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Green Marketing Study Analysis in Comprehensive Business Strategy

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ABSTRACT

A green marketing business strategy is a marketing approach that integrates environmental concerns into all aspects of a business, such as product, pricing, promotion, and distribution. It offers environmentally friendly products or services to build a positive brand image, consumer loyalty, and differentiation through the use of sustainable materials, low-pollution production processes, transparent promotions, recycling programs, and environmental partnerships. The purpose of this study is to analyze and examine green marketing in comprehensive business strategy. The research method in this study uses qualitative research and secondary data, such as books and journals, to answer the analysis of green marketing studies in comprehensive business strategies. The research results show that green marketing is a comprehensive business strategy that integrates environmental sustainability principles into the entire marketing process. To implement an effective green marketing strategy, companies can conduct an internal environmental analysis, clear goal setting, innovative product and process development, and transparent communication.

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INTRODUCTION

A green economy is an economic development model focused on environmentally friendly, resource-efficient, and socially inclusive growth, aiming to improve human well-being while minimizing environmental and social risks for current and future generations. This concept combines economic growth with environmental protection through investments in renewable energy, resource efficiency, and innovations that reduce carbon emissions and waste (Mariani et al., 2023). The goal of a green economy is to create

sustainable, inclusive, and low-carbon economic growth by improving human well-being while reducing negative impacts on the environment, conserving natural resources, and combating climate change for the sake of future generations. This includes emission reductions, resource efficiency, and investment in environmentally friendly technologies and infrastructure to create green jobs and ensure social justice.

A green economy, a sustainable development model that balances economic growth with social well-being and environmental sustainability, focuses on green investment, renewable energy, and sustainable infrastructure (Situmorang, 2011). Meanwhile, green marketing is a marketing strategy that integrates environmental concerns into the entire marketing mix to promote environmentally friendly products or services, create added value, and meet the demands of environmentally conscious consumers. However, greenwashing must be avoided to avoid losing consumer trust. The two are interconnected because green marketing is a crucial tool for communicating the value of a green economy to consumers (Khoirin, 2024).

The goal of green marketing is to incorporate environmental concerns into marketing strategies to enhance a positive brand image or reputation, reach new markets or environmentally conscious consumers, and increase customer loyalty, while simultaneously reducing negative environmental impacts. This encourages innovation in environmentally friendly products and meets the demands of a sustainability-conscious market. Key barriers to green marketing include higher production costs, resulting in high product prices; low consumer awareness or understanding of the benefits of green products; a lack of government regulation and incentives; challenges with effective promotion or fear of greenwashing; and slow changes in consumption patterns. Internal company barriers such as unclear strategies and budget constraints are also problematic, while greenwashing misleads consumers and hinders the green movement.

Business strategy is a long-term plan consisting of structured actions and decisions to achieve company goals, create value for customers and stakeholders, and achieve competitive advantage through market identification, competitor analysis, and resource allocation. This encompasses innovation, digital marketing, customer service, and risk management to ensure the business remains relevant and profitable. The purpose of a business strategy is to serve as a long-term roadmap for achieving the company's vision and mission, with a primary focus on maximizing profits, expanding markets, creating competitive advantage, and ensuring business growth and sustainability amidst competition, through efficient guidance in decision-

making and resource allocation. Business strategies to overcome obstacles focus on thorough planning, market research, strong financial management, innovation, and technological adaptation, recognizing common obstacles such as limited capital, intense competition, changing trends, underskilled human resources, and external challenges such as regulations or economic conditions. Overcoming these obstacles requires flexibility, effective communication, process optimization, and building a strong brand to maintain business growth and relevance.

