans and nature cannot be separated. For example, humans use raw materials provided by nature to meet their daily needs. Even more than just fulfilling their own needs, humans also contact nature to fulfill economic motives or goals. These economic motives are often used to justify every human activity associated with nature, even though sometimes the consequences leave wrong impressions on the state of nature itself. So it is not wrong to say that humans are the most appropriate party for preserving nature, and this is following the word of God in QS Ar-Rum / 30: 41, which reads.

ظَهَرَ الْفَسَادُ فِي الْبَرِّ وَالْبَحْرِ بِمَا كَسَبَتْ أَيْدِي النَّاسِ لِيُذِيقَهُمْ بَعْضَ الَّذِي عَمِلُوا لَعَلَّهُمْ يَرْجِعُونَ

Meaning: "Corruption has appeared on land and at sea due to the actions of human hands, so that Allah may feel for them some of the (results of) their actions so that they return (to the right path)." (RI, 2012)

These emerging environmental problems must be solved. Solutions to environmental issues cannot be left only to certain parties, but there needs to be awareness and cooperation from various parties. The government, companies or business actors, consumers, and the community are the proper parties to work together to solve this problem. Changes in people's mindsets and views that are starting to care about the health and the environment require companies to pay attention to their every action not to damage the environment. In addition, the policies currently issued by the government also require companies as business actors to be more responsible for the environment. For example, there is a prohibition on disposing of residual production waste carelessly, using plastic bags, and so on. Therefore, to fulfill this, companies need an appropriate strategy to survive in increasingly high business competition while prioritizing preserving the environment.

Based on this, green marketing tries to offer a step that puts the environment as essential to pay attention to in every marketing activity. The strategy that emerged in the late 1980s or early 1990s by the American Marketing Association (AMA) provides the concept that every marketing activity carried out by companies from input, process, and output is a product based on environmentally friendly actions. The goals of green marketing include:

- Communicating to the public that the company cares about the environment (green),
- Trying to change the consumer style in using and spending the use-value of the product (greener), and
- Trying to change consumers' ingrained habits or culture to become more concerned about the environment (greenest).

Nevertheless, there are still obstacles companies face as producers, especially Small and Medium Enterprises (SMEs), in implementing this strategy of green marketing. For example, they still have problems with knowledge and innovation techniques in developing environmentally friendly products. Another problem is the thought of consumers who have not accepted product changes because they are used to old products. Moreover, new products resulting from innovation using the green marketing concept will usually have a higher price. Therefore, this strategy is expected to help companies meet society's demands and consumers who want safe products for their health and the environment. In addition, this strategy is also expected to bring companies to fulfill their social responsibility elements by government regulations.

## Literatur Review

## Marketing Concept

Marketing has a core meaning as a process or activity to meet human and social needs. The American Marketing Association (AMA) in Kotler argues that marketing is an organizational function. Creating, communicating, and delivering value to consumers or customers and maintaining customer relationships to benefit the company or organization its stakeholders. Meanwhile, marketing management is the art and science of carrying out marketing activities, selecting target markets, managing relationships, maintaining customers, communicating, and delivering superior product value to consumers or customers (Kotler, 2009a). As for the product entities marketed by marketers or companies, among others, consist of products in the form of goods, services, events, experiences, people, places, properties, organizations, information, or ideas.

## The concept of Green Marketing

Green marketing was initially introduced by the American Marketing Association (AMA) in the late 1980s. This concept exists to help minimize environmental problems caused by marketing activities such as production and consumption. Green marketing tries to offer a strategy that can take advantage of the awareness of preserving the environment.

The American Marketing Association (AMA) defines green marketing based on three things, namely retailing definition, marketing definition, and environmental definition (Made et al., 2017). Based on the retailing definition, green marketing is defined as marketing activities for friendly and safe products for the environment. Meanwhile, based on the marketing definition, green marketing is a strategy to develop and market products that are made to maximally reduce negative impacts or consequences for the environment and improve quality. Furthermore, based on the environmental definition, green marketing is a step the company takes to create, communicate and deliver products that care and are responsive to the environment.

