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# The Role of Social Marketing in Supporting Sustainability Marketing

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## ABSTRACT

Technological developments have given rise to many new types of marketing. One of these is sustainable marketing. Sustainable marketing is not just about selling products or services, but also about how those products or services are developed, produced, and distributed in a responsible and sustainable manner. The purpose of this research is to understand the role of social marketing in supporting sustainability marketing. The research analysis in this study employed a descriptive theoretical approach. To support the theoretical explanations in this study, secondary data was obtained from books, e-books, and other relevant sources as reference materials. The research findings indicate that the role of social marketing in supporting sustainability marketing can shift consumer behavior toward a more pro-environmental and pro-social direction, increase awareness of sustainability issues, create long-term socio-economic value, and strengthen business commitment to sustainable development goals.

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## INTRODUCTION

Technological developments have given rise to many new types of marketing. One of these is sustainable marketing. Sustainable marketing is marketing that is socially and environmentally responsible, meeting the needs of consumers and companies while simultaneously preserving and enhancing the ability of future generations to meet their own needs (Sumarwan, 2014). In other words, sustainable marketing is not just about selling products or services, but also about how those products or services are developed, produced, and distributed in a responsible and sustainable manner.

Sustainable marketing focuses on creating long-term value for all stakeholders, including consumers, employees, communities, and the environment, in an ethical and transparent manner. This encompasses practices that ensure that natural resources are used wisely and not overexploited, and that negative environmental impacts are minimized. For example, a company implementing sustainable marketing might focus on using environmentally friendly raw materials, reducing the carbon footprint in its supply chain, and ensuring that production processes do not harm local ecosystems.

Sustainable marketing requires companies to play an active role in educating consumers about the importance of choosing products that support sustainability. This can be done through marketing campaigns that highlight the benefits of environmentally friendly products, or by providing transparent information about the origins and production processes of the goods sold. This allows consumers to make better, more environmentally conscious decisions when shopping, which in turn encourages more companies to adapt to sustainable practices (Evans, 2010).

Sustainable marketing requires companies to be committed to continuous innovation. This means continually seeking new ways to reduce the environmental impact of their products and services, for example by introducing products that are more durable, recyclable, or have a lower carbon footprint. This kind of innovation not only helps protect the environment but can also provide a competitive advantage for companies in a market increasingly aware of sustainability issues.

Sustainable marketing takes a more holistic approach, considering environmental, social, and economic impacts in every marketing decision. Sustainable marketing focuses not only on customer satisfaction but also on the welfare of society at large and environmental sustainability. The goal is to create long-term value that balances business profits, customer satisfaction, and natural resource conservation. In sustainable marketing, companies are more careful in selecting raw materials, production processes, and distribution to reduce negative impacts on the environment.

Social marketing refers to the use of marketing principles and techniques to convey specific ideas or behaviors, specifically the analysis, planning, implementation, and evaluation of programs designed to influence the behavior of target audiences in order to provide moral and spiritual benefits and improve their quality of life (Tjiptono, 2014). Social marketing is essentially the application of commercial marketing strategies to selling, but what is being sold is an idea to change people's views or behaviors, particularly in management, which includes analysis, planning, implementation, and monitoring. In social

marketing management, the products sold or marketed are social products or products that are socially beneficial, namely new behaviors. Social products differ from commercial products in the following ways:

1. The benefits of social products are not immediately apparent.
2. Social products are more complex to use than commercial products.
3. Social products are often more controversial.

The purpose of this research is to understand the role of social marketing in supporting sustainability marketing.

## **RESEARCH METHODE**

The research analysis in this study employed a descriptive theoretical approach, which aims to describe or explain a phenomenon, symptom, or condition in detail and systematically based on existing theory or as it is, focusing on what happens, not why, by presenting an accurate portrait of the research object (Kurdhi et al., 2023).

To support the theoretical explanations in this study, secondary data was obtained from books, e-books, and other relevant sources as reference materials. The purpose of reference materials is to strengthen arguments, avoid plagiarism, acknowledge the work of others, and broaden readers' knowledge by providing reliable sources to support written or oral information or ideas, such as books, journals, or reputable articles (Kurdhi et al., 2023).

## **RESULT AND DISCUSSION**

### **Social Marketing**

Social marketing is the application of commercial marketing principles and techniques to change or maintain individual behavior for the social good, not financial gain, with the goal of solving social problems such as health, environmental, or public welfare (Sumarwan, 2014). The goal is to encourage voluntary, desired behavioral changes, such as quitting smoking, wearing seat belts, or sorting waste, by understanding audience motivations and barriers and utilizing marketing mix elements of product, price, and promotional space to achieve sustainable social outcomes. The primary objectives of social marketing are as follows:

1. Changing Behavior

Encouraging the adoption of desired behaviors, such as handwashing, or abandoning harmful behaviors, such as smoking.

2. Improving Social Welfare

Improving public health, environmental protection, safety, or other social issues.

