

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

Implementation of Green Marketing in SMEs as an Effort to Enter the Market: A Case Study on Silk Weaving in Makassar City

Jeni Kamase¹, Nurina Safanah², Ackhriansyah Ahmad Gani³

¹ Department of Management, Faculty of Economic and Business, Universitas Muslim Indonesia, Makassar, Indonesia.

Email: Jeniskamase@gmail.com

² Department of Accounting, Faculty of Economic and Business, Universitas Muslim Indonesia, Makassar, Indonesia.

Email: nurina.saffanah@umi.ac.id

³ Department of Management, Faculty of Economic and Business, Universitas Muslim Indonesia, Makassar, Indonesia.

Email: ackhriansyah@umi.ac.id

ARTICLE HISTORY

Received: October 04, 2025

Revised: August 10, 2026

Accepted: October 19, 2026

DOI

<https://doi.org/10.52970/grmilf.v6i4.1782>

ABSTRACT

This study aims to analyze the implementation of green marketing among silk SMEs in Makassar as an effort to expand their market reach. The research employed a descriptive qualitative method with a case study approach, using interviews, observation, and documentation. Findings reveal that environmentally friendly production practices, such as the use of natural dyes and manual weaving, have begun to be adopted by some medium-scale SMEs. However, limited financial resources, knowledge, and external support hinder most small-scale SMEs from adopting such practices. In terms of promotion, most SMEs still focus on product aesthetics and pricing without emphasizing sustainability values, leaving consumers uninformed about the green advantages of their products. In fact, consumers demonstrated latent interest and willingness to pay a higher price for eco-friendly products when clear information was provided. In conclusion, the implementation of green marketing in Makassar's silk SMEs remains partial and requires systematic support to enhance competitiveness in national and global markets.

Keywords: Green Marketing, SMEs, Silk, Promotion, Sustainability.

I. Introduction

Various campaigns initiated by civil society organizations as well as companies have encouraged the public to reduce plastic consumption, given the alarming level of plastic waste contaminating oceans every year. Awareness of the importance of environmental preservation has driven producers to become more selective in the use of environmentally friendly raw materials. Companies have increasingly adopted sustainable practices such as banning animal testing, implementing e-billing systems, managing and reusing waste, and utilizing recyclable packaging. Green marketing has become an important topic within contemporary marketing discussions, mainly triggered by the escalating issue of global warming (Sya'ar & Waluyo, 2017). Beyond soil pollution and air contamination, water pollution has emerged as a critical problem caused by industrial expansion and the release of hazardous chemicals into rivers. These environmental challenges have prompted the rise of eco-oriented business practices, widely referred to as green marketing. Green marketing can be understood as the integration of environmental concerns into strategic marketing (Eneizan et al., 2016; Steyn et al., 2014). This approach provides competitive advantages through proactive, long-term, and sustainability-oriented strategies (Simão & Lisboa, 2017). It involves aligning green marketing



goals with the core areas of the marketing value chain, which include the development of green products, green positioning, green logistics, effective waste management, green communication, sustainable partnerships, and adjustments to the marketing mix.

Companies that adopt such practices are able to enhance their corporate image, which often suffers from negative perceptions linked to environmental degradation. Environmental marketing strategies allow firms to view ecological challenges as business opportunities, turning sustainability efforts into sources of market competitiveness. Successful green innovation enables companies to achieve greater efficiency, strengthen their core competencies, and enhance their corporate green image, which ultimately contributes to profitability. Among the key outcomes of green innovation is the creation of eco-friendly products (Berry et al., 2001). Environment-based marketing with society, or "Environmental Marketing", within the framework of green marketing strategies, is utilized by companies as a business opportunity to gain market advantage through both their products and services. Successful green innovation enables firms to achieve greater efficiency, build and strengthen core competencies, and enhance their green corporate image, which ultimately can be integrated to contribute to overall corporate profitability (Kam-Sing Wong, 2012). Various innovations have been implemented by companies to contribute to environmental sustainability, one of which is the development and introduction of environmentally friendly products (green products).

