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Green Product Marketing Strategy for Micro, Small, and Medium Enterprises in Digital-Based Markets

Tengku Kespandiar[1*], Elizabeth[2], Rino Istarno[3], Nurlina[4], Ratnawita[5]
[1]Politeknik Negeri Bengkalis, Indonesia
[2]Trisakti School of Management, Indonesia
[3]Universitas Al-Khairiyah, Indonesia
[4]Politeknik LP3I Jakarta, Indonesia
[5]Universitas Mitra Bangsa, Indonesia
Corresponding Author: Tengku Kespandiar: Tekespelalawan@gmail.com

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ABSTRACT
The biggest challenge has now shifted from why we should do it to how we finance and accelerate the transition. The implementation of a green economy has evolved from a mere theoretical concept to a major agenda for global and national policy. Its development is driven by the urgency of the climate crisis and the realization that conventional, exploitative economic growth is no longer sustainable. Green product marketing has undergone a major transformation, especially entering 2026. The focus is no longer simply on eco-friendly labels, but has become a strategic necessity and a key pillar in global and local business operations. This study aims to describe green product marketing strategy for micro, small, and medium enterprises in digital-based markets. The approach chosen to explain this presentation uses a qualitative approach based on strategic analysis. The Research results show that green product marketing by micro, small, and medium enterprises in digital-based markets is not just a trend, but rather a strategic response to shifting consumer behavior, which is increasingly concerned with environmental issues. These strategic responses include value-based narratives, green branding optimization, utilization of social proof, packaging strategies, community-based audience targeting, and price transparency.

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INTRODUCTION

The development of a green economy is no longer optional, but rather a necessity for the economy to remain competitive in the global market. The biggest challenge has now shifted from why we should do it to how we finance and accelerate the transition. The implementation of a green economy has evolved from a mere theoretical concept to a major agenda for global and national policy. Its development is driven by the urgency of the climate crisis and the realization that conventional, exploitative economic growth is no longer sustainable. A green economy is an economic model that aims to improve human well-being and social equality, while significantly reducing environmental risks and ecological scarcity (Mariani et al., 2023). The primary goal of implementing a green economy is to create a development system that aligns economic growth with the sustainability of the Earth's ecosystems, thereby significantly improving human well-being and social justice without sacrificing the availability of natural resources or exacerbating the risk of environmental damage for future generations. A green economy is not simply an effort to protect nature, but rather a comprehensive strategy for building a more resilient, efficient, and ethical civilization in utilizing the planet's resources.

Green product marketing has undergone a major transformation, especially entering 2026. The focus is no longer simply on eco-friendly labels, but has become a strategic necessity and a key pillar in global and local business operations. Green product marketing is a comprehensive strategic approach in which companies integrate environmental sustainability values into every aspect of their business, from the research and development stage until the product reaches consumers and even after use (Islam, 2018). This concept goes beyond simply promoting goods with an eco-friendly label, but also encompasses a profound restructuring of the supply chain to ensure that raw materials are used sustainably, production processes minimize their carbon footprint, and waste is optimally managed or recycled. In its implementation, green product marketing demands a very high level of transparency from producers because modern consumers are increasingly critical in distinguishing between genuine environmental commitments and false image practices, often known as greenwashing (Khoirin, 2024). Therefore, companies must be able to present accurate and verifiable data regarding the positive impact of their products on the ecosystem, whether through reduced greenhouse gas emissions, significant energy savings, or the use of innovative, biodegradable packaging. Furthermore, this strategy also involves ongoing public education efforts to create collective awareness about the importance of consuming products that not only meet personal needs but also maintain the sustainability of the planet for future generations. By aligning corporate financial profits with environmental health, green product marketing is transforming into a new economic model that places sustainability at the heart of industrial competitiveness in an increasingly competitive and human-oriented global market (Qurniawati, 2018).