A green marketing business strategy is a marketing approach that integrates environmental concerns into all aspects of a business, such as product, pricing, promotion, and distribution. It offers environmentally friendly products or services to build a positive brand image, consumer loyalty, and differentiation through the use of sustainable materials, low-pollution production processes, transparent promotions, recycling programs, and environmental partnerships. While avoiding greenwashing or false green claims to maintain consumer trust. The goal of a green marketing business strategy is to create a positive image, increase competitiveness, customer loyalty, and profitability by highlighting environmentally friendly business practices, meeting the demands of environmentally conscious consumers, and contributing to planetary sustainability through sustainable products/operations, from raw materials to distribution. This has become a business necessity due to increasing consumer environmental awareness, so companies must be innovative and transparent in their green efforts to remain relevant and successful (Qurniawati, 2018).

The purpose of this study is to analyze and examine green marketing in comprehensive business strategy.

RESEARCH METHOD

The research method in this study uses qualitative research and secondary data, such as books and journals, to answer the analysis of green marketing studies in comprehensive business strategies. The characteristics of qualitative research are a focus on an in-depth understanding of phenomena in the natural environment, using the researcher as the primary instrument, collecting descriptive data such as words and narratives, inductive analysis from data to theory, design flexibility, and results in the form of subjective interpretations of meaning, rather than numbers or statistical generalizations. This research is descriptive and analytical, prioritizing meaning, and examining the process, not just the end result. The purpose of qualitative research is to understand social phenomena in depth from the perspective of its subjects, not just measuring, by

exploring their meanings, experiences, and views in a rich and contextual way, so that they can develop new theories or critique existing theories, with a focus on data depth rather than quantity, often through interviews, observations, and document analysis to obtain a complete and detailed picture of an issue (Kurdhi et al., 2023). The purpose of using secondary data for this study is to strengthen the theoretical foundation, provide context for previous research, save time and costs, expand the scope of analysis, and complement primary data for a more comprehensive understanding, because this data is already available from other sources such as books, reports, or the internet, so researchers do not need to collect it directly.

RESULT AND DISCUSSION

Green Marketing Overview

The concept of green marketing is a marketing strategy that focuses on environmental sustainability, integrating environmentally friendly aspects throughout business activities, from product development and production, packaging, distribution, and promotion, to meet the demands of environmentally conscious consumers while still achieving business goals (De Bobik, 2025). This includes creating environmentally safe products, using clean production processes, and recycling packaging, as well as honestly communicating these commitments to consumers, building loyalty and a positive brand image. Recent developments in green marketing are marked by a shift from a mere trend to a strategic business necessity driven by increasing consumer awareness and government regulations. The primary focus is authenticity, full transparency, and the deep integration of sustainability principles throughout the value chain, from production to distribution. The goals of green marketing are:

1. Maintaining Environmental Sustainability

Fundamentally, the goal is to reduce a business's negative impact on the environment through better practices and products, such as reducing waste and conserving resources.

2. Meeting Market Demand

Responding to increasing consumer awareness of environmental issues by providing products that meet their expectations.

3. Building a Positive Brand Image

Creating a responsible and environmentally conscious corporate image, providing added value compared to competitors.

4. Increasing Customer Loyalty

Attracting and retaining environmentally conscious customers, who tend to be loyal to brands that align with their values.

5. Achieving Competitive Advantage

Differentiating from competitors and reaching new environmentally conscious market segments.

6. Increasing Profitability

Effective green marketing can generate more sales, improve cost efficiency through resource-saving practices, and build long-term value.

7. Encourage Innovation

Encourage companies to develop more sustainable products and processes overall.

