

See discussions, stats, and author profiles for this publication at: <https://www.researchgate.net/publication/365007233>

# Green Marketing And Climate Change: The Case Of Starbucks Indonesia

Article · June 2022

DOI: 10.33822/mjhi.v5i1.4229

CITATIONS

0

READS

181

1 author:



**Ali Maksum**

Universitas Muhammadiyah Yogyakarta

54 PUBLICATIONS 148 CITATIONS

[SEE PROFILE](#)

Some of the authors of this publication are also working on these related projects:



Krisis Ekonomi Global dan Ekonomi Malaysia [View project](#)



Gender Mainstreaming in Indonesian Foreign Policy [View project](#)

Received:05-04-2022  
Accepted: 12-04-2022  
Published: 22-06-2022

## **Green Marketing And Climate Change: The Case Of Starbucks Indonesia**

**Fauzil Azmi**

**Universitas Muhammadiyah Yogyakarta**

**Email: [fauzilazmi47@gmail.com](mailto:fauzilazmi47@gmail.com)**

**Ali Maksum**

**Universitas Muhammadiyah Yogyakarta**

**Email: [ali.maksum@fisipol.umy.ac.id](mailto:ali.maksum@fisipol.umy.ac.id)**

### ***Abstract***

*This journal examines the contribution of the Starbucks company to environmentally friendly issues that have an impact on climate change, especially Starbucks Indonesia. This journal aims to describe and analyze why and to what extent Starbucks Indonesia contributes to environmentally friendly issues. As we all know, climate change is a big challenge for Indonesia and the world. Starting from changes in temperature, changes in rainfall patterns, drought and lack of clean water, extreme weather changes, to rising sea levels, climate change occurs due to increasing concentrations of greenhouse gases in the atmosphere such as carbon dioxide (CO<sub>2</sub>), methane (CH<sub>4</sub>), and nitrogen oxides (N<sub>2</sub>O). To complete the data, this research will be enriched with primary data in the form of interviews and field observations at one of the Starbucks outlets and use library research data collection techniques by utilizing secondary data collected from libraries, books, journals, articles, print media, electronic media and websites. The descriptive-analytical approach was used to collect and analyze the data. The analysis of this research uses green theory and green marketing to find out why and to what extent Starbucks Indonesia's contribution contributes to environmentally friendly issues. Environmental issues are issues all over the world that often arise. Governments, organizations and some groups have been actively holding business companies to account regarding environmental damage such as unusual climate change, global warming, natural resource degradation, and population. In this case, the aim is for consumers to have significant environmental awareness and become more concerned with green products and contribute to a green environment.*

**Keywords:** Climate Change, Green Marketing, Starbucks

### **Abstrak**

Jurnal ini mengkaji tentang kontribusi perusahaan Starbucks terhadap isu ramah lingkungan yang berdampak pada perubahan iklim, khususnya Starbucks Indonesia. Jurnal ini bertujuan untuk mendeskripsikan dan menganalisis mengapa dan sejauh mana Starbucks Indonesia berkontribusi terhadap isu ramah lingkungan. Seperti yang diketahui bersama, perubahan iklim menjadi tantangan besar bagi Indonesia dan dunia. Mulai dari perubahan suhu, berubahnya pola curah hujan, kekeringan dan kesulitan air bersih, perubahan cuaca secara ekstrim, sampai kenaikan permukaan air laut, perubahan iklim terjadi akibat meningkatnya konsentrasi gas rumah kaca di atmosfer seperti karbon dioksida (CO<sub>2</sub>), metana (CH<sub>4</sub>), dan nitrogen oksida (N<sub>2</sub>O). Untuk melengkapi data, penelitian ini akan diperkaya dengan data primer berupa wawancara dan observasi lapangan di salah satu perusahaan Starbucks Indonesia dan menggunakan teknik pengumpulan data library research dengan memanfaatkan data-data sekunder yang dikumpulkan datanya dari perpustakaan, buku, jurnal, artikel, media cetak, media elektronik dan website. Pendekatan deskriptif-analitis digunakan untuk mengumpulkan dan menganalisis data. Analisis penelitian ini menggunakan teori hijau dan marketing hijau untuk mengetahui mengapa dan sejauh mana kontribusi Starbucks Indonesia berkontribusi terhadap isu ramah lingkungan. Isu lingkungan adalah isu di seluruh dunia yang sering muncul. Pemerintah, organisasi dan beberapa kelompok telah secara aktif menarik perusahaan bisnis untuk bertanggung jawab mengenai kerusakan lingkungan seperti perubahan iklim yang tidak biasa, pemanasan global, kemerosotan sumber daya alam, dan populasi. Dalam hal ini bertujuan konsumen memiliki kesadaran lingkungan yang signifikan dan menjadi lebih peduli dengan produk hijau serta berkontribusi terhadap lingkungan hijau.