In essence, green marketing describes the marketing process of a product based on environmental performance. In Lee's opinion, green marketing emerged and developed through stages that began with the introduction and discussion process in the industry sector and then expected a good and positive response or response from consumers. In addition, the application of green marketing is also expected to add to the company's positive image in the eyes of consumers (Wolok, 2019). Ottman argues that green marketing aims to improve environmental quality and increase consumer satisfaction (Ottman, 2006). It means green marketing is not only to fulfill the element of responsibility alone but also to increase company profits in the long term through increased customer satisfaction. In addition, John Grant also stated about the purpose of green marketing, namely communicating to the public that the company cares about the environment (green), trying to change the consumer-style in using and spending the use-value of the product (greener), and trying to change the consumer culture to become more concerned. Towards the environment (greenest) (Riadi, 2017).

## Green Marketing Mix

The green marketing mix consists of a marketing mix adapted to the concept of green marketing. The marketing mix is the element used by marketers to achieve

goals. The marketing mix for products in the form of goods consists of 4P. Meanwhile, products in the form of services consist of 7P. The elements of the 4P's marketing mix, namely product (product), price (price), spot or distribution channel (place), and promotion (promotion). Meanwhile, the 7P marketing mix consists of a mix 4P and coupled with the (people), process (process), and physical evidence (physical evidence) (Kotler, 2009b).

### **The Concept of Environment and Natural Resources**

According to Wiryo, the environment is a combination of all things around us and affects our lives. Based on this definition, the environment is all the elements and factors outside of us. Furthermore, according to Law Number 32 of 2009, the environment is a unitary space with all objects, forces, conditions of living things, including humans and their behavior, which affect the survival and welfare of humans and other living creatures. Meanwhile, natural resources are elements or elements of the environment consisting of biological resources and non-biological resources and, as a whole, form a unified ecosystem (Wiryo, 2013).

Natural resources consist of two groups, namely renewable natural resources and non-renewable natural resources. Renewable natural resources are natural resources that can be recovered after harvest and used relatively quickly. For example, water, air, and biological resources include agriculture, animal husbandry, fisheries, and forestry. Meanwhile, non-renewable natural resources are natural resources that cannot be recovered quickly after being used and exploited. These non-renewable natural resources include land, mining materials other than fuel, and fossil fuels (Wiryo, 2013).

## **Discussion**

### **The Importance of Green Marketing**

Green marketing is no longer to fulfill social responsibility, but we can call it the company's needs in the face of business competition. Consumers today are increasingly concerned with the environment and want the products they use to be not harmful to their health. It means that all things consumers mean are not harmful to the environment and their health, including the ingredients for making the product, the process, and the packaging used, all of which are guaranteed to be safe for them.

Some of the important reasons for implementing green marketing include:

1. Achieving goals through opportunities

Companies usually have various goals in carrying out their activities, such as increasing revenue and profits, increasing the number of sales, improving the image or improving the company's reputation, social goals, and others. In achieving these goals, companies can fulfill them by carrying out various strategies, such as improving product quality, adjusting prices, carrying out appropriate promotions, or carrying out other marketing strategies that are deemed appropriate to meet these objectives. Companies can fulfill their marketing objectives by exploiting opportunities that can come from the wants and needs of consumers. Therefore, the awareness and condition of the community and consumers who want healthy and safe products for the environment have provided an opportunity for companies to create products

that consumers want.

2. Fulfilling the moral and social responsibility

A company that carries out various marketing activities using all things related to nature is appropriate to provide the best for nature and not the other way around. For example, the raw materials as the essential ingredients of manufacture that are taken and used, the production process that gives the remaining production waste to nature, up to the product's packaging, should not damage the environment and human health. Therefore, a strategy of green marketing that seeks to minimize the impact of environmental damage is a reason to be implemented by the company.

