

Examining Green Marketing at The Creative Industry in Economic Recovery

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ABSTRACT

The Coronavirus Disease 2019 (COVID-19) is expected to infect millions of people all over the world. Indonesia has fallen into recession because of it. The economic crisis due to the Covid-19 pandemic has shown the importance of economic development by paying attention to environmental sustainability. The solution that can be done to increase the economy is through the development of creative industries. This study aims to determine the understanding of creative industry managers in the fashion, craft, and culinary sectors regarding green marketing and the practice of implementing green marketing in the creative industry during the economic recovery. This descriptive qualitative study shows that the creative industry which has a big role in increasing the national economy can start by understanding the meaning of green marketing itself first so that it can apply it well to their company. This study can guide for creative industry managers, especially creative industries in the fashion, craft, and culinary sectors to create a sustainable economy by implementing green marketing in their companies.

Keywords: Green Marketing; Fashion; Craft, Culinary; Economic Recovery

INTRODUCTION

Since December 9, 2019 Covid-19 appeared in Wuhan, China. In Indonesia, the first confirmed case of Covid-19 occurred on March 2, 2020. To control the spread of Covid-19, the government decided on several policies. The Indonesian government's policies are to prevent the spread of the Covid-19 virus, such as stay at home, social restrictions, physical restrictions, to the implementation of new normal policies. The governments of several countries carry out mitigation strategies to slow the spread of the coronavirus (Saez et al., 2020; Reditiya et al., 2023; Martani and Darma, 2023; Pramesti and Darma, 2023; Dewi and Darma, 2022; Sudiwedani and Darma, 2020; Arianti et al., 2019; Dwisuardinata and Darma, 2023; Wulandari and Darma, 2022; Widiasih and Darma, 2021; Wijaya and Darma, 2022). China took action by implementing surveillance for land (Saez et al., 2020) and Italy's national lockdown (Vicentini et al., 2020).

Travel restrictions have reduced the mobility of individuals worldwide and the associated negative impacts have spread to various industries (Sobieralski, 2020; Wardana and Darma, 2020; Dewi and Darma, 2022; Murti and Darma, 2021; Oyagi and Darma, 2021; Mimaki et al., 2022; Gunadi and Darma, 2022). Social restrictions, self-isolation, and travel

restrictions have led to a reduction in the workforce in all sectors of the economy and caused many jobs to be lost (Blustein et al., 2020; Nicola et al., 2020, Martani and Darma, 2023; Sanjaya and Darma, 2023; Widyastuti and Darma, 2022; Yong and Darma, 2020; Darma et al., 2019; Widana and Darma, 2021). The economy and the pandemic are interconnected. Reducing economic interactions among people can exacerbate a recession but reduce the number of deaths (Eichenbaum et al., 2021).

In Indonesia, GDP (Badan Pusat Statistik, 2020) in the second quarter of 2020 was -5.32%. By the third quarter, the economy had started to grow to -3.49%. The Indonesian government is also trying to help the economy recover with several breakthroughs. One of the breakthroughs to improve the economy is the stipulation of changes to the Cipta Kerja Law (Pangesti, 2021) and the issuance of Law No. 3 of 2020 concerning Mineral and Coal Mining or commonly called the Minerba Law (Syaharani and Tavares, 2020). Minister of Energy and Mineral Resources Arifin Tasrif said (CNBC Indonesia, 2020) the Minerba Law provides improvements to national mining governance and facilitates investment.

Some parties are against these two laws. Workers, NGOs, and environmental issues activists consider that they only accommodate the interests of investors (Dahoklory and Aminah, 2020). The Executive Director of the Indonesian Forum for the Environment, Nur Hidayati said (CNN Indonesia, 2020) the Minerba Law which was recently passed by the Indonesian House of Representatives increased the risk of being vulnerable to Covid-19. The Minerba Law has also drawn controversy due to its brief gratification and minimal public discussion (Kompas, 2020).

Economic recovery is critical at this time but it is important to ensure that these efforts do not sacrifice nature and local people's livelihoods. Actions to be taken during economic recovery should not exacerbate environmental damage that increases the likelihood of future pandemics (Fears et al., 2020). If countries continue to follow business as usual (BAU), it is estimated that carbon output could soar past pre- COVID-19 levels meaning more disasters (Ali Shah et al., 2021).