**Kata kunci:** Perubahan Iklim, Marketing Hijau, Starbucks

## **Introduction**

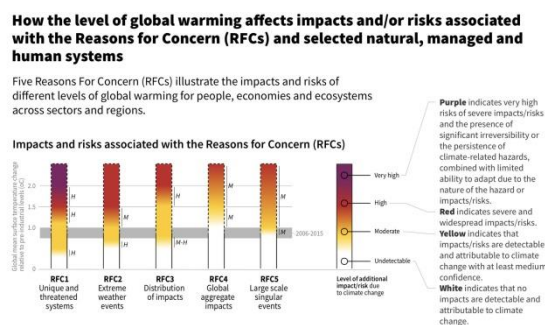
From the early 2000s until now, through the mass media and the internet, consumers become more aware about safety and environmental health issues which are continuously conveyed to create new awareness among the world community. These issues are then comprehensively manifested in a short slogan, namely "Go Green". Safety and health issues are closely related to human consumption patterns which should be more directed to "Go Green" products that minimize and even eliminate harmful synthetic chemicals in a product. A healthy and natural lifestyle with the slogan "back to nature" appears together with the issue of Go Green. The "back to nature" lifestyle is expected to become a new trend in the world. Consumers are also educated about their responsibility to the environment. Through the issue of Go Green, a back to nature lifestyle, and education about their responsibility to the environment, public awareness is slowly starting to grow along with their efforts to minimize environmental damage and use natural resources efficiently.

At the end of 2021, COP26 or commonly known as the Summit for Change (UNFCCC) held a conference in order to pursue agreements on new

funding for climate damage and build a better environmental condition for the world. As we all know, climate change is a big challenge for Indonesia and the world. Starting from changes in temperature, changes in rainfall patterns, drought and lack of clean water, extreme weather changes, to rising sea levels, climate change occurs due to increasing concentrations of greenhouse gases in the atmosphere such as carbon dioxide (CO<sub>2</sub>), methane (CH<sub>4</sub>), and nitrogen oxides (N<sub>2</sub>O). (ICCTF, 2021)

Based on the graph below, it can be said that there is not a single human being who does not feel the impact, even not only humans but animals and plants, as well as other natural resources, are also affected. Humans who have contributed the most to climate change's increasing risk have resulted in a wide range of consequences and natural disasters. Of course, the younger generation is the generation most affected by the impacts of climate change. At present, efforts to maintain a maximum rising temperature of 1.5°C are said by some scientists to be difficult. According to current plans, the world will exceed 1.5°C in a few decades and reach 2.7°C-3°C by the end of the century. Scientists say urgent action must be taken to keep the temperature at 1.5°C but some say it is too late. (BBC, 2021)

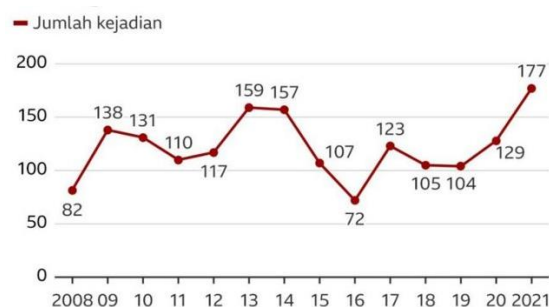
Figure 1. RFCs illustrate the implications of global warming for people, economies and ecosystems



Source: IPCC, 2018

The issue of climate change has also become very relevant for Indonesia to pay attention to, because of two main things. First, Indonesia is the third-largest country with high forest wealth (after the Amazon and the Congo) in addition to the wealth of other natural resources. Indonesia is an archipelagic country where thousands of small islands form the unitary state of the Republic of Indonesia. Second, this condition puts Indonesia in the condition of being both a 'savior' actor and a victim of climate change. (Sudjarwadi, 2015).

Figure 2. The trend of flooding in Indonesia (2008-2021)



Source: BNPB, 2021

With its forest wealth, Indonesia is expected to become the world's carbon sink, and on the other hand, with the condition of an archipelagic country, making Indonesia vulnerable to every symptom of climate change (drought, flooding, changes in the climate cycle) that endanger the livelihoods of the Indonesian people. (Adzkia, 2021)

In this respect, environmental security is not entirely a state responsibility. Instead, non-state players, such as business sectors, should play a role in environmental preservation. Adopting some business policies that promote pro-environment friendly business could continue to run the firm and preserve the environment at the same time (Mkik et al 2017). One company that applies this policy is Starbucks. Starbucks has built a brand, product, and service that helps the environmentally friendly concept that is accepted by the community (P Jeevarathnam et al 2016).

This research is critical since the reality of people in Indonesia who are still unfamiliar with how to behave in green consumption. In fact, many consumers believe that there is no advantage at all when they are obliged to engage in environmentally responsible consumption behaviour (Oei, 2012). In contrast to consumers in developed countries, people has high awareness and demand companies to implement green business and pay serious attention on the corporate social responsibility especially on environmental protection issues (Samarasinghe, 2012, p.42). Therefore, this study will be divided into four sections namely introduction, theoretical framework, result and discussion, and ended with the conclusion.

## **THEORETICAL FRAMEWORK**

### ***Green Theory***

According to Tim Hayward, the development of the Green political theory is taken from the fact that humans are part of nature, so that has implications for political behavior. With this argument, political theory must also be in harmony with environmental theories. That is, humans are not only seen as rational individuals (as in the view of liberalism) or as social beings (as in the view of socialism) but as natural beings, and furthermore as political animals (Hayward, 2001).

