

Sustainable Value-Based Online Marketing Communication Strategy: Namira Ecoprint Case Study

Online Marketing
Communication
Strategy

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ABSTRACT

This research aims to develop an online marketing communication strategy for Namira Ecoprint, an ecoprint SME facing challenges in conveying its brand online. It investigates the impact of marketing strategies on sustainable value creation in the ecoprint industry. Using a mixed-methods approach, the study combines qualitative data from literature, interviews, and observations with quantitative data from an online survey. The resulting strategy is evaluated using SEM-PLS analysis within the framework of alternative marketing strategies adapted for the ecoprint industry's channel ecosystem. The findings indicate that the proposed strategy effectively enhances Namira Ecoprint's brand image as environmentally friendly and provides a foundation for implementing marketing tactics in collaboration with the creative industry.

Keywords: Creative Marketing, Mixed Method, Tactical Implementation, Value Proposition

ABSTRAK

Penelitian ini bertujuan untuk mengembangkan strategi komunikasi pemasaran online untuk Namira Ecoprint, UKM ecoprint yang menghadapi tantangan dalam menyampaikan mereknya secara online. Penelitian ini menyelidiki dampak strategi pemasaran terhadap penciptaan nilai berkelanjutan dalam industri ecoprint. Dengan menggunakan pendekatan metode campuran, penelitian ini menggabungkan data kualitatif dari literatur, wawancara, dan observasi dengan data kuantitatif dari survei online. Strategi yang dihasilkan dievaluasi menggunakan analisis SEM-PLS dalam kerangka strategi pemasaran alternatif yang disesuaikan dengan ekosistem saluran online industri ecoprint. Temuan menunjukkan bahwa strategi yang diusulkan efektif meningkatkan citra merek Namira Ecoprint sebagai ramah lingkungan dan memberikan landasan untuk menerapkan taktik pemasaran bekerja sama dengan industri kreatif.

Kata kunci: Pemasaran Kreatif, Metode Campuran, Taktik Pemasaran, Value Proposition

INTRODUCTION

The ecoprint industry is growing in Indonesia to explore Indonesia's natural beauty while accommodating climate change sustainably to be environmentally friendly (Radius, 2022). However, globally, in the Digital Print Technology Survey Report 2023 Timson & Lewis (2023), it was found that there was a business gap between increasing customer awareness of environmentally friendly issues and products and demand for knowledge of

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ecoprint products which was not balanced with business capabilities in managing the market.

Indications of the global business gap are also felt in Indonesia, where up to now this industry has not been significant in terms of marketing due to similar obstacles such as producers having difficulty marketing, potential consumers not understanding the value of the offerings of this niche product, and the price being considered expensive (Setiawan & Kurnia, 2021). Currently research on creative marketing in ecoprint itself is known to be still separate from one another, such as the application of visual identity design by Gosal et al. (2020), education on the use of digital platforms by Istifadhoh et al. (2022) and Paramita et al. (2023), or depend on local village tourism (Wiyatiningsih et al., 2023; Mujiono et al., 2023). An ecoprint strategic research approach that is more systemic and involves collaboration between creative industries is still not widely implemented, especially in the current digital competitive realm (Nurcahyanti & Septiana, 2018; Alamsyah et al., 2021; Prastiwi & Ratnanto, 2023).

This strategic need is felt by the Small Medium Enterprise research object Namira Ecoprint which as a role model for the project in Surabaya has a green economy concept with ecolabel certification and has artistic product differentiation, but there are still shortcomings. It is necessary to develop creativity and innovation in channel transformation from offline to online so that it can survive and develop and be accepted by the market. This can be seen from the fact that even though it has spread overseas, it can be seen from its physical sales which can reach up to 100,000 dollars, but online purchases are minimal (Wahyudi, 2021; Namira Ecoprint Butik, 2022; Irawan, 2023; Memorandumtv, 2023). There is a need to design specific marketing strategies in the online landscape to raise deeper awareness in the market while still paying attention to creative aspects based on sustainable values and a model is needed that accommodates both industry characteristics, shows the value of ecoprint products following global and government guidelines, while being able to bridge with other creative industry subsectors in an implementable manner.

