

Green Marketing Mentoring for MSMEs in Rowokangkung District

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ARTICLE INFO

Date of entry:

29 July 2025

Revision Date:

26 August 2025

Date Received:

28 August 2025

ABSTRACT

Green Marketing is a marketing activity that uses environmental issues as a strategy to market products. The purpose of this green marketing training mentoring activity is to contribute to the community in Sidorejo Village who have businesses to be able to implement green marketing strategies in the form of green product features, green product prices, green product promotions in their businesses, so that they can improve their business image. This community service has provided several results, including the first activity is providing knowledge to the Sidorejo Village community about green marketing, so that they understand the importance of environmentally friendly marketing activities and the extraordinary benefits for health and environmental sustainability. This activity also provided good feedback because during the activity, many people were enthusiastic to ask questions related to the material presented. In addition, as many as 50 participants showed an increased understanding of green marketing strategies based on the results of the evaluation of the activity.

Keywords: Green Marketing, Green Features Product, Green Product Price, Green Product Promotion, Sidorejo Village.



Cite this as: Robustin, T. P., Irdiana, S., & Putri, N. L. I. (2025). Green Marketing Mentoring for MSMEs in Rowokangkung District. *Empowerment Society*, 8(2), 100–104. <https://doi.org/10.30741/eps.v8i2.1706>

INTRODUCTION

Kotler and Keller (2006) define green marketing as the movement directed towards organizations producing environmentally responsible products. Green marketing is marketing that utilizes environmental issues as a marketing strategy to market products. Green marketing within a company encompasses several aspects, including the production process, pricing, promotion, and distribution. Currently, people are increasingly concerned about environmental issues, and many are choosing to use eco-friendly products. One example of an eco-friendly product is environmentally friendly packaging. A number of MSMEs and large companies have begun to make environmentally friendly products one of their selling points. This is because more people understand and purchase products in recyclable packaging, which can help restore the earth's greenness.

Eco-friendly products are products made without adverse environmental impacts due to the choice of materials that are environmentally friendly. To be considered eco-friendly, a product must not produce significant carbon emissions. Using materials that produce excessive amounts of carbon

dioxide can cause environmental and natural damage. In the long term, these carbon emissions can contribute to global warming and even climate change. Furthermore, to be considered eco-friendly, the product's manufacturing process must also not have a negative environmental impact. Eco-friendly packaging should also be recyclable, compostable, or reusable. Therefore, sustainable eco-friendly packaging means that the product does not have a negative environmental impact, from the materials used, during the manufacturing process, until the product reaches the consumer.

The issue of global warming is one of the most frequently discussed issues in the world's mainstream media. This environmental damage is mostly caused by consumerism patterns that will increase the amount of waste, therefore it must be ensured that the packaging used does not have a negative impact/is environmentally friendly. For this reason, choosing environmentally friendly packaging products can have a long-term effect in keeping the earth green again. Here are some basic environmentally friendly packaging materials that are accessible to entrepreneurs: (1) Corrugated cardboard boxes; (2) Packaging materials made from plants/plant-based; (3) Recycled paper and plastic. (<https://www.nestle.co.id/kisah/mengenal-kemasan-produk-ramah-lingkungan>).

In today's era of globalization, more people seem to be aware of the importance of environmental sustainability and the planet Earth. Implementing the concept of green marketing within a company is crucial because it means the company considers the environment in all dimensions of its marketing activities. Green marketing mechanisms are considered to be the marketing of environmentally friendly products. Through the implementation of green marketing strategies that combine various more environmentally friendly activities, including product modifications, changes to production processes, packaging changes, and advertising modifications, research has identified key factors that determine green branding, which can influence the purchase and consumption of green products. Liobikiene et al., (2016) stated that the environment, knowledge, attitudes, values, awareness, and effectiveness of consumer perceptions are the main factors that most influence the purchase of green products. Meanwhile, other research results according to Boztepe (2012) explain that environmental awareness, green product features, green price, and green promotion are factors in green marketing strategies that consumers consider when choosing environmentally friendly products.

The people of Sidorejo Village, Rowokangkung District, have various businesses, including farmers, meatball sellers, gado-gado sellers, vegetable sellers, and livestock farmers. This community service activity aims to provide assistance in the form of green marketing training. With this training, it is hoped that the people of Kedungrejo Village, who have businesses, both large and small, will gain knowledge regarding the importance of green marketing, which has many benefits for both human health and environmental sustainability. This green marketing training assistance does not only provide training concepts, but also encourages people in Sidorejo Village who have businesses to directly implement green marketing strategies in the form of green Product Features, Green Product Price, Green Product Promotion in their small businesses such as cilok traders, tempeh traders and others, so that they can improve their business image.

METHODS

The implementation methods or steps for this community service activity are as follows:

1. Providing assistance to the community in Sidorejo Village who own MSMEs by explaining material on Green Marketing.
2. Provide a question-and-answer session for all 50 participants after the green marketing training and encourage the adoption of green marketing, specifically environmentally friendly packaging, among small businesses. For example, those initially using plastic packaging are now using Styrofoam.
3. Documentation

RESULTS AND DISCUSSION

This community service activity was held on August 21, 2023, at the Sidorejo village hall in Rowokangkung District. The village head and the Sidorejo community attended the event. The community service team presented material on Green Marketing, a widely used practice in the business world today. Participants were equipped with knowledge about the importance of green marketing, including green product strategies, green pricing, green promotion, and the benefits of implementing green marketing strategies.

It is hoped that the presentation of this material will contribute to the community of Sidorejo Village, both large and small businesses, implementing green marketing strategies in their operations. This is because these strategies have significant environmental benefits, such as environmental sustainability and human health. Green marketing emphasizes environmentally friendly business practices. Following the presentation, the community members received excellent feedback, with participants eagerly asking questions about green marketing and providing examples.

The community service process is outlined as follows:

1. First Activity

The first activity provided information on green marketing to the Sidorejo Village community. The material specifically focused on green packaging, or environmentally friendly packaging. It is hoped that this material will encourage small business owners to implement environmentally friendly packaging for their products.



Figure 1. Presentation of Green Marketing Material

2. Second Activity

In the second activity, following the presentation, the Sidorejo Village community was given the opportunity to ask questions. The Q&A session drew approximately eight questions from participants, many of whom addressed their businesses and sought advice on environmentally friendly packaging for their products.



Figure 2. Q&A Session

3. Third Activity

The third activity is the final session of the community service program. This session includes a group photo of the community service team and the Sidorejo Village community.



Figure 3. Group Photo

CONCLUSION

This community service activity yielded several results. The first activity was educating the Sidorejo Village community about green marketing, enabling them to understand the importance of environmentally friendly marketing activities and their extraordinary benefits for health and environmental sustainability. This activity also generated positive feedback, as many people enthusiastically asked questions about the material presented. Suggestions include: MSMEs should implement green marketing strategies in their businesses. Good business owners must have a social responsibility, one example of which is preserving the environment. Furthermore, many consumers are now aware of the importance of environmental sustainability and the health benefits of environmentally friendly products. This presents a business opportunity for marketers to apply green marketing concepts to their businesses, including using natural raw materials, environmentally friendly packaging, and recycling.

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