3. The existence of government regulations

The government has the authority to regulate and protect community activities, one of which is related to marketing and consumption activities. The regulations issued by this government include, among others, the utilization of hazardous and toxic waste (B3) that everyone who produces B3 waste must utilize B3 waste (Peraturan Menteri Lingkungan Hidup Dan Kehutanan Republik Indonesia Nomor P.75/MENLHK/SETJEN/KUM.1/10/2019 Tentang Peta Jalan Pengurangan Sampah Oleh Produsen, 2019). What is meant by everyone who is obliged to utilize the B3 waste is an individual or a business entity that is a legal entity or not a legal entity, which means that everyone is obliged to utilize waste from B3 waste resulting from their activities. The waste can be handed over to another party as a B3 waste user for those who cannot utilize their waste independently,

Another regulation is waste reduction, which explains that producers conduct business activities in the manufacturing sector (the beverage and food processing industry, consumer goods). The service sector (consisting of restaurant services, cafes, restaurants, catering, and hotels), as well as the retail sector (consisting of shopping centers, modern shops, and traditional markets), are required to use and package products from materials that are readily decomposed by natural processes and generate minimal waste. It means that producers are prohibited from using raw materials and packaging products from materials that are difficult to decompose (Peraturan Menteri Lingkungan Hidup Dan Kehutanan Republik Indonesia Nomor P.75/MENLHK/SETJEN/KUM.1/10/2019 Tentang Peta Jalan Pengurangan Sampah Oleh Produsen, 2019).

4. Competition

Conditions of increasingly high business competition at this time have required companies to always pay attention to the strategies they are doing. Competition has provided a choice for companies to face or retreat in a business trying to serve consumers' needs and desires. Therefore, in awareness and concern shown by consumers regarding the products they use and their waste for the environment, this is where companies can make it happen through product creation. It means that this condition has created competition for companies to create products that can meet the needs and desires of consumers.

5. Cost

Green marketing is carried out on products by minimizing the negative impact on the environment, either by reducing waste products from the start

of production (reduce), utilizing or reusing existing products not quickly to become waste (reuse), or recycling waste into waste. New products that have value (recycle) can provide distinct advantages for the company. With this strategy, the green marketing company can minimize the costs incurred by reducing expenses to solve the problem of waste, waste, or excessive use of materials. In the end, it will be valuable in cost efficiency and increase company profits.

### **Implementation of Green Marketing Mix**

The implementation of strategy green marketing can be regarded as the company's answer to their concern for environmental conditions, the needs and desires of consumers who want healthy products, competition, and government regulations. Mean that green marketing can be a form of awareness from companies to take steps related to environmental sustainability in the long term. The implementation of green marketing can be done by applying a green marketing mix. This mix, as previously mentioned, is an element of the marketing mix 4P which is then adjusted to the strategy green marketing and is called the green marketing mix. The use of the 4P marketing mix is based on the consideration that, in general, the types of products that leave many traces of residual production and use are products in the form of goods.

In more depth, the implementation of the green marketing mix can be explained as follows:

#### **1. Green Product**

Products are anything offered by companies or marketers to their prospective customers or consumers, and goods are one of the types of products that receive significant attention from other types of products as a basis for consideration. in strategy, green marketing. The application of green products can be started with the use of primary materials that are environmentally friendly, made from renewable resources, and are not harmful to the health of the wearer. For example, the product of sasirangan cloth, which is a typical South Kalimantan cloth, uses natural dyes as essential ingredients. Other examples include creating disposable straw products made of paper to readily biodegradable or using materials that can be washed and are safe for health if the straws are used repeatedly.

The application of green products is continued with making products and packaging that are environmentally friendly. What is meant by making environmentally friendly products is that in producing these goods, the company does not hurt the environment, either the process or the rest of the production. For example, the manufacture of sasirangan cloth made with natural ingredients in the manufacturing process does not cause chemical waste that is harmful to the surrounding environment. Another thing can also be done by making an independent waste disposal container so that it does not cause an impact from the waste that is disposed of carelessly.

Green products can be done by applying to reduce, reuse and recycling. Reduce aims to reduce waste generation as a result of product use or even before waste is formed. The success of reducing this needs to be supported by high caring behavior from consumers so that the products they use are more environmentally friendly. Examples of the application of reduction that

marketers can do include avoiding the use of plastic bags as shopping bags and replacing them with bags made of cloth or paper. It could be that marketers do not provide shopping bags. Thus, from the consumer's point of view, they have to prepare their shopping bags that can be used repeatedly. Another example of reducing things is that restaurants or restaurants do not prepare plastic straws, so consumers can use their straws to facilitate their consumption activities.