LITERATURE REVIEW

The framework of creating awareness of a brand, several basic theories about leading marketing strategies include the diffusion of innovations model, hero's journey storytelling theory, the golden circle model, integrated marketing communication and seethinkdo model (Rogers, 1962; Campbell, 2004; Sinek, 2009; Kitchen & Burgmann, 2010; Kaushik, 2015). Among these theories, Integrated Marketing Communication (IMC) has the practical and flexible advantage of being able to integrate multidisciplinary components in a company that was previously separated into a consistent message, starting from advertising, sales promotions, direct marketing, and public relations. In dynamic market landscape conditions, IMC is often modified and has many variants based on technological developments along with increasing customer education capabilities which are increasingly smarter regarding product introductions (Blakeman, 2018). Therefore, the success of adapting IMC in a company is how the consistent message is absorbed by consumers as the company's philosophy. In research on marketing strategy, this theory can also be combined with various analyses such as STP, Marketing Mix 4P, VRIO, and SWOT as a form of more detailed elaboration regarding the steps taken (Gunawan et al., 2023).

Value Proposition is a benefit designed by a company to attract customers who hope for the existence of products and services and refers to customers being able to switch from one company to another (Nasution & Kartajaya, 2018). The Sustainable Value Proposition itself is a development of the Value Proposition concept where there is an offer in the form of values that address sustainability issues that create shared value from a business not only for customers and stakeholders but also for the earth (Baldassarre et al., 2017). The fashion industry itself is witnessing a significant shift towards sustainability goals sustainable development goals, where consumers will increasingly demand more environmentally friendly clothing choices (Loboda, 2023). Therefore, the United Nations

in the United Nations Environment Program (UNEP, 2023) regulates criteria regarding marketing communication principles that emphasize. Guidance with science, changes in behavior and practice, teorganization of company values, and encouragement of advocacy.

Ecoprint is an industry that developed in Indonesia starting in the 1980 and started with batik craftsmen experimenting with natural materials, especially leaves, to make batik (NaskahHistoria, 2024). Batik artists have developed various ecoprinting techniques ranging from tie-dye, clamping, stitch resist, and folded resist. In terms of business model, there are distinctive characteristics of the ecoprint industry. Where based on handicrafts with manual techniques that are environmentally friendly, products are not only functional but have personal value, a rare sense, artistic to unique because each result is never the same, involving customers in the manufacturing process by showing them directly to feel the pattern and texture of the fabric used, niche market which tends to target the middle to the upper market who earn above the minimum wage and connoisseurs fashion art, involving suppliers of fabrics, leaves, natural dyes, and local communities, and relying on revenue from repeat purchases rather than continuous purchases. This research aims to develop a marketing communication strategy for the ecoprint industry aligned with sustainability goals outlined in the international Sustainable Fashion Playbook (UNEP, 2023). According to Baldassarre et al. (2017), using the Sustainable Value Framework, this research focuses on developing an Integrated Marketing Communication Strategy.



Figure 1. Research Hypothesis Model
Source: Nugroho & Nasution (2024)

H1: Sustainable Value Proposition (SV) influences Creative Marketing Communications (CMC)

H2: Creative Marketing Communication (CMC) influences Customer Acceptance (CA)