The adoption of green marketing is not only relevant to large corporations but also to small and medium-sized enterprises (SMEs). SMEs are increasingly required to produce safe and eco-friendly products as a means of sustaining competitiveness. Given their significant role in economic development, SMEs must strengthen their capacity to survive by improving management across marketing, production, human resources, and finance (Utomo & Pratiwi, 2021; Wibowo et al., 2015). Competitiveness, in this context, refers to the ability of firms to engage effectively in market competition and achieve success within it (Fitriati, 2015). Continuous innovation and creativity are critical for SMEs to adapt to consumer expectations and avoid being overwhelmed by market liberalization. SMEs must be agile in recognizing opportunities and responsive to changing consumer demand. In Indonesia, the government has encouraged greater public attention toward environmental issues, particularly pollution resulting from industrial and household waste. Growing environmental awareness has driven consumers to favor products with positive environmental impacts. Moreover, global consumer demands have pressured industries to adopt green marketing practices that emphasize sustainable product development, energy and waste management, consumer protection, and environmentally responsible policies. The silk weaving industry, as a traditional craft and cultural heritage of Indonesia, represents a significant SME sector, especially in South Sulawesi, where silk products have already established a wide market reach. This provides a major opportunity to further develop innovations within the industry. In Makassar City, silk-weaving SMEs have attempted to adopt green marketing by integrating sustainable practices into production, particularly in response to river pollution caused by chemical dyes.

The concept of green marketing has been widely adopted by corporations as a strategic approach to expand and strengthen market share by targeting environmentally conscious consumers. Green marketing, often termed environmental marketing, refers to the comprehensive set of activities designed to produce and facilitate transactions aimed at fulfilling human needs and desires, while simultaneously ensuring consumer satisfaction and minimizing detrimental impacts on the natural environment (Polonsky, 2008). Green marketing aligns consumer needs with ecological preservation, offering businesses a long-term perspective for competitiveness (Dangelico & Vocalelli, 2017). Setiyaningrum et al., (2015) have argued that green marketing emerged as a response to environmental degradation caused by industrial production, thus embodying corporate responsibility toward sustainability. Since the early 2000s, green marketing has developed rapidly alongside technological advancements, stricter advertising regulations, government incentives, and closer scrutiny by environmental organizations and the media. As a strategic concept, green marketing encompasses the entire production and marketing process, balancing consumer demands with environmental protection. Unlike traditional marketing, green marketing emphasizes the interconnectedness of businesses, society, and the environment. It requires implementation across all organizational functions—from marketing and quality management to product design, production, and supply chain management

(Eneizan et al., 2016). Firms must integrate green marketing practices throughout the entire operational process, including product policy, pricing, distribution, and promotional strategies. In doing so, they can minimize environmental harm while securing long-term market competitiveness.

II. Literature Review and Hypothesis Development

The concept of green marketing has been implemented by many companies as a strategy to expand and grow their market share, particularly targeting consumers who are environmentally conscious. According to Polonsky (2008), green or environmental marketing refers to all activities designed to generate and facilitate transactions intended to meet human needs or wants, while simultaneously minimizing adverse impacts on the natural environment. Dangelico & Vocalelli (2017) further explain that green marketing is a marketing system that aligns consumer interests with environmental needs and, at the same time, through its sustainable application, allows companies to adopt a long-term perspective. Similarly, Setiyaningrum et al. (2015) argue that green marketing emerged as an innovation in response to environmental degradation caused by production activities, thereby instilling a sense of responsibility for environmental sustainability. Essentially, green marketing serves as a strategic concept for companies to produce goods while taking environmental impacts into account, meeting current consumer needs, developing competitive advantages over rivals, and ultimately achieving profitability.

The distinction between green marketing and traditional marketing is outlined by Eneizan et al., (2016). Green marketing emphasizes the interrelationship between companies, society, and the environment. It must be practiced by all parties within an organization—not only marketers but also other functional units such as quality control, design, production, and supply management. To minimize the negative environmental impacts of their operations, firms must integrate green marketing practices across their entire operational processes, including planning, implementation, and control of product, service, pricing, distribution, and promotional policies. The term “green” itself signifies environmental concern and responsibility. Beyond its ecological dimension, green marketing also supports corporate profitability. To enhance competitiveness, firms may adopt Porter & Aksara,(1994) generic strategies: (1) Cost leadership, by producing goods at relatively low cost; (2) Differentiation, by offering unique and exclusive products that justify premium pricing; (3) Focus, by serving specific market segments; (4) Cost focus, by concentrating on niche markets with competitive pricing; and (5) Differentiation focus, by offering specialized products tailored to particular customer needs.

There are five key aspects of green marketing implementation among SMEs in India, namely greening the process, green supply chain management, green strategic policy initiatives, proactive energy conservation, and green promotion (Chahal et al., 2014). These five dimensions have demonstrated a positive and significant impact on firm performance. Moreover, the application of green marketing in B2B customer contexts has been shown to influence customer satisfaction and employee retention. In this study, the researcher seeks to integrate the conceptualization of green marketing into locally wisdom-based products in South Sulawesi, particularly in Wajo Regency, which is renowned for its silk production. The implementation of green marketing among silk SMEs in Makassar remains partial and fragmented. Medium-scale SMEs have begun adopting environmentally friendly practices such as using natural dyes and traditional weaving methods. In contrast, small-scale SMEs continue to rely heavily on synthetic dyes due to lower costs, limited technical skills, and a lack of institutional support. Wastewater treatment systems are generally absent in small-scale operations, further constraining their ability to adopt sustainable practices. In terms of promotion, only a minority of SMEs highlight eco-friendly attributes in their marketing materials (Ipo et al., 2021).