Micro, small, and medium enterprises in the context of green products are defined as limited-scale business entities that consciously and independently integrate environmental sustainability principles into their entire production lines and operational models to generate added value that aligns with environmental conservation. This sector plays a crucial role as an agent of economic change because it is able to adopt environmentally friendly practices more agilely and personally, such as the use of organic raw materials obtained from local sources, the implementation of minimal waste production methods, and the use of renewable energy on a small scale, which aims to significantly reduce the carbon footprint (Romadhan et al., 2025). In running their businesses, green product micro, small, and medium enterprises not only focus on achieving profitability but also bear the moral responsibility to educate consumers about the importance of a sustainable lifestyle by providing goods that are safe for the ecosystem and human health. The challenges of capital and technical capacity often faced by these business actors actually encourage the birth of creative innovation in creating unique green solutions, such as innovative plastic-free packaging systems or the implementation of the circular economy concept where production waste is recycled into by-products with high economic value. The presence of green product micro, small, and medium enterprises in today's modern market serves as a crucial bridge connecting public environmental awareness with the accessibility of ethical products, so they often become pioneers in setting new standards for an industry that is more responsible for the future of the planet. Support through strengthening green certification and access to sustainable funding are key factors that enable these small businesses to scale up their production without sacrificing the environmental integrity that is the foundation upon which their businesses are founded.

Micro, small, and medium enterprises within the digital marketplace ecosystem are economic entities undergoing fundamental transformations in their conventional business models by adopting information technology as a key pillar in their operational, marketing, and financial transaction processes. This transformation enables businesses with limited capital and human resources to transcend the geographical boundaries that have previously hampered their growth, enabling local products to have an equal opportunity to compete on the global stage through the use of marketplace platforms and social media (Situmorang, 2011). A key characteristic of micro, small, and medium enterprises in the digital realm is their highly adaptable ability to respond to dynamic market trends. They utilize simple data analytics to understand consumer behavior more personally and accurately, creating a more satisfying shopping experience. Furthermore, the integration of digital payment systems and automated logistics services is a crucial component supporting business efficiency, enabling the distribution of goods from producers to consumers to be faster, more transparent, and with minimal risk of administrative errors. The government and various financial institutions are increasingly focusing on providing adequate technical support and regulations for these digital micro, small, and medium enterprises due to their significant contribution to national economic resilience,

particularly in creating new jobs in the creative and technology sectors. Therefore, understanding micro, small, and medium enterprises in the digital marketplace is no longer simply about how to sell online, but rather about how to build a sustainable, inclusive business ecosystem that leverages artificial intelligence to continuously innovate amidst increasingly fierce industry competition.

This study aims to describe green product marketing strategy for micro, small, and medium enterprises in digital-based markets.

RESEARCH METHOD

The approach chosen to explain this presentation uses a qualitative approach based on strategic analysis. A qualitative approach to research is a method that focuses on an in-depth understanding of social phenomena, human behavior, and perceptions (Tambunan et al., 2025). This approach does not use numbers or statistics as the primary basis, but rather utilizes rich descriptive data (Pandiangan et al., 2024). Qualitative research believes that truth is highly dependent on context. This approach seeks to understand the meaning behind human actions. Researchers not only record what subjects do, but also why they do it.

A qualitative approach using secondary data is a research method conducted by analyzing information that has been previously collected, processed, and published by others. Secondary data is data that has been collected by others for a specific purpose and can be reused for research or analysis (Kurdhi et al., 2023). Because the data is readily available, such as from books, journals, and reports, the benefits are significant in terms of efficiency. In general, the primary purpose of using secondary data is to provide a solid foundation of information without having to start from scratch. This data serves as a compass and efficiency tool in the decision-making or research process. Secondary data also serves to strengthen arguments in the introduction of a report or proposal. Statistical data from reliable sources provides concrete evidence that the problem being discussed is real and significant (Yoppy et al., 2024; Pandiangan, 2022).

RESULT AND DISCUSSION

Green product marketing by micro, small, and medium enterprises in digital-based markets is not just a trend, but rather a strategic response to shifting consumer behavior, which is increasingly concerned with environmental issues. These strategic responses include:

1. **Value-Based Narratives**

Micro, small, and medium enterprises not only sell physical products, but also value and transparency. This strategy focuses on telling the product's journey, from ethical sourcing of raw materials to a low-waste production process.

a. Implementation

Using Instagram Reels or TikTok features to show behind-the-scenes footage of environmentally friendly production processes. An environmentally friendly production process is a manufacturing method that prioritizes resource efficiency, renewable energy, and minimal waste to reduce negative impacts on the environment (Pandiangan et al., 2025). This strategy involves the use of sustainable raw materials, energy-efficient technologies, and the application of the principles of rethink, reuse, reduce, recycle, and recovery to create sustainable, value-added products.

b. Objective

Building trust and emotional connections with consumers who share similar values. Consumers with similar values are a group of individuals who identify with a group that shares similar values, interests, behaviors, or characteristics. This is often driven by social identity theory, where consumers tend to choose brands or products that reflect their personal values.

