



The Future Of Jambi UMKM Marketing Trough The Green Economy In Digital Marketing

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ABSTRACT

Advances in digital technology have an impact on business development UMKM. Currently, more and more UMKM are concerned with sustainability by emphasizing their environmentally friendly products. UMKM are one solution to encourage acceleration green economy. Using environmentally friendly products can help reduce negative impact on the environment and climate, while digital business can help accelerate the growth of UMKM by expanding market reach. The problem that arises now is that there are still very few UMKM make optimal use of technology in the product promotion process and open up new opportunities for Jambi UMKM in their marketing. First, UMKM are able to differentiate themselves from competitors by offering environmentally friendly products and services. In an increasingly competitive market, UMKM that implement green economic practices have a competitive advantage. Second, society is increasingly aware of the importance of supporting environmentally responsible businesses. By implementing a green economy, UMKM can improve their brand image as companies that care about the environment. Third, consumers are increasingly inclined to choose environmentally friendly products and services. By implementing green economic practices, UMKM in Jambi can attract consumers who care about the environment and have a tendency to choose sustainable products.

INTRODUCTION

In an era when attention to environmental issues is increasing, environmentally friendly business practices are becoming increasingly important. One approach adopted by companies to show their commitment to the environment is through implementing green marketing strategies or what is often known as "green marketing". Green marketing is a concept that combines business, environmental and social aspects to create added value for customers and society as a whole.

Green marketing, or what is known as green marketing, refers to a concept that includes the development of a whole series of marketing activities to encourage and maintain environmentally friendly consumer behavior. In the current era of globalization, more and more individuals are increasing their awareness of the importance of maintaining the sustainability of nature and planet Earth. Therefore, implementing green marketing principles in company operations has become a very important aspect. This action reflects the company's efforts to consider environmental impacts in all dimensions of its marketing activities.

The green marketing concept is also defined as a marketing strategy that leads to the promotion of products that prioritize environmental safety aspects. In this case, companies implement various marketing strategies that are more environmentally friendly, including product modifications, changes in production processes, more sustainable packaging, and tailored advertising. The advancement of digital technology has an impact on the development of UMKM business. Currently, more and more UMKM are concerned about sustainability by emphasizing their environmentally friendly products. The UMKM is one of the solutions to encourage the acceleration of the green economy. The use of environmentally friendly products can help reduce the negative impact on the environment and climate, while digital businesses can help accelerate the growth of UMKM by expanding market reach. The problem that is emerging now is that there are still few UMKM that utilize technology optimally in the process of promoting their products and opening new opportunities for Jambi UMKM in their marketing. First, UMKM are able to distinguish themselves from competitors by offering environmentally friendly products and services. In an increasingly competitive market, UMKM that implement green economic practices have a competitive advantage. Second, the public is increasingly aware of the importance of supporting environmentally responsible businesses. By implementing a green economy, UMKM can improve their brand image as a company that cares about the environment.

Third, consumers are increasingly likely to choose environmentally friendly products and services. By implementing green economic practices, UMKM in Jambi can attract consumers who care about the environment and



have a tendency to choose sustainable products. In the ever-growing digital era, digital marketing has become an inevitable necessity for companies that want to expand their reach and strengthen their presence in the online world. Digital marketing is a type of marketing carried out to expand market reach through digital channels. Digital marketing refers to several promotional techniques that utilize digital technology to reach consumers. Through these digital channels, consumers can access information whenever and wherever they are. By implementing digital marketing in a business, UMKM can have an impact on increasing sales, reducing costs, building customer insight, developing customer relationships, adding value and strengthening the brand.

Digital marketing encompasses a variety of strategies and techniques, including search engine optimization (SEO), content marketing, social media marketing, pay-per-click (PPC) advertising, email marketing, influencer marketing, and others. In addition, digital marketing provides businesses with valuable data and insights through analytical tools. These tools make it possible marketers to track and measure social media campaign performance, understand customer behavior, identify trends, and make data-driven decisions. This data-driven approach enables continuous optimization and improvement. Marketing efforts, ensuring businesses remain competitive in the digital landscape. Overall, digital marketing has revolutionized the way businesses connect with their target audience of UMKM, enabling personalized and targeted communications, measurable results, and higher returns on investment. By leveraging the power of digital channels and implementing effective digital marketing strategies, businesses can reach and interact with their customers effectively in the digital era.

LITERATURE REVIEW

In this article, I will explore how implementing a green economy in a go digital company can open up bright future opportunities in the field of UMKM marketing in Jambi. Go Digital Company: the gateway to the future in this digital era, go digital companies are the key to success in marketing their products and services. By utilizing technology and digital platforms, UMKM in Jambi can expand their market reach significantly. Through websites, social media and e-commerce platforms, UMKM can reach potential consumers throughout Jambi and even outside the region.

Introduction to the Green Economy Concept Green economy is an approach that aims to integrate environmentally friendly and sustainable business practices. In the context of UMKM marketing, a green economy involves the use of environmentally friendly raw materials, energy efficient production, waste reduction, and the use of green technology. By implementing this concept, UMKM in Jambi can play a greater role in protecting the environment and creating added value for consumers who are increasingly concerned about environmental issues.