The green theory holds that the environment is the responsibility of all parties, not only the state but also all elements of the international community down to the individual level (Tim Dunne, 2017). The state is not the only influential power and the state in its role on environmental issues must work together because the impact of the damage that occurs must affect more than one country. Environmental issues are a global concern. Indonesia implements the Paris Agreement to address environmental problems that also involve non-state actors in accordance with Article 6 of the Paris Agreement Agenda.

Environmental issues or problems become cross-border issues where all countries inevitably have to participate in finding solutions to prevent their spread. Green theorists try their best to include their agenda in various organizations such as the United Nations in order to encourage countries to cooperate based on environmental issues and not only in the economic and security fields. Because environmental issues have a broad impact in various other fields, green theorists hope that if countries are able to carry out cooperation based on the principle of ecocentrism, a balanced environment and peace will be achieved (Tim Dunne, 2017).

The basic assumption that constructs green theory thinking is the

prioritization local rather than international. The slogan of green theory is 'think globally and act locally', making them believe that environmental issues are issues that have international impacts whose solutions must be considered jointly by all countries and efforts to resolve them must be carried out in each country or locally so that the best results can be achieved. can be achieved more efficiently and effectively (Tim Dunne, 2017).

According to Ronald Inglehart and Abramson, as quoted from his research at the national level, the presence of the greens is a post-materialism phenomenon which argues that this phenomenon cannot be separated from the tendency of change in post-industrial society. At that point, there is a shift from 'values of scarcity' to 'postmaterialist' values, and at the same time a change in the distribution of values that do not conform to class paths such as the left-right dichotomy (Inglehart & Abramson, 1994).

By collecting survey material from a series of industrialized countries, Inglehart shows that values of achievement and economic growth fade with increasing prosperity, so that people show greater sensitivity to the quality-of-life issues, such as the environment, values of freedom of expression, and participation (Schoonmaker, 1992).

### ***Green Marketing***

Green marketing has been widely accepted among several companies as a viable competitive strategy. The term "green" is often used interchangeably with the word "pro-environmental". Many companies are committed to green marketing in their marketing communications. The goal is to capture a wider market share of the ever-growing market from consumers who care about the environment.

The American Marketing Association in 1995, defined green marketing as marketing products that had been assumed to be safe for the environment. However, some literature has also considered green marketing as a broader marketing concept than just marketing green products, but demands a re-orientation of environmental responsibility (Sumarwan, 2012).

Green marketing as a new strategy in the company implements four elements of the marketing mix. In adopting and implementing a green marketing strategy, companies must integrate ecological issues into the company's marketing mix, namely: product, price, distribution (place), and promotion. The difference between the green marketing mix and the conventional marketing mix lies in the environmental approach. The green marketing mix

considers environmental aspects, while the conventional marketing mix does not pay attention to environmental aspects (Sumarwan, 2012).

The very important word of the green marketing concept is the green word. The understanding of many people today is that the word green means "protecting the environment". The connection with the word green (Situmorang, 2011) makes a category about how green the activities carried out by companies are:

- a) Green - setting new standards - communicate: having commercial objectives only (where the product, brand, or company is greener than alternatives, but the marketing is straightforward about establishing this difference;
- b) Greener - sharing responsibility - collaborated: having green objectives as well as commercial objectives (the marketing itself achieves green objectives, for instance changing the way people use the product;
- c) Greenest - supporting innovation - cultural reshaping: having cultural objectives as well (making new ways of life and new business models normal and acceptable).

The application of Green Marketing aims to obtain a positive response from consumers so that it can increase market

share or sales and increase the good name of the company. Like conventional marketing, green marketing requires innovative marketing tools. Green marketing incorporates a variety of activities including product modification, production process changes, packaging, and climate change campaign. It is said to promote products with environmental characteristics such as recyclability, ozone-friendly, and eco-friendly.

Companies must take numerous steps to improve the marketing of a product based on environmental performance. One of them is with green advertising where the existence of green advertising by the company can improve the company's image. Green advertising is advertising or a form of promotion of a product based on the appearance of the environment. According to Mkik (2017) Green advertising includes messages that are ecological, environmentally friendly, and concerned for environmental sustainability which aims to fulfill the wants and needs of people who care about the environment.

### **Research Method**

This research is a qualitative study that aims to explore the impact of Starbucks Company participating in the agenda of saving the environment. Qualitative methods focus on student understanding,



belief, experience, knowledge, opinion, the interaction between research and correspondent (Vibha, 2013).

To complete the data, this research uses a qualitative method that enriched with primary data in the form of interviews and field observations at the Starbucks company and use library research data collection techniques by utilizing secondary data collected from libraries, books, journals, articles, print media, electronic media, and websites.