3. Educating and Informing

Providing accurate information so audiences can make better decisions.

4. Increasing Awareness and Participation

Bringing important social issues to the public's attention and encouraging active community involvement.

5. Measuring Social Impact

Evaluate the campaign's success in achieving the intended behavior change, not just financial gain.

### **Sustainability Marketing**

Sustainable marketing is a strategic marketing approach focused on generating business profits while considering social and environmental impacts, for the sake of a long-term balance between the company, consumers, and the planet (Evans, 2010). It involves promoting ethically responsible products or services, using environmentally friendly materials, and ensuring a fair supply chain, meeting the needs of today's consumers without compromising the capabilities of future generations. Examples include Nike with its recycled products and Patagonia, which donates a percentage of its sales to environmental causes. Examples of sustainable marketing practices include:

1. Use of Eco-Friendly Materials

Choosing recycled, organic, or renewable materials, such as organic fabrics and recycled plastic bottles.

2. Sustainable Production Processes

Using renewable energy and managing waste effectively, such as wind-powered factories.

3. Ethical Supply Chains

Working with suppliers who ensure fair working conditions and environmental sustainability.

4. Donations or Social Partnerships

Setting aside a portion of profits for social or environmental causes, such as Patagonia.

5. Honest Communication

Avoid greenwashing or false claims about environmental friendliness.

### **The Role of Social Marketing in Supporting Sustainability Marketing**

The role of social marketing in supporting sustainability marketing can:

1. Shift Consumer Behavior Toward a More Pro-Environmental and Pro-Social Direction

To shift consumer behavior toward more pro-environmental and pro-social behavior, a comprehensive approach involving awareness,

incentives, and convenience is required (Deni, 2023). Educating consumers about the negative impacts of excessive consumption and the benefits of responsible choices is crucial. This can be done through media campaigns, clear product labels, and partnerships with non-profit organizations. Companies should openly share information about the sources of raw materials, production processes, and environmental impacts of their products (Hartono, 2017). This builds trust and enables consumers to make more informed decisions. The availability of environmentally friendly products in accessible stores and the ease of recycling or product repair are key. Consumers often choose convenience over good intentions. Government policies such as bans on single-use plastics or strict emission standards can change the market landscape and force companies and consumers to adapt.

## 2. Increase Awareness of Sustainability Issues

To raise awareness of sustainability issues, conduct education through campaigns and social media, form environmental communities, involve local governments, provide concrete examples such as the 3Rs and energy conservation, and hold seminars with experts. The key is to integrate education, concrete action, and collaboration at various levels, from individuals, communities, schools, and corporations, so that these issues are easily understood and implemented in everyday life (Setiadi, 2003). The goal of raising awareness of sustainability issues is to empower individuals and communities to adopt lifestyles and practices that balance economic growth, social justice, and environmental protection for current and future well-being. This includes reducing negative impacts, conserving resources, and ensuring equity for all, through education, campaigns, and active participation (Pandiangan, 2023).

## 3. Create Long-Term Socio-Economic Value

Creating long-term socio-economic value means integrating positive social and environmental impacts into business models for sustainable growth, not just financial profit. This involves investing in environmental sustainability, empowering local communities, eco-friendly innovation, ethical business practices, and human resource development. This ultimately enhances reputation, customer loyalty, reduces operational costs, and opens up new market opportunities for shared prosperity and sustainability (Gitosudarmo, 2008). The goal of creating long-term socio-economic value is to achieve sustainable prosperity for all by improving living standards, equalizing income distribution, and expanding opportunities, while preserving environmental health and building a just,

prosperous, and innovative society in an integrated manner, not solely focused on financial profit (Wibowo, 2023; Hawkins, 2010). This involves inclusive economic growth, the creation of decent jobs, and sustainable infrastructure development.

#### 4. Strengthen Business Commitment to Sustainable Development Goals

A business commitment to sustainable development goals sustainable development goals is the integration of environmental, social, and economic principles into a company's operations to create long-term value, not just profit, by reducing negative impacts while supporting the well-being of people and the planet. This is realized through practices such as sustainable finance, green innovation, environmental, social, and governance transparency, and stakeholder collaboration (Shinta, 2011). This involves aligning business strategy with sustainable development goals, such as reducing emissions, ensuring human rights, and supporting inclusive economic growth, often reported through sustainability reports. The goal of a business commitment to sustainable development goals is to create long-term value by integrating environmental, social, and governance issues into its business strategy. This not only helps achieve global goals such as poverty eradication and climate change, but also enhances competitiveness, reputation, innovation, and attracts sustainability-conscious investors, talent, and customers, aligned with the vision of creating a better future for all stakeholders (Pandiangan et al., 2025).

## CONCLUSION

The research findings indicate that the role of social marketing in supporting sustainability marketing can shift consumer behavior toward a more pro-environmental and pro-social direction, increase awareness of sustainability issues, create long-term socio-economic value, and strengthen business commitment to sustainable development goals.

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