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Packaging and Green Marketing on Brand Image and its implementation on Kopi Kenangan Brand's Vera Mariani Saiful ¹);

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Abstract: The objective of this study is to ascertain the impact of green marketing and brand image on consumer loyalty among Kenangan Brand's customers, both individually and collectively, as outlined in the research framework. The research sample comprises all Kenangan Brand consumers in the Jabodetabek area who have made purchases of the brand's products. The findings reveal that green marketing and brand image exert a significant influence on consumer loyalty, with brand image emerging as the predominant factor driving consumer loyalty. Furthermore, initiatives aimed at environmental conservation, such as the utilization of sustainable materials in the food and beverage sector, energy conservation, and recycling, can yield economic advantages for businesses and society at large. Companies that prioritize environmental sustainability stand to gain numerous benefits, not only contributing to a healthier planet but also fostering a positive reputation among consumers and society as a whole, leading to increased profitability through innovative practices.

Keywords: Green Marketing, Packing, Brand Image, Customer Loyalty.

INTRODUCTION

The profit achieved by a company is the main goal, which in this case is one of the ways through efficiency and effectiveness in carrying out the company's operations which is very important. Among them is green marketing in an innovative way and being a very good influence on consumer awareness of brand image. So this demand becomes a benchmark for brand benefits and price. Every company leader needs to work hard and have high creativity to create a company goal. This activity can also be said to be one way of changing the packing supply to reduce waste. If the world community is aware of going green. For example, changing people's lifestyles by reducing waste to recycling because of the impact on environmental quality where they lose economic products. Various methods can be used to achieve this goal, including: appropriate product planning, promotion, pricing, product development (one

of which is for packing supplies) by paying attention to the activities and steps carried out.

The impact of the global warning issue requires the world community to be more aware of going green activities, namely changing lifestyles to be more eco-friendly. People are becoming more aware of the surrounding environment by changing lifestyles by reducing the level of pollution and waste thrown away, especially plastic waste from food consumption that is used every day. If the company has a good image in the eyes of consumers, what will arise is a great trust in the company even though there are competing products on the market with relatively the same benefits and prices, or in other words, consumers will remain loyal even though there are new products. In this case, company leaders need to maintain and improve this service because it has a very positive impact on the company.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

It is still one of the environmental problems in the world. Since 1950, there have been more than 8 billion tons of plastic waste recorded in the world. Plastic is a dangerous material for both the environment and living creatures. Taking a long time to decompose, plastic can release toxic substances into the soil or drinking water. Generally, countries with the most dense populations produce the most plastic waste. However, data from the World Population Review shows the opposite, the following countries produce the most plastic waste in the world, namely among the 10 countries that produce the most plastic waste in the world, the first is the United States: 34.02 million tons, followed by India: 26.33 million tons, China: 21.60 million tons, Brazil: 10.68 million tonnes, Indonesia: 9.13 million tonnes is the fifth largest waste producing country, Russia: 8.47 million tons, Germany: 6.68 million tons, England: 6.47 million tons, Mexico: 5.90 million tons and the next one in the top ten is Japan: 4.88 million tons. Of the total plastic waste available, only half goes to landfill and 9 percent is recycled. Some is even thrown into the open sea. Typically, high-income countries produce high amounts of plastic waste per person. However, they have better waste processing processes than other countries. In contrast to middle and low income countries, they still develop good waste management infrastructure. A lot of plastic waste is still mismanaged so that it ends up being thrown into the sea. As in 2016, plastic waste production in China decreased to 21.6 million tons, in one year around 28 million tons of plastic waste was reduced. Even China is still below the United States in terms of Metriculation Order. However, based on World Bank data, China produces 395.1 million tons per year, making it the highest contributor to plastic waste in the world. First place is online annually, while the United States is in second place in total plastic waste production with 265.2 million tons per year. To make matters worse, the US burns 6 times more plastic waste than it recycles plastic waste. It also contributes to increasing carbon dioxide emissions into the atmosphere in the US. As the economy progresses, more areas move to urban areas, and consumption rises, India has become the 5th country in terms of being one of the largest contributors to plastic waste. India's population contributes around 189.8 million tons in a year. According to a report published by the Energy and Resource Institute (TERI) India, with a total production of plastic waste of 43 million tons, it was initially collected in 12 tons to reach industrial level, and because the industry was not yet ready to recycle plastic waste, 31 tons of waste were thrown away haphazardly. Brazil. With the facts above, as a result of the estimation and presence of this waste, Brazil is ranked among the countries with the 4th amount of plastic waste in the world, with waste production of 79.1 million tons per year, this country is estimated to be apenas in recycling. reuse 1.28 percent of the total plastic waste. This country is estimated to