## **Discussion And Analysis**

### ***The History of Starbucks Indonesia***

Starbucks is an American coffee shop headquartered in Seattle, Washington. Starbucks is the largest coffee shop in the world, with approximately 32,000 stores in 50 countries. Starbucks Coffee first came to Indonesia on May 17, 2002, where the first outlet was located at Plaza Indonesia Jakarta. As of January 2018, Starbucks Coffee Indonesia has 326 different locations in major cities such as Yogyakarta, Jakarta, Semarang, Tangerang, Bandung, Surabaya, Bali, Medan, Palembang, Pontianak, and other cities. PT Mitra Adiperkasa Tbk or abbreviated as MAP, which has been established in 1995, is the authority that holds the franchise rights for the Starbucks

brand in Indonesia to date (Starbucks, 2021).

Starbucks is not complacent and continues to expand its business in Indonesia. In 2003, they successfully opened their first outlet at Soekarno-Hatta International Airport and the first outlet in Bali which was located at Hard Rock Hotel Bali. In 2005 was also a special year for Starbucks because they managed to open the first drive-thru outlet in Indonesia and Southeast Asia, which is located in the rest area of KM 19 Cikampek (Laucereno, 2018).

Jumping into 2010, Starbucks has been very successful in Indonesia with the number of its outlets reaching 90 in different locations. Then the number continues to grow and so far as of 2017, Starbucks already has 300 outlets in Indonesia. The 300th outlet is located precisely at I Gusti Ngurah Rai International Airport, the domestic departure terminal (Arifin, 2017).

Starbucks is also known for its high-cost customer and corporate service. Starbucks builds a business environment where it socializes to consumers a product at a price that fits the product and there is no age limit to come and enjoy the product. In addition to focusing on espresso coffee, Starbucks in Indonesia also provides snacks such as bread or cake as a complimentary

menu and coffee side dishes. At Starbucks, merchandise such as mugs, tumblers, machines, coffee presses, and other merchandise with the Starbucks logo are also available at every Starbucks outlet.

Starbucks is a company that already received many awards and recognitions from the world. Not only has its coffee been awarded and recognized worldwide, but Starbucks also cares about the environment and believes that it is very important to care for the planet thus encouraging people to take care of the environment. Starbucks also has core values to protect the environment (Starbucks, 2021), such as:

1. Public

Starbucks believes that involving the community is the right thing and makes business good, one of which is by providing community service by planting trees and coffee, cleaning beaches, and supporting recycling. Every Starbucks coffee shop in several other cities has innovative ways to facilitate the community.

2. Environment

Starbucks is committed to reducing and diverting waste and recycling is one way to protect the environment. Starbucks also plans to have recycling available in all stores and control the collection of waste from

beverages in reusable cups. Starbucks has reduced the environmental impact by introducing reusable cups (tumblers and mugs), paper straws, and reusable bags (spun bonds). This is done because it is a very important component of the overall waste reduction strategy.

3. Resource Ethics

Starbucks believes that a good cup of coffee will go a long way in creating a better future for farmers and a more stable climate for this environment. Starbucks' success has always been linked to the success of its coffee bean growers, this is to ensure that all coffee is grown with high quality and responsible growing practices.

The success story of Starbucks invites many other companies to be able to collaborate to increase the value of the company itself and expand their market. One of the companies that has interested to collaborate with Starbucks is Nestle, a food and beverages company. Nestle entered into a cooperation agreement at the beginning of the 2nd quarter of 2018 by paying 100 trillion Rupiahs to Starbucks, the aim of which was for the Nestle company to obtain the right to market the products of coffee companies from the

United States (US) around the world, outside Starbucks outlets. On the other hand, the investment funds received by Starbucks will be used to accelerate the buyback of shares. The deal will also increase the earnings per share (EPS) investors will receive by 2021 at the latest. Starbucks CEO Kevin Johnson added that the global coffee alliance would bring the Starbucks experience to millions of people around the world through Nestle's reach and reputation (Natalia, Nestle Kucurkan Rp 100 T demi Jual Kopi Starbucks, 2018).

Until the third quarter of 2021, the number of official Starbucks outlets in the world is 32,844. The most Starbucks outlets are in the United States, a total of 6,451 outlets. Followed by South Korea and the United Kingdom, which have 1,570 and 771 outlets, respectively. Indonesia is also included in the top 10 most popular Starbucks outlets in the world, which is at number seven with 478 outlets. Other ASEAN countries such as Thailand and the Philippines also have many official Starbucks outlets in the world, which are 423 outlets and 399 outlets (Maesaroh, 2021).

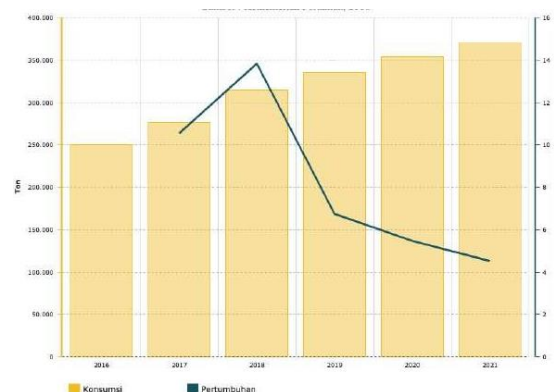
The International Coffee Organization (ICO) noted that the trend of coffee consumption in Indonesia continued to increase during 2014-2019. In the 2014-2015 period, the domestic coffee

consumption was only 4,417 bags with a capacity of 60 kg, then the 2018-2019 period reached 4,800 bags. The trend of coffee consumption is also increasing in line with the rise of coffee shops/shops that have sprung up in Indonesia. The trend of drinking coffee has become a lifestyle for young people while discussing or studying (Liputan6, 2021).