Benefits of DEP Hijamas Economists in Marketing UMKM in Jambi a. Differentiation: In an increasingly competitive market, UMKM that implement green economic practices have a competitive advantage. They can differentiate themselves from competitors by offering environmentally friendly products and services. b. Improving Brand Image: Society is increasingly aware of the importance of supporting environmentally responsible businesses. By implementing a green economy, UMKM can improve their brand image as companies that care about the environment. c. Attracting Consumers: Increasingly consumerst end to choose environmentally friendly products and services. By implementing green economic practices, UMKM in Jambi can attract consumers who care about the environment and have a tendency to choose sustainable products.

The future of Jambi UMKM marketing through a green economy. By implementing a green economy in go digital companies, UMKM in Jambi can expand their market share, increase competitive advantage, and strengthen relationships with consumers who increasingly care about the environment. The future of Jambi UMKM marketing through an open green economy wide, where UMKM can become the main actors in sustainable development in Jambi.

By implementing this green marketing strategy, the company seeks to play a more positive role in protecting the ecosystem, while still meeting consumer needs and satisfaction. This is also an important step in establishing a company image that cares about environmental issues and is socially responsible.

Environmentally friendly products are products produced using materials that do not damage the environment. This means that this product is produced by reducing negative impacts on the environment, both during the production, distribution and use stages. Usually, the raw materials used are recycled materials.

Environmentally conscious consumers refer to individuals who have a high level of awareness of environmental issues. When buying products, they tend to choose based on considerations of environmental impact. For example, environmentally conscious consumers will tend to choose products that are free from lead.

Environmentally conscious consumerism is a concept in which consumers actively choose and support products and services that are considered environmentally friendly. This element includes awareness and concern for environmental issues, as well as motivation to contribute to reducing negative impacts on the environment through consumption decisions.

METHOD

This research prioritizes literature study methods and online searches, the data used in this article was obtained from trusted sources related to the green economy, companies going digital, and green economy implementation in the future marketing of Jambi UMKM through the green economy in the field of digital marketing.



RESULT

In facing the digital era, companies going digital is the key to success in marketing their products and services. In the context of UMKM marketing in Jambi, applying the green economy concept in companies going digital can open up opportunities for a bright future. A green economy is an approach that aims to integrate environmentally friendly and sustainable business practices. The application of the green economy in go digital companies provides several benefits for UMKM in Jambi in the marketing sector. First, UMKM that implement green economic practices have a competitive advantage in an increasingly competitive market. They can differentiate themselves from competitors by offering environmentally friendly products and services. Second, society is increasingly aware of the importance of supporting environmentally responsible businesses. By implementing a green economy, UMKM can improve their brand image as companies that care about the environment. Third, consumers are increasingly inclined to choose environmentally friendly products and services. By implementing green economic practices, UMKM in Jambi can attract consumers who care about the environment and have a tendency to choose sustainable products.

In the context of UMKM marketing in the digital era, digital marketing strategies have a very vital role. By implementing an efficient digital marketing strategy, UMKM have the opportunity to expand the scope of their business, increase sales volume, and build stronger relationships with customers. In the UMKM go digital program supported by the government, UMKM in Jambi are expected to be able to utilize digital tools to run their businesses effectively. In an effort to optimize the potential and productivity of UMKM, the government is also encouraging digitalization or onboarding for offline UMKM and providing stimulus for UMKM that have been digitalized. Facing the future of UMKM marketing in Jambi, implementing a green economy in companies going digital is the key to success. By utilizing digital technology, UMKM can expand their market share, increase their competitive advantage, and strengthen relationships with consumers who are increasingly concerned about the environment. Support from the government and collaboration between Ministries/Institutions, the Government, and digital platforms are also important factors in accelerating the growth of UMKM in Jambi. In order to achieve maximum results, UMKM in Jambi need to implement effective marketing strategies in the digital era. Some strategies that can be implemented include using influencers or Key Opinion Leaders (KOL) to increase visibility and consumer trust. Apart from that, the use of social media is also an important strategy in digital marketing communications for UMKM. In facing the digital era, UMKM also need to understand SEO (Search Engine Optimization) to increase their website rankings in search engines and utilize e-commerce as a popular marketing medium.

DISCUSSION

Apart from that, go digital companies that implement a green economy can also improve their brand image. Society is increasingly aware of the importance of supporting environmentally responsible businesses. By implementing green economic practices, go digital companies can strengthen their brand image as companies that care about the environment. This can increase consumer confidence and expand their customer base.