reuse 12.8 percent of all plastic waste. Our country of origin is also still among the five countries that produce the most plastic waste globally. According to a report published by India's Energy and Resource Institute (TERI), with total plastic waste production of 43 million tonnes initially collected in 12 tons to reach industrial level, and because the industry was not yet ready enough to recycle plastic waste, 31 tons of waste were thrown away haphazardly. Brazil. With the facts above, as a result of the estimation and presence of this waste, Brazil is ranked among the countries with the 4th amount of plastic waste in the world, with waste production of 79.1 million tons per year, this country is estimated to be apenas in recycling. reuse 1.28 percent of the total plastic waste. This country is estimated to reuse 12.8 percent of all plastic waste. Our country of origin is also still among the five countries that produce the most plastic waste globally. Indonesia is a country that produces 65.2 million tons of plastic waste every year. Indonesia is ranked fifth in contributing plastic waste to the Pacific Ocean with annual production of 56.3 million tons. This indicates that most of our plastic waste ends up in the waters and pollutes the environment and living creatures in the sea and from 1950 to 2016, it is still sustainable as the country that produces the most waste in the world, one of which is our country in fifth position.

Sustainable Marketing is a marketing concept that emphasizes ecological concerns while promoting its goods. This involves strategic pricing by content creators, promotional advertising, and smooth movement of commodities.

Green Marketing is marketing that uses environmental issues as a strategy in marketing products. Green marketing in a company includes several things such as the production process, pricing process, promotion process, and distribution process. This is in accordance with the statement by Kotler and Keller (2006) "green marketing is a movement directed at the organization of product production that is environmentally responsible" (Tareq & Nahla, 2011: 93). According to Polinsky (1994), green marketing or what can also be called environmental marketing is defined as the consistency of all activities that design services and facilities to satisfy human needs and desires, without causing an impact on the environment. nature. Good marketing in business is more than just the production of goods and services; price determination by producers, sales advertising and physical flow of goods. (According to Salmon and Stewart quoted in Irandust and Bamdad, 2014). Lozada (2000) said that green marketing means using marketing methods to help an organization's goals in protecting the environment and what it wants to achieve. This idea was explained by Peattie in 2001. Environmental considerations are at the heart of sustainable marketing as it aims to gain financial benefits, but they are not the only business goal.

The goal of environmental promotion is more than just revenue assessment. This also increases concern for environmental protection. In his 2007 work *The Green Marketing Manifesto*, John Grant describes green marketing goals in three phases.

1. At the forefront of broadcasting the company's promise of ecological care. This is the first stage for companies practicing green marketing.
2. To achieve environmentally friendly goals that fall short of the financial goals of the business. Businesses seek to change the way certain products are used by customers. Save paper by choosing recycling alternatives, reducing water consumption, and using energy-efficient equipment.
3. This organization aims to change its clients' perspective on environmental issues to become more environmentally conscious. In line with the culture of consumer

choice, environmental considerations in every activity are anticipated, whatever the company's product.

Theoretical Framework for Eco-Friendly Marketing Image.

Green marketing elements (Wu and Chen, 2014) consist of: Green customers, are people who purchase and consume products that are safe for their bodies and the environment, to maintain their environment. Green production process, is a way of producing with technology that limits pollution or has benefits for the environment. Green financial affairs, are types of accounting approaches that try to consider financial and monetary values for ecological investments and forest damage. Reasons of being green, are a reason for a person or company to change its behavior to care about the environment. Environmentally conscious customers, or individuals who purchase and utilize environmentally friendly and non-toxic goods to protect Nature. Environmentally conscious manufacturing methods refer to the production of goods using technology that reduces environmental impact or helps ecological well-being. Green Marketing considers financial and ecological impacts when looking at resource damage. Motivation for applying green marketing is an encouragement for individuals and businesses to develop themselves and engage in communal initiatives.