For more than 18 years Starbucks has always succeeded in serving delicious drinks and snacks to its customers, coupled with a variety of merchandise and other products with unique and environmentally friendly designs as stated in the company's own vision and mission. On the 19th anniversary of Starbucks Indonesia in May 2021, the coffee shop celebrated it by releasing a number of anniversary goodness surprises to customers who managed to win a raffle where every fund from their purchase will be donated to all coffee farmers in Indonesia. This was done by Starbucks as a thank you to the farmers who have succeeded in producing local coffee with international quality which has helped Starbucks' success from its inception in Indonesia until now (Azkiya, 2021). This activity is also in line with the values that Starbucks wants to instill regarding resource ethics as the authors have listed above.

Commemorating the 20th anniversary of Starbucks Indonesia in 2022, Starbucks again presents a surprise to its loyal customers. The coffee shop expanded by establishing a Coffee Experience located in Bali. This is a new and unique experience that can be felt by Starbucks customers because in this place they can see firsthand; starting from the process of uniting coffee sources, roasting, brewing, and serving. With the seed-to-cup concept, customers who come can see for themselves the various profiles of Indonesian coffee. Liryawati, Starbucks Chief Marketing Officer at PT Sari Coffee Indonesia explained that the target market for the presence of this coffee center is to reach all coffee lovers so they can learn more about their favorite drink (Amadea, Starbucks Buka Coffee Experience Center di Bali, 2022).

Figure 3. Domestic Coffee Consumption  
in Indonesia



*Source: Databoks, 2020*

The growth of coffee consumption in Indonesia is driven by the expansion of retail coffee shops, including local franchises and small businesses. Coffee outlets target consumers who are in shopping centers, business centers, and public facilities such as airports, train stations, and others. Based on Statista data for 2019 (Figure 2.2), until 2019 there were already thousands of coffee outlets in Indonesia with a variety of local brands to foreign brands. The Starbucks brand itself is in second place after *Janji Jiwa* coffee shop with a total of 421 outlets in Indonesia. Even in 2018, when the Starbucks company in the United States experienced a setback with the closure of 150 outlets, in Indonesia it added 60-70 new outlets starting in 2017 and beyond (Bosnia, 2018).

### ***Starbucks Contribution in Saving the Environment Agenda***

**a) *Promoting the Importance Environmental Awareness while Creating Green Consumers***

The success of Starbucks that is obtained now certainly will not continue if Starbucks does not continue to maintain the consistency of the company's performance and does not follow the current trends. Green consumer buying behavior is also a form of Starbucks' success. Consumer buying behavior is influenced by green advertising by Starbucks. This green advertisement is a form of promotion of a product based on environmental appearance. This is to make consumers aware of the green environment. Starbucks conducts green advertising activities to attract consumers' attention and make consumers aware of environmentally friendly products to preserve the environment.

Since the last few decades, the world's public awareness of the importance of environmental conservation has increased, this increase was triggered by the great concern of the possibility of an environmental disaster that threatens not only health but even the survival of humans and their offspring. The evidence presented by scientists and environmentalists, such as the depletion of the ozone layer which directly increases the prevalence of skin cancer and has the potential to disrupt the world's climate and global warming,

strengthens the reasons for these concerns. In fact, waste is now a big problem because the amount of waste is getting bigger and the amount of waste is difficult to recycle (Wibowo, 2002).

The increasing consumers' awareness of the natural environment leads to changes in their buying behavior. Consumers are becoming more sensitive in choosing the products they will consume. They will choose eco-friendly products offered by marketers. In such a situation, what is called green consumerism finally emerged. Green consumerism is a continuation of the global consumerism movement that began with consumer awareness of their rights to obtain decent, safe, and environmentally friendly products that are getting stronger.

Furthermore, the desired product is not truly 'green', but reduces the level of damage caused. Ferry Jaolis (2011), states that green consumers strongly believe that the current environmental conditions have worsened and have become the concern of the entire world community affecting their desire to buy and pay more for environmentally friendly products. This factor is known as the severity of environmental problems.

With this awareness, the company applies environmental issues as one of its marketing strategies or what we know as

Green Marketing. Attention to environmental issues can be seen from the increasing market that cares about the environment. This attention to environmental issues is marked by the rise of businesspeople in applying international standards or better known as ISO-14000. ISO-14000 is an environmental management system that can provide assurance (evidence) to producers and consumers that by implementing the system the products produced or consumed, whether waste, used products, or services, have gone through a process that takes into account the rules or efforts environmental management efforts (IEC, 2020).

In the business world in Indonesia, efforts to raise awareness of environmental safety and health are also carried out continuously by private and government organizations. From private organizations such as Greenpeace Indonesia, Greenation Indonesia, Green Indonesia, and others. From the government side, through the Ministry of Industry (Kemenperin), businesspeople in Indonesia are encouraged to save energy, efficient natural resources, make products that are in accordance with the "go green" concept through green regulations (Kemenperin).