2. Green Branding Optimization

In a crowded digital market, visuals and keywords are key determinants micro, small, and medium enterprises must explicitly yet aesthetically highlight green attributes.

a. Digital Eco-Label

Include environmental certifications or claims, such as cruelty-free, biodegradable, and zero-waste, in the main product photo. The purpose of digital eco-label which provide internet-based or electronic environmental information, is to provide reliable verification of environmentally friendly products. Through digital platforms, this aims to make it easier for consumers to identify sustainable products, encourage innovation in environmentally friendly industries, and increase public awareness (Pandiangan, 2023).

b. Search Engine Optimization Copywriting

Use keywords such as sustainable, organic, or eco-friendly in product descriptions to reach a specific audience searching for that product. The main goal of search engine optimization copywriting is to create high-quality, relevant, and engaging content for users while also being optimized for search engines. This technique aims to improve website rankings in search results, attract organic traffic, build audience trust, and drive conversions.

3. Utilization of Social Proof

This strategy shifts from mere promotion to education. Micro, small, and medium enterprises act as thought leaders in sustainable lifestyles.

a. Educational Content

Creating infographics about the impact of reducing plastic or how to recycle product packaging after use. The main goal of educational content is to provide new information, insights, skills, or knowledge to the audience in an engaging and easy-to-understand manner. This content aims to increase understanding, build trust, solve specific problems, and motivate the audience.

b. User-Generated Content

Encourage buyers to share their experiences using green products, which serves as social proof for other potential buyers. The main goal of user-generated content is to build consumer trust through authentic content, increase engagement, and expand brand reach organically. User-generated content has been proven to be more trusted than traditional advertising, saves content production costs, and drives higher sales conversions.

4. Packaging Strategies

In the digital world, packaging is the first physical touchpoint with consumers.

a. Sustainable Packaging

Using cassava bags, honeycomb paper wrap, or recycled cardboard without plastic tape. The main goal of sustainable packaging is to reduce negative environmental impacts through the use of environmentally friendly materials, recyclable or reusable designs, and energy efficiency. This aims to minimize waste, conserve natural resources, lower carbon footprints, and enhance brand image with ethical packaging solutions.

b. Packaging Communication

Insert a digital or physical greeting card explaining that the packaging is environmentally friendly, so consumers feel they are contributing to environmental conservation. The purpose of packaging communication is to convey product information, build brand image, and attract consumer attention. Packaging functions as a silent salesperson, educating about the product's contents, instructions, and benefits, while also differentiating it from competitors to encourage purchasing decisions at the point of sale.

5. Community-Based Audience Targeting

Digital markets allow micro, small, and medium enterprises to enter very specific market niches without large advertising costs.

a. Micro-Influencer Marketing

Work with content creators who focus on a minimalist lifestyle or the environment to gain a loyal and relevant audience. The main goal of micro-influencer marketing is to increase engagement and conversions through authentic promotions to specific audiences in a cost-effective manner. They build higher levels of trust than macro-influencers, making them effective in increasing brand awareness and driving real purchasing decisions.

b. Green Community

Be active in discussion groups or online communities that care about sustainability issues to hear market needs directly. The main goal of green communities is to create sustainable living through collective action to preserve the environment, reduce waste, save energy, and raise public awareness. These communities facilitate individuals or groups to collaborate in managing green open spaces, water conservation, and climate change mitigation.

6. Price Transparency

Green products often have higher prices due to the high cost of raw materials.

a. Price Justification

Through digital channels, micro, small, and medium enterprises must be able to explain why the price is justified, for example, by supporting local farmers and ensuring longer product durability. The main purpose of price justification is to prove and document the logical reasoning behind a price, ensure fair value, and build consumer or auditor trust. This justification ensures transparency, cost validity, and minimizes the risk of purchasing decisions, especially if choosing a higher price than competitors.

b. Value-Added

Emphasizes that purchasing the product is a long-term investment in the health of consumers and the planet. The main goal of value-added is to increase product competitiveness, differentiate itself from competitors, and maximize profit margins by offering additional benefits. This is achieved through improving quality, functionality, or service, ultimately increasing customer satisfaction and loyalty.

CONCLUSION

Research results show that green product marketing by micro, small, and medium enterprises in digital-based markets is not just a trend, but rather a strategic response to shifting consumer behavior, which is increasingly concerned with environmental issues. These strategic responses include value-based narratives, green branding optimization, utilization of social proof, packaging strategies, community-based audience targeting, and price transparency.

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