The economic crisis due to the Covid-19 pandemic has shown the importance of economic development by paying attention to environmental sustainability as an interrelated determining factor. Land conversion has contributed to increased physical contact between wild animals carrying pathogenic viruses and humans. This increase in the intensity of physical contact is the cause of the transmission of viruses from animals to humans such as Covid-19 (Greenpeace, 2020). If we look back, during the 2008 global crisis, global greenhouse

emissions fell by 1.4% and grew again by 5.9% in the following year due to the economic recovery. This total annual growth is the highest on record and the highest annual growth rate since 2003. This is due to an uncontrolled increase in greenhouse emissions with large increases due to fossil burning activities and the cement industry (Peters et al., 2012).

It is necessary to review Indonesia's policies in the era of national economic recovery. It is better to focus on the formation of policies that not only improve economic conditions but also build an economy that can face the crisis (Syaharani and Tavares, 2020; Adnyasuari and Darma, 2017; Andanari and Darma, 2022; Said and Darma, 2022). Green marketing is defined as the design of all activities to fulfill consumer wants and desires by minimizing negative environmental impacts (Sari & Setiawan, 2017). This activity is related to producing, promoting, and packaging sensitive ecological issues (American Marketing Association, 2017; Mahmoud, 2018). Implementing green marketing in the right way will improve company performance and benefit all stakeholders involved such as entrepreneurs, customers, and the environment (Daniel, 2019; Wandari and Darma, 2021; Wandari and Darma, 2020; Dewi and Darma, 2019; Kusuma and Darma, 2020; Putra and Darma, 2019; Bali and Darma, 2019; Pertiwi and Darma, 2023; Umami and Darma, 2021; Agustiar and Darma, 2022; Premawati and Darma, 2017; Darma, 2006; Wibawa and Darma, 2023; Priskila and Darma, 2020; Solin et al., 2023; Saputra and Darma, 2022; Mahyuni et al., 2021; Desyanta and Darma, 2020; Wulandari and Darma, 2020; Praswary and Darma, 2021; Monica and Darma, 2022).

One of the steps that can be taken in the recovery of the Indonesian economy and spurring the performance of the industrial sector is through the development of creative industries. The creative industry can be a solution to the saturation of economic growth in general and the processing industry in particular (Kusuma et al., 2020; Ginantra et al., 2017; Dewi and Darma, 2016; Dewi and Darma, 2022; Dewi and Darma, 2019; Solin et al., 2023; Rivaldo et al., 2021). Indonesian President Joko Widodo stated (Kumparan, 2020) that the creative industry is a future industry that plays a major role in building the national economy. The creative industry is a driver of local economic development and innovation, as well as a good opportunity created to get out of the economic crisis (UNESCO, 2013).

The creative industry in Indonesia continues to grow. This is marked by the increasing value of creative industry exports and the number of creative industry workers each year so that they contribute to an increase in national GDP and help reduce unemployment by creating new jobs (Septina, 2020). Joko Widodo (Kumparan, 2020) also stated that the workforce working in the creative industries grew by around 5.9% annually. The Minister of Tourism and

Creative Economy, Sandiaga Salahuddin Uno (Antara News, 2021) explained that Indonesia ranks third in terms of the creative industry's contribution to GDP with the largest contributory sub-sector, namely fashion which reaches 9 billion US dollars, crafts or crafts. which reached 4.9 billion dollars and culinary reach 1 billion rupiahs.

Maintaining environmental health along with economic recovery can be like a coin that has two different sides but cannot be separated. Therefore, economic recovery for sustainable economic development must not override environmental health. Likewise, environmental protection efforts should not hinder sustainable economic development.

RESEARCH METHODS

The type of research used in this research is qualitative. This research uses qualitative research using a case study approach. A case study is defined as a qualitative approach in which the researcher explores real-life through detailed and in-depth data collection involving various sources of information (observations, interviews, and documentation) (Creswell & Poth, 2018). In this study, the results to be obtained by researchers are to find out how creative industry managers understand green marketing and green marketing practices during the economic recovery period.