METHOD

This research method combines qualitative and quantitative methods: Research-through-Design (RtD) and Partial Least Squares Structural Equation Modeling (SEM-PLS) (Creswell & Creswell, 2017; Blakeman, 2018; D'Angelo, 2022). The RtD methodology facilitates knowledge creation through the design of artifacts such as prototypes, which are iteratively tested and refined to advance research in design-based disciplines such as fashion. This approach integrates materials, sketches, and proposals to innovate solutions that support sustainable values (Stappers & Giaccardi, 2014). Field observations conducted at Namira Ecoprint, both on site and online, provided important insights for developing prototypes and marketing strategies. This study uses PLS-SEM as the main analytical tool to evaluate the complex relationship between observed variables and latent variables, especially in assessing consumer acceptance of value-based marketing strategies. This method allows testing efficient marketing designs with a simple sample size through customer questionnaires distributed by Namira Ecoprint. Distinguishing itself by focusing on the niche fashion market rather than the mass market, this research addresses a gap in the analysis of the marketing strategies of the ecoprint industry. It contributes new insights by exploring a holistic approach to integrating sustainable values in marketing, adapted to the Indonesian context. This innovative research methodology combines qualitative depth with quantitative rigor, applying design theory to meet the goals set out by the Sustainable Fashion Playbook. This aims to improve the competitive position of Namira Ecoprint SMEs amidst global demands for

sustainability, by hypothesizing that integrating sustainable values into creative marketing communications can influence customer acceptance.

RESULT

This research has 2 results, namely qualitative and quantitative which positively support the design of the marketing communication strategy for Namira Ecoprint's research object and its acceptance by customers. In the Qualitative Results, based on the results of interview input and observations, basically how marketing communication strategy design remains within the corridor and does not change the design components starting from Communication Objectives, Behavior Change, Value Proposition & Main Benefits, Advocacy Metrics to Success Metrics. To be able to implement marketing strategies that prioritize sustainable values, Namira herself has carried out many aspects in the offline realm. Even so, there needs to be adjustments regarding the things explained in it where there are various analytical tools such as 4C, competitor studies, up to 5A which can explain in more detail the aspects that can be developed at Namira. This is in accordance with La Omvi research from Gunawan et al. (2023), which adds internal and external analysis tools. Suggestions for the need for analytical tools include 4C, 5A, SWOT, competitor studies, and STP.

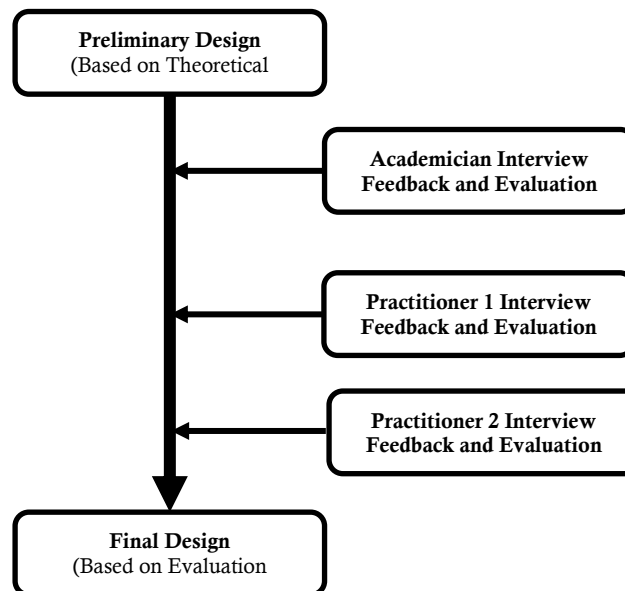


Figure 2. RtD Test Through Interview Screening
Source: Nugroho & Nasution (2024)

Both practitioners and academics alike see that the design is quite comprehensive and emphasize the boundaries so that it is not too broad and ask for examples of application formats that will be executed in a measurable creative brief. In terms of the target market, there are also implications regarding long-term extension from mothers as early adopters of Namira products, but this needs to be prepared for the digital generation who use technology more in the long term. This market extension analysis also needs to be provided to strengthen why online marketing must be carried out as an investment, which is aimed at Namira business owners.