The existence of companies in Indonesia cannot be separated from environmental issues, both related to efforts

to preserve and damage the environment. The issue of environmental damage has become an important issue that is being highlighted by the wider community and is widely publicized through various mass media. Evidence of environmental damage is shown by scientists and environmentalists, such as the depletion of the ozone layer which directly increases the prevalence of skin cancer and has the potential to disrupt the world's climate and global warming which further strengthens the reason. Not to mention the problem of acid rain, the greenhouse effect, air, and water pollution that are already at a dangerous level, fires and deforestation that threaten the amount of oxygen in the atmosphere, and flooding in a number of cities (Wibowo, 2002).

Along with the increasing magnitude of the negative impact of these business activities, many people are increasingly aware of the importance of preserving the environment. This public awareness causes changes in consumer behavior in terms of purchasing decisions and using a product. According to Kotler and Keller (2009: 235), purchasing decisions are one of the stages in the five-stage consumer buying process. This basic psychological process plays an important role in understanding how consumers actually make purchasing decisions.

Consumers go through five stages, namely: problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior.

In the problem recognition stage in the buying decision process, consumers will recognize their problem or need. Consumers who are more aware of the importance of preserving the environment will make appropriate, safe, and environmentally friendly products their needs. So that they become more sensitive in the selection and purchase of everyday products that will be consumed (Angeline, 2015).

This consumer awareness demands that companies as producers that produce various kinds of products gradually begin to care and switch to using production raw materials that do not damage the environment or in other terms materials that are friendly to the environment. The company's concern for the environment is carried out by implementing environmental issues as one of its marketing strategies. So, this gives rise to a new phenomenon in the marketing world in the form of a green marketing concept and the buyers are called green consumers.

A green consumer is someone who cares about environmental welfare, thus a green consumer displays environmentally friendly behavior by maintaining and

buying environmentally friendly products (Mkik, 2017). Green consumers will become increasingly aware of the environment and socially responsible because it is for the sake of protecting the environment. Consumers are increasingly engaging in environmentally friendly behavior and supporting businesses that implement green strategies.

***b) Creating a Positive Brand Image with Green Marketing and Green Product***

Starbucks is a company engaged in the sale of beverages, especially coffee. In addition to implementing green marketing, Starbucks is also trying to implement green products so that environmental sustainability is maintained. The green products at Starbucks are tumblers or mugs, paper straws, and spun bonds. Those products are designed to reduce plastic waste that can damage the environment and can cause catastrophic flooding caused by plastic waste. Starbucks strives to reduce environmental damage and meet customer expectations by reducing the waste associated with the Starbucks company by increasing recycling and promoting reusable cups or tumblers. The use of consumers' personal tumblers from 2012 to 2021 is increasing (Starbucks, 2021). With the green marketing and green products implemented by Starbucks, it makes consumers more aware of the environment



by reducing the use of plastic or single-use items.

As of 2018, Starbucks already has plans to phase out plastic straws and lids in sales starting in 2020. The plastic straws and lids that were once available in drinks like Cold Brew and any drink that has Cold Foam on it will be replaced with straws and lids made of paper. or what is commonly known as paper straw. This is because more than 50% of Starbucks' cold drink sales are one of the reasons the company supplies more than one billion plastic straws annually to more than 28,000 stores. The regulations prohibiting the use of straws and plastic lids started from where Starbucks was founded, in Seattle, the United States, followed by England and Ireland, to all Starbucks outlets around the world (Natalia, Starbucks akan Hilangkan Sedotan Plastik pada 2020, 2018).

Starting from developing the production of a tumbler to selling through the right marketing strategy, Starbucks also socializes or markets Starbucks products through social media (green marketing) (Fortunata, 2020). Wherewith advertisements or promotions about Starbucks products, one of which is about tumblers on social media, many consumers are interested in buying tumblers. In addition to social media, Tumbler also conducts green marketing directly at

Starbucks outlets (Starbucks, 2021). There are many advantages to having a Starbucks tumbler. The advantage is in the form of giving promos or discounts on certain dates for Starbucks tumbler users (Hadijah, 2021). In social media such as line or Instagram, Starbucks invites consumers to buy and use a tumbler as a form of reducing the use of plastic cups.

**Figure 4. Green Marketing Tumbler Starbucks Through Social Media Instagram**



*Source: Starbucks Indonesia Official Instagram*

**Figure 5. Green Marketing Tumbler Starbucks Through Social Media Line**





*Source: Starbucks Indonesia Official Line*

Green marketing is also an important marketing tool to actively communicate the company's image, and green marketing aims to encourage environmental awareness and environmentally friendly behavior (Mkik, 2017). Green marketing at Starbucks aims to raise awareness for consumers that at Starbucks outlets, there are green products that can reduce plastic waste (Starbucks, 2021). Green marketing can also change consumer perceptions that after an advertisement for Starbucks tumbler products, consumers can find out about environmentally friendly products that help reduce plastic waste. One of the green marketing carried out by Starbucks on its 50th anniversary, the company provides reusable cups to its customers who buy handcrafted beverage products in

limited quantities. Besides attracting customers to contribute to the agenda of saving the environment, this program is also one of the steps taken by Starbucks to meet the target of reducing plastic waste by 50 percent by 2030 (Amadea, Ultah ke-50 Starbucks Bagi-bagi Reusable Cup, Ajak Kurangi Limbah Plastik, 2021).