In this study, the determination of informants used a purposive sampling technique with heterogeneous/maximum variation sampling. The selected informants are respective managers from the creative industries of the fashion, craft, and culinary sectors. These three sectors were chosen to be research locations because they have the main elements in their application, think green (having a 'green' vision), act green (doing business with 'green' infrastructure), sell green (selling 'green' products). and convey green (inviting consumers to go 'green') (Stern & Ander, 2012). Without one of these four elements, a company cannot be said to be running green marketing as a whole (Firdaus, 2017).

In addition, the three sub-sectors are the highest contributors to GDP in terms of the creative industry. The reason for choosing the creative industry located in the Denpasar and Gianyar areas is because both regions received awards in the creative industry sector. Denpasar City is part of the sub-sector level which has advantages in the fashion sector according to the Bekraf decision No. 83 of 2019 while Gianyar Regency excels in the craft sector by obtaining World Craft City from the World Craft Council (WCC) in 2019 and one of the sub-districts in Gianyar, namely Ubud received an award from the United Nations World Tourism Organization (UNWTO) as a Global Gastronomy Destination in 2019.

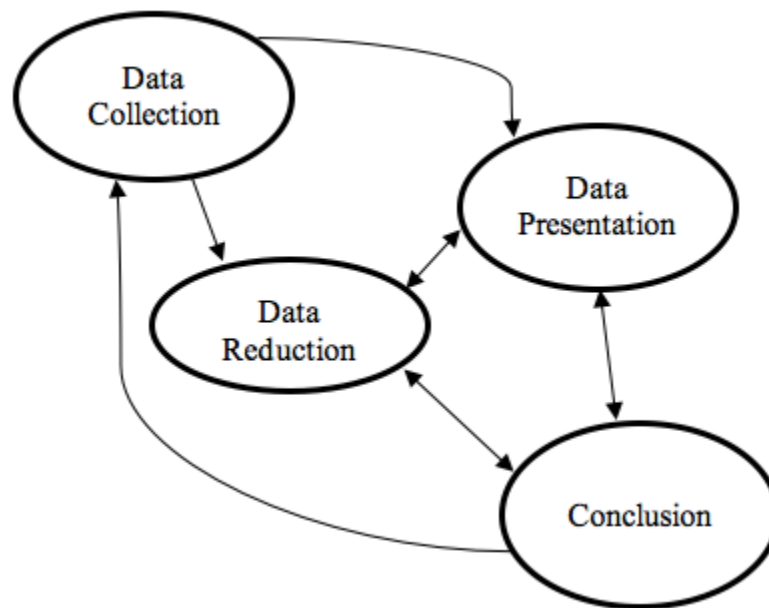


Figure 1. Miles & Huberman, Data Analysis Model

In the early stages of data analysis, general observations were made of the situation of the object under study. The data collected is the result of interviews, observations, and documentation. The data obtained from the interviews that are being conducted with the informants are sorted so that the quality of the data presented is can produce quality data, which is easy to read and understand by readers. The presentation of the data in this study is in the form of narrative text in the form of data from the results of interviews that have been conducted. The presentation of the data in this study is the form of a description or in the form of descriptive text regarding the application of green marketing in the creative industry. The conclusion of this study is about the understanding of creative industry managers regarding green marketing and the practice of implementing green marketing during the economic recovery period. Checking the validity of the data in this study was conducted credibility. A test of credibility in this research was conducted to triangulation data or sources and triangulation methods.

RESULTS AND DISCUSSION

Understanding the Meaning of Green Marketing

a. As a Form of Awareness of Maintaining Relationships with the Environment

All industrial sectors have demanded not only to fulfill human needs and wants but also to be independent in nature. Companies are developing products with development

attributes depend on the economy, environment, and society. This can be seen from how the product is obtained, produced, marketed until the product reaches the hands of consumers.

These activities can be carried out by industrial players such as reducing everything that can result in waste and reusing waste that can still be used for the same function or other functions (Hartabela et al., 2016) a someone who works in the culinary industry, According to Manager CI C, anything that is environmentally friendly, such as glass bottle packaging, will not be environmentally friendly if you just let it pile up. So, it is important to strive for recycling.