METHODS

Because the aim of this research is to discover phenomena and create meaning in the field, this research adopts an interpretive paradigm. This type of research design is narrative research, namely narratives that someone hears or speaks in their daily life with the aim of identifying their beliefs and perspectives on the world (whether in gossip, news, raw facts, comments, etc. because all of that is "telling"). Stories heard in people's daily activities are the focus of this research. It is hoped that this research will analyze the behavior, writing and verbal responses of informants. Secondary data from this research comes from journals about green marketing and the Kenangan Brand website. Primary data comes from consumers' understanding of Brand Memories. To get data and an overview of the research.

The following are the data processing methods used in this research: The aim of this research is to discover phenomena and create meaning from phenomena in the field. This type of research uses a narrative research design, which aims to understand a person's identity and worldview by referring to stories (narratives) that people listen to or tell when they carry out their daily activities. The stories heard in daily activities can be gossip, news, facts, analysis, etc and so on. The focus of this research method is the stories that people tell when they carry out daily activities. It is hoped that this research can explain the behavior, writing and speech of informants. The primary data from this research is consumer perceptions of Brand Memories; Secondary data comes from data websites and scientific journals about green marketing.

Data processing in this research was carried out as follows: using an interpretive paradigm because it aims to discover phenomena and build meaning in the field. This type of research uses a narrative research design, namely understanding a person's identity and worldview by referring to the stories (narratives) that people listen to or talk about in their daily activities (whether in the form of gossip, news, facts, analysis, and so on, because all of that can be called "stories?"). The research focus of this method is stories heard in everyday human life experiences. This research is expected to be able to describe the speech, writing and/or behavior conveyed by the informants. The primary data for this research is consumers' meaning of Memories

Brand's and secondary data is taken from scientific journals about green marketing and the internal data website of Memories Brand's. Obtaining data and information in this research uses the following data collection techniques: Observation, data collection techniques by conducting reviews directly. Interviews, the types of interviews used in this research are in-depth interviews and documentation, in this research the documents are in the form of the Memories Brand's green action program on the website.

Documentation, in this research the document is in the form of the Kenangan Brand's green action program on the website,

1. Data Collection: data collected by researchers is relevant and supportive data in accordance with the research conducted.
2. Data Reduction, namely the process of summarizing, selecting the main things.
3. Data Classification, or separation of data according to the purpose of the data and the focus of certain topics.

For this research, the purposive sampling method was used to select informants. The informants consisted of individuals in Jabodetabek aged 19 years and over who knew about environmentally friendly marketing and had previously purchased something at Kopi Kenangan. In this research, ten informants were of different ages and professions. Collecting, reducing, conveying, and drawing conclusions are the data analysis techniques used. There are several results from this research. First, environmentally friendly products have long-term health benefits and guarantee the availability of raw materials from nature, which makes them important. Second, green marketing is seen as a societal obligation. This is used to promote goods with environmental issues in advertising, with a green marketing logo and possibly at a higher price than similar goods from competitors.

The number of informants in this research was ten people with various age and professional backgrounds. From this research, there are several findings. First, green marketing products are considered important because they are related to long-term health benefits and guarantee the availability of natural raw materials. Second, green marketing is understood as social responsibility towards society. This is used to promote products that raise environmental issues in advertising, that have a green logo, that are priced higher than existing similar products, that are edible and free from chemicals in the product and packaging, and that are organic and environmentally friendly. Environmentally based marketing must apply the 3R principles, namely reduce, reuse and recycle. Third, the implementation of green marketing carried out by Kenangan Brand includes promotion through advertising by highlighting environmental issues, using a green logo, as well as recycling such as minimizing the use of glass, plastic and changing plastic packaging into recycled packaging, as well as selecting the best quality raw materials and processing processes that comply with standards.

RESULT AND DISCUSSION

Informant data that can be requested for information regarding the meaning of green marketing and its implementation at Kopi Kenangan. containing name, gender, age and occupation. The age range of informants is quite varied, namely between 22 years to 50 years with different jobs. Differences in age, gender and occupation can support this research to obtain more objective information. It can be assumed that each informant has a different opinion according to their respective knowledge and points of view.