Green Marketing Study Analysis in Comprehensive Business Strategy

Green marketing is a comprehensive business strategy that integrates environmental sustainability principles into the entire marketing process. To implement an effective green marketing strategy, companies can conduct an:

1. Internal Environmental Analysis

Internal environmental analysis is the process of evaluating factors within a company, such as human resources, finance, technology, structure, and culture, to identify its internal strengths and weaknesses, which are crucial for formulating effective strategies and maintaining competitiveness. It often uses approaches such as SWOT or value chain analysis. The goal is to leverage strengths and address weaknesses to better respond to opportunities and threats from the external environment, ensuring the company remains relevant and superior. The purpose of internal environmental analysis is to identify the strengths and weaknesses of the organization in depth, including resources, capabilities, culture, processes, and structures, so that the company can develop effective strategies, increase competitiveness, make better decisions, and achieve long-term goals by utilizing internal potential while overcoming limitations. Internal environmental analysis in a comprehensive business strategy is the process of evaluating the company's internal strengths and weaknesses through various marketing, finance, human resources, and production functions as well as the value chain approach, 7S, and core competence to identify core capabilities, improve operations, and create competitive advantages, which are an important foundation for responding to opportunities and threats from the external environment in achieving long-term goals (Ardani, 2019).

2. Clear Goal Setting

Clear goal setting is the process of defining specific, measurable, achievable, relevant, and time-bound targets, which serve as a roadmap to provide direction, focus, motivation, and measure progress toward personal or organizational success. The goal is to identify what you want to achieve and develop a concrete action plan to achieve it efficiently. Clear goal setting aims to provide direction, focus, and motivation in various aspects of your personal and professional life. This helps individuals and organizations measure progress, make better decisions, and achieve desired results more effectively. Green marketing integrates environmental considerations into core business strategies (Hamzah et al., 2025). Its primary goal goes beyond mere regulatory compliance and aims to achieve mutually beneficial business and environmental outcomes (De Bobik, 2025). Green marketing aims to integrate environmental responsibility into core business strategy, aligning profitability with environmental sustainability.

3. Innovative Product and Process Development

Innovative product and process development is a series of strategic activities to create new products or improve existing products or services by incorporating new ideas or innovations to improve them, make them more relevant to market needs, more efficient, and provide significant added value. This includes market research, design, prototyping, testing, and launch to achieve competitive advantage. The goal of innovative product and process development is to provide maximum value to consumers, win market competition, meet changing needs, increase customer satisfaction and loyalty, and create operational efficiency. This includes creating new products or modifying existing products to make them more relevant, superior, and able to open new market opportunities, while maintaining the company's competitiveness amidst dynamic trends and technology. Green innovative product and process development is a strategy for creating environmentally friendly products, services, and production methods by minimizing negative impacts on nature, optimizing resources, reducing waste and emissions, and increasing energy efficiency. It aims to achieve competitive advantage and business sustainability through innovations such as recycled materials, renewable energy, and product design that considers its life cycle (Khoirin, 2024). A comprehensive business strategy for green innovative product and process development integrates environmental considerations into core operations to drive sustainable growth, enhance competitive advantage,

and capture new market potential. It involves innovation throughout the product life cycle and manufacturing process to achieve ecological targets and reduce the ecological footprint (Pandiangan et al., 2025).

4. Transparent Communication

Transparent communication is the practice of sharing information openly, honestly, and clearly at all levels (up, down, and across) without hidden agendas or distortions, creating an environment that encourages dialogue, builds trust, enhances collaboration, and fosters more effective problem-solving in both professional and personal settings. This communication encompasses clarity of purpose, accessibility of information, and encouragement of honest discussion without fear of judgment, which are crucial for credibility and strong relationships. The purpose of transparent communication is to build trust, enhance collaboration, clarify goals and expectations, reduce misunderstandings, encourage engagement and productivity, and create a positive organizational culture and accountability through the delivery of open, honest, and clear information to all parties, both internally and publicly (Tambunan et al., 2025). Transparent communication is crucial in green marketing, where companies seek to build trust among consumers who are increasingly skeptical of environmental claims. This trust is crucial because consumers are often willing to pay more for truly sustainable products (Situmorang, 2011).

CONCLUSION

The research results show that green marketing is a comprehensive business strategy that integrates environmental sustainability principles into the entire marketing process. To implement an effective green marketing strategy, companies can conduct an internal environmental analysis, clear goal setting, innovative product and process development, and transparent communication.

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