“We have a program, for example, we sell drinks where the bottles are made of glass. The bottle is not very friendly either, for example if he buys bottled drinks every day, the bottles will pile up and become garbage. If they have 10 empty bottles and want to exchange them, then we will give free drink products” (Manager CI C).

Neutralizing chemicals used by industry before returned to nature (Raghuvanshi, 2016). Manager CI A does this by mixing textile waste produced with eco-enzymes that can neutralize chemicals. So that when thrown away into nature it will not damage the environment and will not interfere with the physical environment of the river. Liquid waste from textiles will be dangerous if disposed of in rivers (Pratisarawirya, 2020). The bright colors, printing and finishing of the resulting fabrics have caused the fashion industry to become the industry that pollutes the second largest water in the world after the agricultural sector (Rahman et al., 2019).

“Yes, it's like being neutralized. Let the next generation also not damage the environment as well. Because the environmental pollution is not bad. So, we really try to do it from coloring until the result is natural, so that's how it is” (Manager, CI A).

Waste management is also carried out by Manager CI B, as a person who works in the handicraft sector with a fairly high production intensity. Manager CI B seeks to manage the company's waste so that it is not environmentally friendly. One of the efforts made is by starting from the company's internal management to monitoring the company's waste management which if the waste is wasted so that it can still be managed and can be used again into something more useful.

“Let's talk about the waste first, every company has waste, for sure. Our activities are quite dense and with limited labors, so we collaborated with a waste management company so that the waste is sorted again so that later it will be used again into something more useful” (Manager CI B).

b. As an Effort to Utilize Resources Efficiently and Effectively.

We live in a world with limited resources struggling with an ever-increasing population. Hasto Wardoyo, Head of Badan Kependudukan dan Keluarga Berencana Nasional (BKKBN) also revealed that during the Covid-19 pandemic the birth rate was increasing (Info Public, 2021). Rapid population growth will lead to the consumption of large amounts of resources (Zhang & Ke, 2020). This puts pressure on industry players to continue to innovate and take steps so that resources can also be utilized for the next generation.

Fashion Industry

The fashion industry not only plays a key role in increasing GDP, but is also a sector with a high environmental impact. Along with the changes in the fashion industry, which has increased, increasing the remaining excess fabric waste. Therefore, the fashion industry is listed as the second largest contributor to waste (Nobel, 2019). These problems can be done by extending the life of the clothes, both through better designs and having durability. In addition, it extends the life of clothing by reviewing the recycling process for products that do not sell, to offer them again to the market for resale (Janigo et al., 2017). For example, what Manager CI A resell clothes made from patchwork to foreign markets because there was less demand in the Indonesia.

Craft Industry

The handicraft sector provides jobs and livelihoods for most local communities. However, with changing markets and increasing industrial production, it poses a significant threat to the sustainability of the handicraft and natural resource sector (Kapur, 2020). The principle of an environmentally friendly industry is an industry that uses less wasted energy and a small negative impact generated by the industry (Kasus & Balung, 2016). Manager CI B which utilizes the smallest pieces of craft materials so they are not wasted. With skilled hands, craftsmen produce various crafts, one of which is a mirror with a driftwood frame or driftwood. In the manufacturing process, there are pieces of mirror that are irregular, so they cannot be reused. Manager CI B initiative to utilize the irregular mirror pieces to become an irregular mirror product. This product is a small mirror with an irregularly shaped.

"We have a new product. We are also looking for people to promote it. We make irregular mirror products. The idea is from seeing that there are pieces of the mirror left, the

shape is irregular so we just need to tidy it up a bit. It doesn't use up much material, this stand also only uses small wood” (Manager CI B).

Culinary Industry

Several factors that encourage green marketing practices are the increasing awareness among the investment community about climate change issues (Sidhu, 2018). In this case, Manager CI C minimize the material becoming rotten and wasted, material management is carried out. Manager CI C uses the FIFO (First In First Out) method. FIFO is a product management method for selling the first goods in as the first goods out. The head of Badan Perencanaan Pembangunan Nasional (Bappenas), Suharso Monoarfa, stated that food waste wasted in Indonesia reached 23 million tons - 48 million tons per year in the 2000-2019 period (CNN Indonesia, 2021). One of the types of waste that produces greenhouse gases is food waste (Rini et al., 2020).

