[](http://crossmark.crossref.org/dialog/?doi=10.33153/dewaruci.v17i2.4147&domain=pdf)Optimizing Social Media Marketing for Lerak Products from the Demibumi Brand

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| ABSTRACT |  |  |
| This study explores the optimization of social media marketing for the eco-friendly product "Lerak Demibumi," emphasizing environmental issues. Lerak, a traditional natural detergent, is promoted by Demibumi to offer a sustainable alternative to chemical-based cleaning products. The research aims to enhance the brand's online presence and engagement by leveraging the growing consumer awareness and concern for environmental sustainability. The methodology involves analyzing current social media strategies and their effectiveness, identifying key environmental issues resonating with the target audience, and implementing optimized content strategies across various platforms such as Instagram, Facebook, and Youtube. By integrating compelling narratives about the environmental benefits of using Lerak, including reduced chemical pollution and support for traditional, eco-friendly practices, the study aims to create a stronger emotional connection with consumers. The results of the research are designing social media marketing for the environmentally friendly product lerak (soapberries) from the Demibumi brand by raising environmental issues. This design implements Demibumi's optimized social media marketing strategy to position Lerak as a leading product in the environmentally friendly market, promoting sustainable consumption patterns and strengthening the brand's commitment to environmental conservation.  [https://licensebuttons.net/l/by-sa/3.0/88x31.png](http://creativecommons.org/licenses/by-sa/4.0/)This is an open-access article under the [CC–BY-SA](http://creativecommons.org/licenses/by-sa/4.0/) license |  | Article History  Received 2020-03-31  Revised 2020-09-23  Accepted 2021-03-01  Keywords  Social Media  Eco Friendly  Marketing  Sustainable  Lerak |