

SUSTAINABLE DIGITAL MARKETING STRATEGY IN THE PERSPECTIVE OF SUSTAINABLE DEVELOPMENT GOALS

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Abstract

The idea of sustainable development goals has become a catchphrase for many cutting-edge organizations due to its universal application. Many governmental and nongovernmental organizations (NGOs) and businesses throughout the world are actively focusing on this idea, but a thorough definition of the concept that encompasses digital marketing is lacking. The advent of digital marketing has revolutionized the way businesses interact with their global clientele. More and more businesses are realizing that the digital environment is not just the present, but also the future of their industry. When looking at the big picture, businesses think about how they can keep expanding and maintaining their current model. Sustainable digital marketing tactics are the focus of this research, which will examine them in light of global development targets. This study takes a descriptive qualitative approach. In light of the findings of this study, we sustainable development means providing for current needs without jeopardizing future generations' potential to do the same. Here, marketing is crucial, both in terms of emphasizing the importance of applying this concept and in terms of aligning company strategy with the environment. As a result, organizations now rely heavily on digital marketing to disseminate and communicate their ongoing actions and to get insight into how users behave and interact with them on the Internet.

Keywords: *Digital Marketing Strategy, Sustainable Development Goals, User Generated Content (UGC), Neuromarketing.*

A. INTRODUCTION

An emergent notion, sustainable development is a relatively new and evolving area of theory and industry. As a result, sustainable development is an ever-evolving notion that shifts in response to diverse local circumstances, priorities, and interests (Rahadian, 2016). However, a lack of a comprehensive explanation of this idea in academic and business contexts persists (Fauzi & Oxtavianus, 2014).

When asked to describe sustainable development, most experts point to the interplay between economics, ecology, and society as crucial components. Sustainable development is a problem that needs to be tackled, as agreed upon by governments, corporations, and progressives all over the world (Springett, 2003). Many academic works have been published on the topic so far, but their authors remain divided about how best to define the concept at hand. It has been argued by other authors that there is no need for a universal definition of this concept because its utility lies precisely in its ambiguity (Lele, 1991). Several scholars contend that the difficulty of defining sustainable development fosters healthy discussion among people with different perspectives. The lack of a common understanding of what is meant by "sustainable development" hinders its application in the real world.

The primary aspects of the complicated challenge of sustainable development are poverty and the harmful impact of excessive spending by the wealthy on the environment. The governments of UN member states emphasized the importance of focusing international and national policies of countries in a way that affects the environment during the 1992 United Nations Conference on Environment and Development (UNCED) held in Rio de Janeiro (Widyastuti, 2019). This work has helped to ensure that the eco-efficiency principle is now widely adopted as policy, not just by private companies but also by government agencies. The United Nations (UN) and member states are working to phase out fossil fuels because of their role in accelerating global warming. To that end, they are creating public transit systems in cities to cut down on pollution from automotive emissions.

Analyzing the role of digital media on the long-term success of a business is central to this study's research agenda. Throughout the last few decades, the foundation for innovative digital marketing techniques has been the proliferation of internet campaigns and viable business models. Collecting and extracting data from diverse sources of information on the Internet, such as user-generated content (UGC) or content created from digital tactics like Electronic Word of Mouth, forms the basis of these novel approaches to resource exploitation and digital business models (eWOM). According to a recent study (Reyez-Menendez et al., 2019)

In this regard, the contributions of this study have been several fields of expertise in proven tactics for the long-term success of businesses in the online world. The first step is an examination of digital business models, with the goal being to learn how the successful ones make strategic use of the data they gather online (Hery, 2019). The advantages of using and developing these strategies in settings like dedicated platforms, e-commerce, and social networks are taken into account, as is the effect of using and developing these strategies on the business in terms of departmental organization and the identification of internal problems (Rohmawati et al., 2021).

Knowledge-based analysis is also analyzed in this study's contribution. Using this data-driven approach, businesses may better evaluate the efficacy of their online advertising campaigns. Data analysis from online behaviors is at the heart of knowledge-based approaches. Several methods, including data mining, sentiment analysis, textual analysis, Big Data analysis, social network analysis, and so on, are identified as being important to online sustainability plans (Cahyono et al., 2016). The main issues concerning the long-term viability of businesses and the evolution of their digital tactics strategy are also identified, as are the subfields of social media analytics that specialize in analyzing user behavior on particular social networks with respect to particular topics and at particular times (Saragih et al., 2020).

The significance of investigating digital methods or approaches connected to the ideas of digital behavior and neuromarketing is highlighted by this analysis. Both of these ideas are related to the study of how people respond emotionally to information that has been created and released by businesses for use in digital spaces with the goal of maximizing user engagement (Nainggolan et al., 2020).