The Food Recovery Hierarchy is a concept that aims to minimize food waste and protect the environment from the negative impacts of food waste (Environmental Protecting Agency, 2021). This concept was coined by the Environmental Protecting Agency (EPA), the EPA is the United States environmental protection agency. In the Food Recovery Hierarchy, the main thing is the reduction of waste from the source. This means that in reducing food waste leftovers from restaurants are not only from consumers, but also the responsibility of the restaurant itself.

Efforts made by Manager CI C to reduce food waste are by implementing a buffet way of serving food. There are three ways of serving food, namely buffet, serving without a dose, and serving with a dose. Restaurants that implement food serving with a buffet have a smaller pile of food waste per day compared to other serving methods (Wulansari et al., 2019).

“Our restaurant concept is buffet, so that consumers can take enough food. So, there is no wasted food, if it's not enough, you can add it too” (Manager CI C).

Application of the Green Marketing Mix

a. Green Product

For green product development, it is important to pay attention to environmental impacts throughout the product life cycle. Starting from raw materials, processing, packaging, to product use and final disposal (Sidhu, 2018). This is a challenge for industrial managers to formulate strategies to control pollution and preserve the environment.

Green products come from decisions and actions related to products that aim to preserve or provide benefits to the natural environment (Eneizan, 2020). Manager CI B and Manager CI C face this challenge by selling their products in environmentally friendly packaging thereby reducing the use of single-use packaging. Reduce means reducing various things that can lead to waste by not using materials that are only one time use and immediately become waste (Onainor, 2019). Manager CI B uses cardboard and wood for shipping packaging, while Manager CI C provides glass bottle packaging for its beverage products.

“We export more often than consumers who come directly. Product packaging is very important so that handicraft products are not damaged. To be safe, we use wood for packaging. We also pack them in cardboard boxes. One-time delivery can be in one container, if the packaging is not environmentally friendly, it can add a lot of waste at the destination. Also, most of the used boxes are from suppliers” (Manager CI B).

So far Manager CI B and Manager CI C also reuse or reuse empty packaging for the same function. The reuse application carried out by Manager CI B is to reuse used cardboard for shipping packaging. Meanwhile, Manager CI C reuses bottle containers and plastic boxes obtained from suppliers for restaurant needs and sterilizes them first.

“We get a tofu package, we get a plastic container box from a supplier, we use it again for salt containers, for example soy sauce bottles, we try to reuse and sterilize them to be used again for our products. Even if it cannot be reused, we prioritize the container or bottle for things that can be refilled to the supplier” (Manager CI C).

On the other side, Manager CI A places the development and preservation of cultural heritage that focuses on the environment as its mission. This can also be seen from the award that Manager CI A received as the winner of an international fashion show with the theme of sustainable fashion. The form of minimizing environmental impacts carried out by Manager CI A is upcycling and recycling.

Upcycling changes clothes by applying aesthetic changes so that they become new and interesting clothes (Janigo et al., 2017). Manager CI A redesigned the old product by giving a touch of surface design. Manager CI A invented the new technique herself. Surface design prioritizes creativity and innovation as well as skill and color art and with canting pijat techniques on the surface of the fabric. With this processing, the product will also be durable and not easily fade.

“Yes, the design is environmentally friendly. Initially, we made this surface in 2015 when tenun from Jepara came to Bali and made the price of tenun really drop and that made

all the tenun companies in Bali go bankrupt. At that time a lot of tenun at home piled up. Finally, we create a surface design. So, we think how to make the tenun can continue to exist or increase the price Surface design is done manually, so it doesn't use a machine. For packaging, now the material uses cardboard boxes, but we have plans to switch to using woven bamboo” (Manager CI A).

Recycling is based on the conversion of materials from existing products to make different products (Todeschini et al., 2017). Manager CI A utilizes the tangled threads left over from the manufacture of woven fabrics by turning them into something of value, namely Tenun Seseh. Manager CI A also uses the remaining pieces of cloth to make clothes, bags, and painting masks, which are in high demand during the pandemic.