No.	Name	M/F	Age	Occupation
1	Ari	P	45	Housewife
2	Giri	L	50	Employee
3	Faiz	L	22	Student
4	Kiky	L	40	Housewife
5	Winda	P	35	Housewife
6	Nisa	P	36	Housewife
7	Diar	P	22	Student
8	Farhan	L	24	Student
9	Cikal	L	22	Student
10	Raka	L	23	Student

Figure 1 Consumer Data

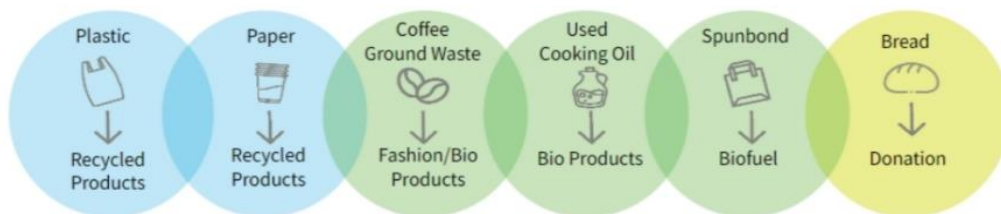
Informants' interpretations of the importance of environmentally friendly products were as follows: Ali (2024), working as a private company employee, stated that “the products we are producing,” the use of food and drinks must be environmentally friendly and is very important for our health. Gili (2024), who works as a private company employee, added, “Indeed, the issue of using environmentally friendly food products is very important. Kopi kenangan products are served hot, and if they are hot, they come in contact with substances that are difficult to decompose or even dangerous.”

From the above quote, it can be interpreted that environmentally friendly products are very important for health. The packaging is Styrofoam-free, safe for children, and the advertising is environmentally friendly.” From the above quote, it can be interpreted that Kopi Kenangan's environmentally friendly marketing practices can be seen from the product's raw materials, packaging, and promotion through advertising. According to Nisa (2024), also a housewife, “Kopi Kenangan does not use Styrofoam and uses wrapping paper. From this quote, it can be understood that Kopi Kenangan's environmentally friendly marketing can be seen in its recyclable packaging and waste disposal. Diyal, Farhan, Chikal, and Laka, all students, share almost the same opinion. That is, green marketing is one of the practical activities that various industries, including kopi kenangan as an FnB industry, undertake to sustain their future survival.

From the above discussion, it can be concluded that environmentally friendly marketing or green marketing can be understood as a social responsibility to society. Green marketing includes promotion through advertising that raises environmental issues, the use of green logos, and more diverse pricing, such as using tumblers or bring your own beverage containers, which can be more expensive or less expensive than similar products. In addition, products must be made from organic raw materials and must not be environmentally destructive. Apart from that, green marketing must apply the 3R principle: reduce, reuse, and recycle.

Since its inception in 2017, Kopi Kenangan, which evolved into Kenangan Brand's, has focused on building a healthy and sustainable business. To achieve this, Kenangan Brand's has introduced a new strategy: to build a healthy and sustainable business. To accomplish this, Kenangan Brand's has introduced a new strategy that sets the standard for its business operations. As an emerging food and beverage group with a new retail concept in Indonesia, Kenangan Brand's recognizes that a sustainable company must be a financially sound (profitable) company that can

support various elements of environmental, social, and governance (ESG-environmental, social, and governance) We recognize that Through this new strategy, the Kenangan brand aims to become a sustainable and profitable company by 2030. The Kenangan brand has implemented several strategies in the food and beverage sector, including store expansion, product innovation, and intensive marketing efforts, to develop a healthy business and increase profitability. However, the company recognizes that a comprehensive strategy is needed to sustainably develop its business. To this end, the company is currently embarking on an eco-friendly business initiative focused on achieving zero landfill waste. by 2030, the kenangan brand expects to succeed in reducing waste and preventing operational waste from entering final landfills (tpa) by working with trusted partners to recycle waste. It is hoped that the company will succeed in preventing In addition, Kenangan Brands plans to donate food products. From the above discussion, green marketing or environment-based marketing can be interpreted as social responsibility toward society.