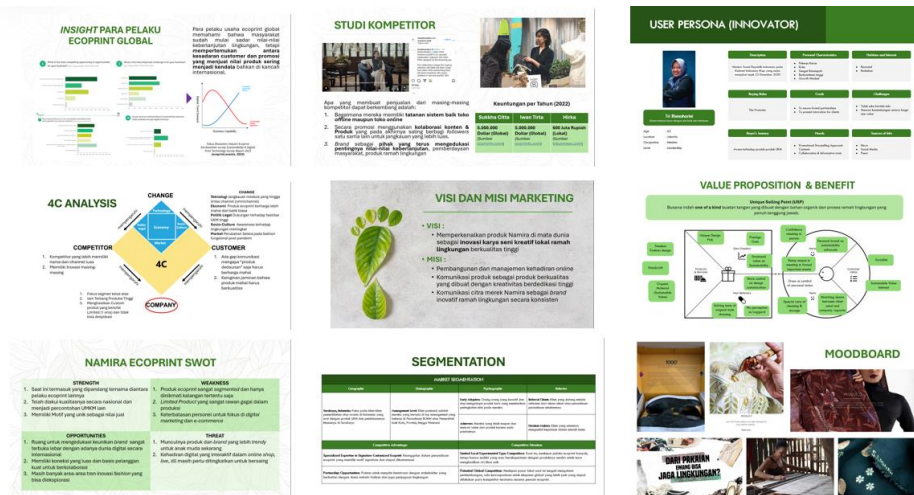


Figure 3. Output Design Communication Strategy Preview
Source: Nugroho & Nasution (2024)

Then the quantitative results, survey results obtained through distributing questionnaires carried out for 4 months in March - June 2024 produced results of 395 valid respondents with a dominant profile in the secondary target market of Gen Z and millennials at 94.5%. The survey results were tested using SmartPLS 3.0, carrying out six iteration steps. Initial estimation of latent variable scores and path coefficients, estimation of outer-weight loading which was calculated based on the correlation between independent variables and latent variables, estimation of inner-weight loadings are calculated to maximize the variance explained by latent variables, estimation of latent variable scores based on outer loading and inner loading, estimation of path coefficients using least squares regression, and convergence checks where the software algorithm checks whether the model has converge based on predetermined criteria.

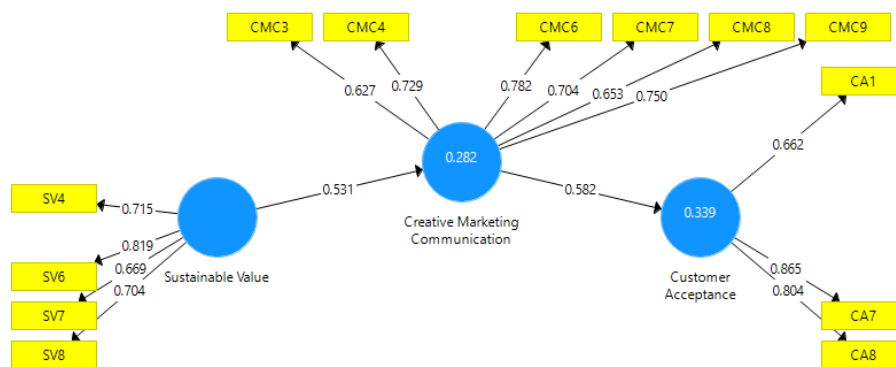


Figure 4. SEM-PLS Model Result
Source: Nugroho & Nasution (2024)

The results of the path coefficient, it was found that the relationship between Creative Marketing Communication and Customer Acceptance, and also Sustainable Value towards Creative Marketing Communication, has a P-Value of 0.000 and 0.000 respectively. The p-value below 0.05 indicates that both hypotheses are accepted.