“We bought a pack of yarn. One pack of threads turned out to be broken and tangled during the process. During the process there are obstacles that make the remaining threads can no longer be used for Tenun motifs. We try to weave again, so it turns into Tenun Seseh. It's not patterned. There are tenun that we make for apparel. Well, there are a lot of leftovers from readymade clothes. We make masks. Before the pandemic we didn't make masks, but wallets. Sometimes we also process them into clothes, because there are foreign buyers who are happy to have their clothes affixed, if in Indo they are not selling well. Anyway, we process it until there is absolutely no residue because from a business perspective, the cost is quite good if we waste it. Anything small is valuable” (Manager CI A).

b. Green Price

The application of green price determination takes into account the economic and environmental costs of production and the percentage of profits for industry players (Eneizan, 2020). In this case, all of managers consider pricing by accumulating all the basic costs of green products and then adding the desired percentage of profit.

“From the price we add up the price of raw materials, the second is labor, the third is facilities and infrastructure. The price is a bit high compared to printed weaving, because our products are handmade and the process is quite complicated, especially products with natural color coloring” (Manager CI A).

Price is also an indicator of quality. If a product is said to be 'green' the price will tend to be more expensive, usually because the material is more difficult to obtain or process or the processing process is complicated (Chekima et al., 2016). Similarly, Manager CI A and Manager CI B sell their products higher because of the mostly conventional production process. Manager CI B in the craft sector is required for conventional processing processes.

Meanwhile, Manager CI C products are becoming more expensive, one of which is because the packaging price is quite high. So that Manager CI C provides discounts for consumers who bring their own bottles, lunch boxes, or bags.

“If you want to be fully environmentally friendly, it is very expensive, because one plastic bag and a paper bag can cost a 70% difference, so the first one is obviously the cost itself. If we try to reduce the cost, if it is not possible, we will sell it at a higher price, because it must be sold at that price. We are always looking for solutions so that they are not subject to the costs of additions. So, if they bring their own container and tumbler, they get a lower price. Because we don't add the cost of bottles, containers, or bags” (Manager CI C).

c. Green Place

Green place is related to the use of distribution gates related to green products in terms of facilitating environmentally friendly delivery to consumers (Hashem & Al-Rifai, 2011). This has been done by all informants in their efforts to package products to reach consumers.

Manager CI A sells its products in their own gallery which is located in the same place as the production facility. It aims to create a 'one stop' or one stop for consumers. Consumers can come not only to buy clothes, but also to learn about the production process.

“For offline, we have a gallery. The second floor is used for production and office. Like this surface production is on the second floor. We invite some consumers who come here to see how the surface design process is” (Manager CI A).

The same thing was also done by Manager CI B, with a high intensity of shipping outside the region, Manager CI B determined the location of the art shop next to the cargo company. This is to facilitate product distribution.

“In internal company, during meetings we always discuss the cleanliness of the work environment. Last time, I don't know who put trash into the Buddha statue. I immediately talked to all staff so that they don't be lazy to throw garbage in the rubbish bin. Not tucked in the products that we sell. If bring lunch from home, it's better use lunch box, so can reduce food packaging waste here. If everything is clean and tidy, work is also good” (Manager CI B).

Manager CI C's restaurant is located next to a supermarket, making it easier for him to obtain raw materials. One of the actions that all companies can consider regarding distribution and transportation is the development of a centralized distribution method that creates environmental benefits such as reduced vehicle movement (Abzari et al., 2013). Green place includes both internal and external aspects. The internal aspect is the company's

internal environment which should be a place where managers and employees feel comfortable. The external aspect is the place to offer products and services that are least harmful to the environment (Abzari et al., 2013). In this case, Manager CI B and Manager CI C communicated to all employees the importance of creating a good ecosystem as well as evaluating at meetings regarding the cleanliness of the internal and external environment.

“So, we inform employees how to create how important it is to create a good ecosystem both with the environment and with others, which may be applied at home later. We are more focused on sharing knowledge” (Manager CI C).

d. Green Promotion

To communicate about green products, Manager CI B uses social media and websites. Manager CI B educates consumers by providing information on social media regarding materials and processes for making green products. It is important to note that some consumers who lack awareness and responsibility for the environment are those who are price sensitive or think that the price offered for green products is much more expensive than ordinary products. Therefore, the benefits of green products need to be communicated through green promotions to justify higher prices (Chekima et al., 2016).