In the field of UMKM marketing in Jambi, go digital companies that implement a green economy also have advantages in attracting consumers. Consumers are increasingly inclined to choose environmentally friendly products and services. By implementing green economic practices, go digital companies can attract consumers who care about the environment and have a tendency to choose sustainable products. This opens up opportunities to expand market share and increase sales for UMKM in Jambi. The following is an example of a company going digital with the green economy concept in UMKM marketing;

1. UMKM Digitalization Program by Bank Indonesia; Bank Indonesia has launched an UMKM digitalization program, including e-Farming, e-commerce such as Tokopedia, e-Financing, and digital payment facilities to facilitate UMKM transactions. This program aims to accelerate the development of digital UMKM amidst the rapid development of digital technology. Through this program UMKM can utilize digital technology to expand their marketing reach, both locally and globally.
2. Government Support to Encourage UMKM to go digital and go Global; The Indonesian government provides support to encourage UMKM to go digital and go global. This includes various initiatives such as e-Farming programs, e-commerce, e-Financing, and digital payment facilities. This support aims to facilitate the digital transformation of UMKM and expand global market access through digital platforms.
3. Optimization of UMKM productivity through Go-Digital and Go-Legal: the government seeks to optimize the potential and productivity of UMKM by encouraging digitization or onboarding for UMKM is expected to be able to utilize digital technology to expand their marketing and improve operational efficiency.

The future of go digital companies that apply the green economy in the field of UMKM marketing in Jambi is very promising. By continuing to utilize digital technology and apply green economic practices, go digital companies can continue to contribute to building a sustainable future for UMKM in Jambi. Support from the government and collaboration between go digital companies, the government, and digital platforms are also important factors in accelerating the growth of UMKM in Jambi through sustainable and innovative marketing.

Increasing public awareness in responding to the issue of global warming appears increasingly striking in the current era. Various efforts are being made to prevent further impacts of climate change and global warming. One



approach is to choose everyday products that are more environmentally friendly. This is why many companies today are increasingly active in implementing green marketing concepts. This social phenomenon makes branding that prioritizes environmental aspects an advantage for companies, strengthens competitiveness and produces eco-friendly goods.

The goal of green marketing is to fulfill consumer satisfaction, needs and aspirations in the context of environmental preservation and protection. Therefore, green marketing has become a necessity in today's business world. This is reflected in the efforts of companies that are increasingly competitive in fulfilling consumers' desires for environmentally friendly products. Gradually, many companies are adopting green marketing practices in their projects as part of social awareness. They are required to convey green marketing messages to consumers. Green marketing has the ability to influence consumers' emotions and purchasing plans, thereby encouraging buying interest.

The emergence of products with the "go green" label aims to communicate to consumers that choosing this product brings additional benefits and advantages in addition to fulfilling needs. It also gives consumers the feeling of contributing to environmental conservation. Therefore, the green branding concept exists to meet consumer needs by minimizing negative impacts on the environment. Thus, the application of green marketing is a response to increasing public awareness of environmental issues, and this forms a new mindset in the business world that combines economic profits with social and environmental responsibility.

The concept of green marketing is increasingly appealing to various segments, including academics, practitioners, public regulators, consumers, and individuals who care about the environment. The implementation of green marketing has great significance due to the main reason, namely limited resources. From a business perspective, limited resources encourage companies to look for new methods to meet consumer needs and expectations. The green marketing concept exists as an alternative for marketers, enabling them to carry out marketing activities in an efficient and effective way in managing limited resources. Some of the benefits that arise from implementing green marketing directly include: Environmentally Friendly Products: Products produced consider environmental impacts. Manufacturers and advertisers strive to develop products that meet the expectations of environmentally conscious consumers.

Innovation Driven by Environmental Awareness: Love for the environment drives companies to be more innovative. Innovation appears in aspects such as input, production processes, output, and marketing strategies. At its core, green marketing is a response to limited resources and an awareness of the importance of protecting the environment. By utilizing this concept, companies can explore new potential in producing products and services that not only meet consumer needs, but also maintain harmony with an increasingly fragile environment.

Green marketing practices have a significant impact in the business world in Indonesia. Amidst increasing awareness of environmental and sustainability issues, companies in various sectors have taken steps to adopt environmentally friendly practices. This is not only a marketing tool, but also an effort to build a positive image, increase consumer loyalty, and play a role in protecting the environment.

Various initiatives such as the use of organic raw materials, environmentally friendly products, renewable energy and environmental education have been implemented. These companies not only create economic profits, but also contribute to planetary sustainability and social responsibility. Commitment to green marketing practices not only provides benefits for the company itself, but also has a broader positive impact in encouraging consumer cultural change towards a more sustainable lifestyle. With awareness and participation from various parties, green marketing in Indonesia plays a role in creating a better future for the environment and society.

CONCLUSION

That digitalization of UMKM, especially in the context of a green economy, is the key to accelerating digital transformation and advancing UMKM marketing. It is hoped that government support and collaboration between business experts can help and develop UMKM during the pandemic and the digital era. UMKM digitalization programs, such as e-farming, e-commerce, e-financing, and digital payment facilities, are strategic steps in accelerating the development of digital UMKM amidst the rapid development of digital technology. The government is also trying to optimize the potential and productivity of UMKM by encouraging digitalization or onboarding for offline UMKM and providing various stimuli for UMKM that have been digitized.

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