Figure 6. Reusable Cup Day on Starbucks  
50th Anniversary



*Source: Starbucks Indonesia Official Instagram*

Figure 7. Spun bond bags that customers get for free if they make a delivery order



*Source: Starbucks Indonesia Official Line*

With green marketing regarding Starbucks products in the form of tumblers

or mugs, paper straws, and also spun bonds which are environmentally friendly products, it is hoped that consumers will be more aware that being environmentally friendly is very important to preserve the environment now and in the future. Awareness to protect the environment and the importance of public awareness on environmental issues, the community must follow a greenway (Dagher.K, 2015). One of them is by looking at green marketing regarding tumblers or mugs, paper straws, and also spun bonds provided by Starbucks that these products can be recycled again.

Green marketing and environmental awareness are very influential on green consumer purchase behavior or consumer behavior for purchasing Starbucks green products. Good consumers are those who pay attention to environmental issues and obligations in purchasing behavior (Dagher.K, 2015). Green consumer purchase behavior avoids products that harm consumers. Therefore, when consumers see green marketing regarding tumblers and other green products at Starbucks outlets, consumers realize how important it is for environmentally friendly products and consumer behavior can influence the purchase of Starbucks green products.

### **Conclusion**

One form of efficiency that has become a global issue today is eco-efficiency, which is an effort to link a company's performance with the environment. This means that, in this era of free trade, a company must make a breakthrough in its management, namely, the necessity to conduct management that intervenes in environmental issues as part of the company's/trade activities. Green management or green marketing are terms used to describe this type of management. In addition to making a green marketing breakthrough as a competitive strategy and gaining a wider market share, this act of caring for the environment is also the responsibility of a company for the survival of living things in this world. Where environmental awareness is not only the responsibility of the state or private organizations, but all elements of society such as individuals and companies have this responsibility as described in the green theory.

The progress of several things that have been done by the Starbucks company in its contribution to environmentally friendly issues, such as building environmental awareness and doing green marketing, has had a positive impact on the community and loyal customers of Starbucks itself. It can be seen from the history of Starbucks in Indonesia, how

Starbucks builds a positive brand image by applying the values that are their principles in doing business that has a concern for the environment, making consumers more interested in becoming loyal customers who indirectly also contribute to the creation of a green environment. which are then referred to as green consumers. With the increasing number of loyal customers, Starbucks can expand by increasing the number of its outlets throughout the world including cities in Indonesia with the hope that more people will also be able to feel and contribute to this environmental concern. By using production raw materials that do not damage the environment, as well as using environmentally friendly products such as tumblers or mugs, paper straws, and spun bonds, it is hoped that it will encourage people from Starbucks customers to all levels of society and other companies to care about environmentally friendly issues.

## References

- Adzkia, A. A. (2021, Februari 11). *Banjir dan bencana beruntun di tengah cuaca ekstrem, 'Menurut pemerintah itu anomali cuaca, kami menyebutnya krisis iklim'.* Retrieved from BBC News: <https://www.bbc.com/indonesia/indonesia-56007558>
- Amadea, A. (2021, September 28). *Ultah ke-50 Starbucks Bagi-bagi Reusable Cup, Ajak Kurangi Limbah Plastik.* Retrieved from KumparanFood: <https://kumparan.com/kumparanfood/ultah-ke-50-starbucks-bagi-bagi-reusable-cup-ajak-kurangi-limbah-plastik-1wb6nXtRPGC/full>
- Amadea, A. (2022, January 22). *Starbucks Buka Coffee Experience Center di Bali.* Retrieved from KumparanFood: <https://kumparan.com/kumparanfood/starbucks-buka-coffee-experience-center-di-bali-1xLtDyVzjft/full>
- Angeline, M. E. (2015). Hubungan Green Marketing terhadap Pilihan Konsumen (Studi Kasus Pada The Body Shop Manado). *Jurnal Sosial Ekonomi.*
- Arifin, Z. N. (2017, September 20). *Starbucks Buka Gerai ke-300 di Terminal Domestik Bandara Ngurah Rai.* Retrieved from Tribun Bali: <https://bali.tribunnews.com/2017/09/20/starbucks-buka-gerai-ke-300-di-terminal-domestik-bandara-ngurah-rai>