The same thing was done by Manager CI A, apart from promoting on social media, Manager CI A participated in several fashion shows such as fashion shows with the theme of sustainable fashion. Through fashion shows, we can reach a wider market, because not only to promote products to those present, fashion shows are also covered by the mass media. The mass media not only provide information, but also form imitation behavior or imitate the model presented by media messages. One of the behaviors formed by the media is imitating a style of dress that can give a person a certain identity (Habsari, 2015).

“We learn more about increasing online promotions and how to enter overseas marketplaces. All marketplaces are invited to cooperate. Then for the color of nature, like this Seseh there just happens to be a way. I just launched last year, at that time there was international fashion show. They were asked to make something unique with the theme sustainable fashion. So, I chose the Seseh. Then from 3000 designers, 10 big designers were netted. After that, there are a lot of people looking for it” (Manager CI A).

The purpose of green promotion is to influence the buying behavior of consumers by encouraging them to buy products that do not harm the environment and directing their interest in the positive consequences of their buying behavior, for themselves and the environment (Rahbar & Wahid, 2011). Manager CI B took the initiative to provide one free

beverage product if consumers were willing to exchange 10 used bottles as an invitation to consumers to reduce the pile of bottle waste.

CONCLUSION

The all managers understand green marketing as a form of awareness to maintain a relationship with the environment as well and as an effort to utilize resources effectively and efficiently. This is done by managing waste, extending the life of a product, utilizing raw materials as much as possible, and managing raw materials. In managing green products, all managers apply reduce, reducing waste by using environmentally friendly packaging and packaging that can be recycled. Reuse is to reuse used packaging from suppliers that were previously sterilized first. In addition, does Manager CI A does upcycle, by applying aesthetic changes to a product, to recycling, namely by utilizing materials that are no longer used to become something of selling value.

In determining the green price, all managers accumulated all the costs of the green product and then added percentage of profit. Green products are sold at a higher price due to the complicated and conventional production process, in addition to the high price of environmentally friendly packaging. In order to make green products more affordable, Manager CI B provides discounts for consumers who bring their own packaging or packaging that can be recycled. Regarding green places, the three informants sought to reduce distribution and transportation with a centralized distribution that could reduce vehicle movement. This is done by choosing a business location that is also a place of production, close to the shipping company, and a location close to raw materials.

The all managers use social media to provide information about their green products related to materials to the process of making products. In addition, Manager CI A directs consumer interest in their products by participating in fashion shows, one of which is a fashion show that carries the theme of sustainable fashion, Manager CI B emphasizes website media, and Manager CI C encourages environmentally friendly behavior by giving attractive promos such as giving free one drink product if consumers willing to exchange 10 used bottles.

The results of this study provide a new perspective on sustainable economic recovery efforts, which can refute the government's breakthrough regarding economic recovery by enacting the Cipta Kerja Law and issuing Law No. 3 of 2020 regarding Minerals. According to previous researchers, NGOs and environmental activists only accommodate the interests of investors. This research shows that the creative industry which has a big role in building the

national economy can start by understanding the meaning of green marketing itself first so that it can apply it well to the company.

This research guidance for creative industry managers, especially creative industries in the fashion, craft, and culinary sectors in an effort to create a sustainable economy by implementing green marketing in their companies. Especially for the fashion industry, one of them can do upcycling, one of which is by surface design, which prioritizes creativity and innovation as well as skills and color art processing and canting pijat techniques on the surface of the fabric. If the company has limited human resources to manage waste, the company can cooperate with a waste management company to help manage its waste. The high price of green products, the creative industry, especially the culinary sector, can provide discounts to consumers who bring their own packaging or packaging that can be recycled.

This study has limitations that can be taken into consideration for future researchers in order to get better research results. These limitations include the scope used in this study only covers 3 sectors out of 16 existing creative industry sectors. The three sectors are fashion, crafts, and culinary. Further researchers can focus on other creative industry sector research to be able to analyze and find the application of green marketing in each creative industry sector. This study only examines four green marketing mixes green product, green price, green place, and green promotion. The next researcher can discuss again about the green process, green people, and green physical evidence.

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