Furthermore, companies or marketers can also apply reuse to their products. Reuse here has the concept of using and rethinking to dispose of leftover products from previous use. They are intended to avoid the use of items that are only used once and thrown away. Thus, through reuse, the product can be used to extend its life before it becomes waste. For example, reuse can be done, among others, by packaging the product using containers that can be reused, providing products with refill options, or providing repair services if the product purchased is damaged.

Apart from reducing and reusing, companies can apply to recycle their products. Recycling means creating and using products from recycled products that are no longer used or useful—for example, creating new products from recycled products such as doormats made from scraps made from fabric or turning plastic materials into works of art.

## 2. Green Price

The price for a product can be seen from two sides, namely from the consumer and the company side. If we look at the concept of price from the consumer's point of view, then the price will show the meaning of spending or sacrifice from the monetary side to get, use, or own a product. However, from the company's perspective, the price can be a source of income and a differentiating element from competitors (Hasan, 2013). Pricing for a product can be related to the objectives that accompany the marketing of the product, among others, aiming to make a profit, increase sales, goals related to the image or good name of the company, or other purposes.

In the strategy of green marketing, the price level for its products tends to be higher. It is due to several factors, among others, related to the manufacturing or production costs of green marketing products, which are relatively higher than products that are not included in the green category product. Again, keep in mind that green products use entirely environmentally friendly materials, processes that are safe for the environment, and are packaged using materials that are also safe. Using raw materials, production processes, and packaging that require specific techniques will ultimately lead to higher costs, resulting in pricing. Another thing that causes higher prices is the certification process to get a label as an identity for environmentally friendly products, which also adds to higher costs. However, the relatively high price for this environmentally friendly product should not be an obstacle to selling a product, especially for consumers who care and need safe products for their health and the environment. In addition, this relatively high price can also give a positive image to consumers and the public because this can show that the company is a party that cares about the environment and its consumers.

### 3. Green Place

The meaning of place in the marketing mix can be related to location or can also be related to distribution channels. For a product, a strategic location and the ease with which consumers can get it will significantly support implementing this marketing mix. The implementation of a green place can be demonstrated by a place that provides environmentally friendly products, healthy air circulation, to the completeness of product accompanying facilities that also support the implementation of an environmentally friendly product concept. In the concept of green marketing, this green place can also be shown by making it easier for consumers to get the product in question without spending excessive energy and costs. Companies can open branches or add resellers of their products to carry out this step, to be closer to their consumers.

### 4. Green Promotion

Promotion can be meaningful as a communication process between products and consumers, hoping that consumers will know, remember, and finally decide to purchase the product. The application of *green promotion* is expected to add information and increase consumer knowledge that the product is a product that is safe for the environment and not harmful to health so that it strengthens consumers to make purchases. The application of *green promotion* can be made by using a promotional mix, advertising media. Companies can convey to consumers and the general public about anything that can show that the product is environmentally friendly through online and electronically advertising media. Other promotional mixes, such as sales promotions, can also communicate about this *green product*. An example of a sales promotion that can be done is by distributing free samples to consumers to know in advance about the product in question. Another way of dealing with *green promotion* is through public relations and publicity. In this step, the company can invite the community to work together to preserve the environment, for example, through reforestation. It can be continued by publishing through the media to increase the information obtained by the public about the company's concern for the environment. Finally, it is intended that this would have a favorable impact on the company's image or good name in the community.

## Conclusion

Based on the previous discussion, it can be concluded that green marketing can be an effort or solution to environmental problems caused by marketing activities. In addition, the company can also take this strategic step to convey to the public that the company has a role in preserving the environment. As a result, the company has campaigned through a strategy that stresses the preservation of nature and the environment to gain a positive image in the community. Therefore, green marketing needs to be considered and implemented by every company or marketer, large or small, with no exceptions, starting with the input, process, and output and everything that goes along with the consumption of these products by consumers. Nevertheless, the implementation of this strategy needs to be adjusted to the company's ability so as not to become an obstacle and complicate the company's activities.

Green marketing is critical for companies today, considering the natural conditions that are increasingly showing damage. Green marketing should be carried out by every business actor who carries out the production process, starting from using raw materials to packaging and post-use of the product without causing waste and waste that can be harmful to health and the environment. Green marketing also needs to be done to fulfill the elements of social responsibility, realize the needs and desires of people increasingly concerned about the environment, comply with government regulations, respond to business competition, and increase company revenues.

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