- Azkiya, B. T. (2021, April 13). *Ulang Tahun ke-19, Starbucks Indonesia Rayakan dengan Berdonasi Bibit Kopi*. Retrieved from KumparanFood: <https://kumparan.com/kumparanfood/ulang-tahun-ke-19-starbucks-indonesia-rayakan-dengan-berdonasi-bibit-kopi-1vXB0NP63AI/full>
- BBC. (2021, October 11). *COP26: Mengapa angka 1,5C sangat penting dan dapat mengarah ke 'bencana iklim' bila tidak diambil tindakan, kata PBB*. Retrieved from BBC News: <https://www.bbc.com/indonesia/duania-58841496>
- Bosnia, T. (2018, July 5). *Kinerja Starbucks Membaik, Tak Ada Penutupan Gerai Lagi*. Retrieved from CNBC: <https://www.cnbcindonesia.com/market/20180705115619-17-22054/kinerja-starbucks-membaik-tak-ada-penutupan-gerai-lagi>
- CNBC. (2019, July 28). *Omzet Rp 95 T & Punya Ribuan Gerai, Apa Rahasia Starbucks?* Retrieved from CNBC: <https://www.cnbcindonesia.com/entrepreneur/20190728075724-25-88081/omzet-rp-95-t-punya-ribuan-gerai-apa-rahasia-starbucks>
- Dagher, K., G. I. (2015). The Impact of Environment Concern and Attitude on Green Purchasing Behaviour: Gender as The Moderator. *Contemporary Management Research, Vol. 11*.
- Fortunata, P. (2020, July 13). *6 Rahasia Sukses Kedai Kopi Starbucks hingga Mampu Mendunia*. Retrieved from Kumparan: <https://kumparan.com/karjaid/6-rahasia-sukses-kedai-kopi-starbucks-hingga-mampu-mendunia-1tnKPb71AGz/full>
- Hadijah, S. (2021, August 13). *8 Tips Ngopi Hemat di Starbucks*. Retrieved from Cermati: <https://www.cermati.com/artikel/8-tips-ngopi-hemat-di-starbucks>
- Hayward, T. (2001). Constitutional Environmental Rights and Liberal Democracy. *Political Studies*, 117-134.
- IEC. (2020). *SEKILAS TENTANG ISO 14001*. Retrieved from Indonesia Environment & Energy Center: <https://environment->

- indonesia.com/articles/sekilas-tentang-iso-14001/
- bahan-kedaluwarsa-starbucks-tutup-dua-gerai-di-cina
- Inglehart, R., & Abramson, P. (1994). Economic Security and Value Change. *The American Political Science Review*, 88(2).
- Mkik, S. K. (2017). Green Advertising and Environmentally Consumption: The Level of Awareness and Moroccan Costumer's Perception. *Journal of Business and Management*.
- Kemenperin. (n.d.). Retrieved from <https://kemenperin.go.id/>
- Natalia, E. C. (2018, May 7). *Nestle Kucurkan Rp 100 T demi Jual Kopi Starbucks*. Retrieved from CNBC: <https://www.cnbcindonesia.com/market/20180507145558-17-13936/nestle-kucurkan-rp-100-t-demi-jual-kopi-starbucks>
- Laucereno, S. F. (2018, June 21). *150 Gerai Starbucks di AS Mau Tutup, Kok di RI Tambah 60?* Retrieved from DetikFinance: <https://finance.detik.com/industri/d-4076111/150-gerai-starbucks-di-as-mau-tutup-kok-di-ri-tambah-60>
- Natalia, E. C. (2018, July 9). *Starbucks akan Hilangkan Sedotan Plastik pada 2020*. Retrieved from CNBC: <https://www.cnbcindonesia.com/lifestyle/20180709190202-33-22716/starbucks-akan-hilangkan-sedotan-plastik-pada-2020>
- Liputan6. (2021, October 1). *1 Oktober Hari Kopi Sedunia dan Konsumsi Kopi di Indonesia Terus Meningkat*. Retrieved from Liputan6: <https://www.liputan6.com/citizen6/read/4672738/1-oktober-hari-kopi-sedunia-dan-konsumsi-kopi-di-indonesia-terus-meningkat>
- Schoonmaker, E. G. (1992). *Between Protest And Power: The Green Party In Germany*. Boulder: Westview Press.
- Maesaroh. (2021, Desember 14). *Diduga Pakai Bahan Kedaluwarsa, Starbucks Tutup Dua Gerai di Cina*. Retrieved from Katadata: <https://katadata.co.id/maesaroh/berita/61b80f30851c5/diduga-pakai->
- Situmorang, J. R. (2011). Pemasaran Hijau Yang Semakin Menjadi Kebutuhan Dalam Dunia Bisnis. *Jurusan Ilmu Administrasi Bisnis*, 131-142.

- Starbucks. (2021). Retrieved from  
Starbucks.co.id
- Sudjarwadi, L. Y. (2015). *Membandingkan  
SDG 13 dan RPJMN: Perubahan  
Iklim*. Adoc.pub.
- Sumarwan, U. (2012). Riset Pemasaran  
dan Konsumen: Seri 2. Bogor: IPB  
Press.
- Tim Dunne, M. K. (2017). International  
Relations Theories: Discipline and  
Diversity. Oxford: Oxford  
University Press.
- Vibha, P. B. (2013). Qualitative research.  
*Perspect Clin Res*.
- Wibowo, B. (2002). Green Consumerism  
dan Green Marketing  
Perkembangan Perilaku Konsumen  
dan Pendekatan Pemasaran.  
*Usahawan*, 12-15.