Table 1. Path Coefficient Test Result

| Original Sample (O) | Sample Mean (M) | Standard Deviation | T Statistics | P Values | |
|---|-----------------|--------------------|--------------|----------|-------|
| Creative Marketing Communication -> Customer Acceptance | 0.582 | 0.582 | 0.007 | 8.7666 | 0.000 |
| Sustainable Value -> Creative Marketing Communication | 0.531 | 0.531 | 0.004 | 13.3101 | 0.000 |

Source: Nugroho & Nasution (2024)

The estimated path coefficient data which resulted in the acceptance of the hypothesis, it can be concluded that the Sustainable Value variable of Creative Marketing Communication produces a p-value of 0.000 and an effect size f^2 of 0.392. This means that Sustainable Value has a significant influence on Creative Marketing Communications. In this case, the Sustainable Values that can be instilled will play a role in providing a moderate impact on the development of Creative Marketing Communications. The Creative Marketing Communication variable on Customer Acceptance produces a p-value of 0.000 and also an effect size f^2 of 0.512. This means that Creative Marketing Communication has a significant effect on Customer Acceptance. In this case, Creative Marketing Communication that can be implanted will play a huge impact on Customer Acceptance. Through the two variables that have a significant influence and produce hypotheses that are accepted up to Customer Acceptance, Sustainable Value can be an element that is developed as part of Creative Marketing Communication and accepted by customers. Based on this, this provides the basis that the online marketing strategy design and creative brief prepared can be accepted by Namira customers and is worthy of full implementation involving ecoprint collaboration with the digital agency industry for marketing.

This study aims to obtain an alternative model for online marketing strategies for the ecoprint industry through case studies of namira ecoprint business research objects that are implemented in examples prototypes of promotional media and also analyze their impact and effectiveness. The model of this study adapts variables from sustainable value and creative marketing communication to be accepted namira ecoprint customers which is carried out using research through design supported by observation and screening in the form of interviews in the qualitative realm and SEM-PLS in the quantitative stage. The assumption built into the design is that the model itself can be implemented and accepted by the public within the limited media owned by namira ecoprint. The results of modeling based on surveys analyzed in SEM-PLS show that the model can be accepted by customers within the limitations of online marketing media which utilizes social media in the research object where there is a positive relationship between sustainable value and creative marketing communication for customer acceptance. This is following the assumptions built in the research. Apart from that, this research also provides a common thread with previous research, both in answering the need for a prototype ecoprint marketing model.

Its continuity is in the promotional aspect of visual design for ecoprint promotion (Gosal et al., 2022; Azelia & Patria, 2022). More detailed description of marketing steps (Gunawan et al, 2023). Then there is an overview of cooperation between creative industries that has not been carried out much, especially in the current realm of digital competition (Nurcahyanti & Septiana, 2018; Alamsyah et al., 2021; Prastiwi & Ratnanto, 2023). This research produces the foundation for a more holistic marketing communications design starting from the realization of the marketing vision and mission to the output of creative content and its measurement in online KPIs on Instagram, Website and TikTok media. This study provides an important overview of the development of studies and practices in the online sustainable fashion ecoprint marketing industry before moving towards deeper integration, both multichannel and towards omnichannel.

CONCLUSION

The existence of research into marketing communication strategy ultimately provides a deeper foundation for marketing exploration in the world of the ecoprint industry. This research itself has limitations in that the marketing strategy implemented only focuses on awareness of ecoprint customers' perspectives on sustainable value online, is limited to social media marketing and is dominantly on visual displays only and has not touched more deeply on customer conversion in e-commerce purchasing decision, financing management and use of advertising ads budgetin, and relationship management customer

relationship management. Apart from that, this research does not analyze the impact of O2O Online to Offline / Offline to Online channel conversion of marketing communications on a sustainable value basis. The forms of marketing tactics carried out have not yet adapted to the currently developing realm of collaborative digital marketing, such as the use of key opinion leader or influencer endorsements, joint online events, and content collaboration, and are only limited to internal companies with customers. Therefore, further research is needed regarding these variables as well as the implementation that is more relevant in the current situation toward achieving the goals of companies and the ecoprint industry itself.

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