Happy People

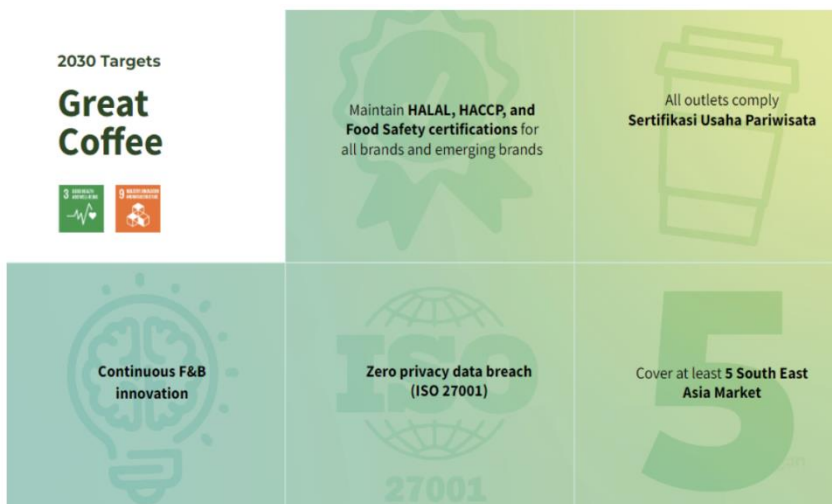
This pillar aims to improve the welfare of approximately 6,000 operational employees and the head office of Kenangan Brands. The company targets to maintain 0 (zero) major incidents through various SOPs and adequate training. Apart from that, Kenangan Brands also has a gender equality target so that by 2030, the company can have 50% equal female and male employees, both at management and operational levels.



Great Coffee

Although Kenangan Brands does not only have coffee products, coffee is the DNA that shapes the company into what it is today. Great Coffee is a sustainable pillar that aims to increase productivity and product innovation, so that it can continue to

maintain the profitability of Kenangan Brands. Apart from maintaining food safety certifications such as HACCP and Halal, the company also hopes that all Kenangan Brands outlets will obtain Tourism Business Certification (SUP). Innovation and product development will also continue to be accelerated so that by 2030, store expansion can reach at least 5 countries in Southeast Asia.



Protect Our Planet

As the name suggests, this pillar aims to protect the environment by maintaining and regulating the efficiency of energy use and emissions, while preventing all Kenangan Brands operational waste from ending up in final landfills (TPA). The company has carried out preliminary calculations for energy use and CO2 emissions, water, and remaining coffee grounds in 2022, and targets to reduce 15% of energy use, and also 10% of water use by 2030.



Strong Communities

Apart from focusing on internal aspects, Kenangan Brand's is also committed to contributing to the surrounding community so that they can grow together. The company pays attention to the local supplier community by providing infrastructure assistance as well as academic and skills support. Apart from that, Kenangan Brand's wants to invite people to be more active in managing their consumption waste,

especially plastic waste, through various social campaigns. The company will also allocate a procurement budget to build infrastructure needed by local suppliers in Indonesia, as well as play an active role in providing social assistance.



Kenangan BAIK

To achieve the Kenangan Sustainability Journey 2030 public contribution target, the company also formed a social contribution umbrella that includes various CSR programs. Known as Memories of BAIK (Together Indonesia is Strong), this CSR umbrella consists of 4 (four) main pillars, where each pillar has its own program. (Kenangan Berdaya) Memories of Empowered Pillar includes all programs that focus on empowering farming communities and other local suppliers, including social assistance. (Kenangan Sirkular) Pillar Circular Memories focuses on programs related to circular economy campaigns, aimed at increasing public awareness of the problem of waste consumption.

(Kenangan PinTer) Smart and Skilled Pillar is aimed at increasing the intelligence and skills of people who do not have access to adequate education. Bersama Kenangan Pilar aims to provide opportunities for employees to receive recognition commensurate with their abilities.

"We hope that with Kenangan BAIK, Kenangan Brands can be more consistent in carrying out its role for the Indonesian people. In the future, we will be more active in explaining the various activities carried out by Kenangan Brands through Kenangan BAIK. Kenangan Brands is optimistic that with the latest strategy based on ESG values, the company can become an F&B company with a New Retail concept that is not only profitable, but also sustainable by 2030." is a statement issued by Kopi Kenangan Brand's as one of its aims in implementing company goals.

CONCLUSIONS

Environmentally friendly means green logo, products that are healthy (safe for consumption, not in haram products, no chemicals in raw materials or packaging), products made with organic raw materials that do not damage the environment, green marketing or environment-based marketing, the 3Rs, i.e. Reduce, Reuse, Recycle must be implemented. So, in conclusion, we can summarize a few things in general. First, environmentally friendly products are very important because they are related to health, which requires long-term attention, and they guarantee the availability of raw materials in the future. Second, green marketing is a form of social concern. Green marketing or environment-based marketing includes promotional strategies in the form of advertising that raise environmental issues.

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