Most businesses continue to focus on aesthetics and pricing, with little to no mention of sustainability. Consequently, consumers are left uninformed about the ecological value of the products. Nevertheless, consumer responses reveal latent interest and willingness to pay premium prices when sustainability information is made available. This suggests significant untapped potential in aligning green production with effective communication strategies (Khoirudin et al., 2016). The research concludes that

green marketing among silk SMEs in Makassar is still in its early stages and lacks integration across production, promotion, and consumer education. While there is consumer willingness to support eco-friendly products, the absence of systematic efforts—including training, eco-labeling, and collective branding—limits the ability of SMEs to fully leverage sustainability as a competitive advantage. Therefore, coordinated support from stakeholders, including government agencies and industry associations, is essential to strengthen the role of green marketing in enhancing the competitiveness of silk SMEs at both national and global levels.

References

- Berry, A., Rodriguez, E., & Sandee, H. (2001). Small and medium enterprise dynamics in Indonesia. *Bulletin of Indonesian Economic Studies*, 37(3), 363–384. <https://doi.org/10.1080/00074910152669181>
- Chahal, H., Dangwal, R., & Raina, S. (2014). Conceptualisation, development and validation of green marketing orientation (GMO) of SMEs in India: A case of electric sector. *Journal of Global Responsibility*, 5(2), 312–337.
- Dangelico, R. M., & Vocalelli, D. (2017). “Green marketing”: An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production*, 165, 1263–1279.
- Eneizan, B. M., Wahab, K. A., Obaid, T. F., et al. (2016). Prior research on green marketing and green marketing strategy: Critical analysis. *Arabian Journal of Business and Management*, 6(2), 46–64.
- Fitriati, R. (2015). Menguak daya saing UMKM industri kreatif: Sebuah riset tindakan berbasis soft systems methodology. Yayasan Pustaka Obor Indonesia.
- Ipo, M. A. M., Kamaluddin, M., Sukotjo, E., Zaid, S., Suleman, N. R., & Sinarwaty. (2021). Kualitas sumber daya kepemimpinan dan kualitas produk dalam upaya peningkatan daya saing UKM tenun sutera Sengkang. *Jurnal Manajemen, Bisnis dan Organisasi (JUMBO)*, 5(2), 194–208.
- Kam-Sing Wong, S. (2012). The influence of green product competitiveness on the success of green product innovation: Empirical evidence from the Chinese electrical and electronics industry. *European Journal of Innovation Management*, 15(4), 468–490.
- Khoirudin, M., Hidayat, K., & Yulianto, E. (2016). Penerapan green marketing pada upaya membentuk brand image dalam menciptakan corporate image go green (Studi pada PT. Cabot Indonesia, Jakarta). Brawijaya University.
- Polonsky, M. J. (2008). An introduction to green marketing. *Global Environment: Problems and Policies*, 2(1), 1–10.
- Porter, M. E. (1994). Keunggulan bersaing: Menciptakan dan mempertahankan kinerja unggul. Binarupa Aksara. <https://books.google.co.id/books?id=lfyCAQAACAAJ>
- Setiyaningrum, A., Udaya, J., et al. (2015). Prinsip-prinsip pemasaran. Andi.
- Simão, L., & Lisboa, A. (2017). Green marketing and green brand: The Toyota case. *Procedia Manufacturing*, 12, 183–194. <https://doi.org/10.1016/j.promfg.2017.08.023>
- Steyn, W., Harvey, J., & Gopalakrishnan, K. (2014). Climate change, energy, sustainability and pavements. Springer.
- Sya’ar, M. R., & Waluyo, T. J. (2017). Upaya Greenpeace dalam mengatasi limbah beracun di Tiongkok. *Jurnal Online Mahasiswa Fakultas Ilmu Sosial dan Ilmu Politik Universitas Riau*, 4(2), 1–11.
- Utomo, M. N., & Pratiwi, S. R. (2021). Analisis penerapan green business terhadap kinerja UKM di Kota Tarakan. *Jurnal Akuntansi, Keuangan, Pajak dan Informasi (JAKPI)*, 1(1), 113–121. <https://doi.org/10.32509/jakpi.v1i1.1348>
- Wibowo, D. H., Arifin, Z., & Sunarti, S. (2015). Analisis strategi pemasaran untuk meningkatkan daya saing UMKM (Studi pada Batik Diajeng Solo). *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, 29(1), 59–66.