For the proper execution of all of these tactics, we also examine information systems and customer management systems, as most of these systems create data from which patterns or odd connections can be derived. Furthermore, the articles in this Special Issue provide a brief summary of their most significant contributions to the literature on the topic of sustainable strategy in Internet-based digital business models, digital marketing techniques, knowledge-based analytical methods, social media analytics, digital behavior and neuromarketing, and customer relationship management systems. Conclusions are formed regarding the relationship between a company's long-term performance of its digital business models and the consistent expansion of its digital strategy.

B. METHOD

The author used a qualitative, descriptive approach to their research. Since qualitative inductive analysis relies on people as its subjects, its goals should be to identify theories that are more interested in process than outcomes and to select a set of criteria that defines qualitative research, as stated by Moleong. The data validity report is what the research plan is all about. All participants in the study endorsed the results (Moleong, 2014). According to Moleong, a qualitative research approach is one that is utilized to assess the state of the natural world (Natural Setting). Qualitative research relies heavily on the researcher.

C. RESULT AND DISCUSSION

1. Sustainable Development

Realizing the negative effects that humans have on the planet inspired the development of the new idea of sustainable growth. After the UN Conference on the Human Environment in Stockholm in 1972, people started taking this idea seriously. Understanding the significance of this idea is greatly aided by observations of actual climate change, which depicts nature's response to adverse consequences from humans. Many other definitions of sustainable development have been proposed up to this point. Brundtland's (1987) definition of sustainable development, which reads, "Sustainable development is development that satisfies the requirements of the present without compromising the ability of future generations to satisfy their own needs," captures the essence of the notion of sustainability. This term lacks precision, but it does capture two fundamental issues: the necessity for economic expansion to alleviate poverty, and the environmental deterioration that accompanies it (Lele, 1991). Another key aspect of this idea is that systems are inherently dynamic and cannot be preserved or kept in a static state, as pointed out by Martin & Schouten (2012), who define sustainability as the capacity of a system to continually maintain or renew itself.

The premise that environmental, social, and economic sustainability are all interrelated is foundational to contemporary theories of sustainable development. When considering the environment, sustainable development must allow for the preservation of the natural landscape and the free flow of innovation and progress. The goal is not to freeze the system in place forever, when biodiversity is lost, but rather to help it flourish by reproducing easily and adjusting to new conditions (Jovic & Novcic, 2016).

These three dimensions need to be optimized independently and in conjunction with one another. It is a challenging undertaking to coordinate these three aspects of sustainable development. Maintaining the capacity of future generations to make use of the planet's existing natural resources is an important goal in socio-environmental studies. Better social and economic connections require more equitable distribution of resources. In order to maintain a balance between economic growth and environmental protection, it is essential that the expenses associated with new technologies be proportional to the effects they have on the natural world.

2. Sustainable Marketing

Due to rising expectations and public concern about environmental impact, the marketing discipline has evolved to incorporate a more sustainable approach. Rising consumer knowledge of sustainability issues, growing interest in "sustainable products," the opportunity to gain an edge in a rapidly expanding "sustainable market," and supportive government policies and legislation have all contributed to the development of sustainable marketing.

The sustainable market, which comprises of an increasing number of conscientious enterprises, product categories, and customers, is the core focus of sustainable marketing. The idea of sustainable marketing goes beyond simply looking out for a company's bottom line in the long run by considering the social, economic, and environmental impacts of their choices.

When compared to the conventional method, which prioritizes financial gain for the corporation above all else, this new strategy is a vast improvement (Qurniawati, 2018).

The fact that consumers still do so is remarkable given the 61% increase in public awareness of sustainability issues since 2012 and the numerous marketing strategies being created to influence consumer behavior. presents major challenges to the spread of the idea of sustainability. Sustainable purchasing behavior has also decreased since 2012, despite rising awareness in important markets like the United States, Germany, Japan, and China. Despite the fact that people place a premium on values like sustainability, morality, ethics, etc., many academics have come to the conclusion that consumers do not take these factors into account when making purchases (Seretny & Seretny, 2012).

The Sustainable Lifestyles Frontier Group was established to address the disconnect between consumer beliefs and actions about sustainability. One of the findings is that the fault lies not with the consumer's value system but with the value that is being presented to the customer. The answer to the question "what do I get out of it?" is of particular interest to customers. Traditional marketing theory principles, such as providing value to clients, must be incorporated into the establishment of a sustainable supply of products in addition to the more broad considerations relating to ecosystem and planet protection (Kotler & Armstrong, 2014). Customers expect things to have practical value, emotional value, and social worth. That's why a sustainable product has to keep the value-money relationship in place, appeal to the buyer's emotions by making them feel better, smarter, and more valued, and know that the environment will reward them for their actions.

In reality, sustainable product marketing focuses more on the advantages to society and the environment than on the values that are most important to consumers. In the food sector, the message about customer health in the absence of pesticides and other dangerous elements that contribute to health and lower the risk of various diseases or obesity in humans is an excellent illustration of the benefits of sustainability. they.

It's also worth noting that maintaining a steady stream of marketing activities at the same time helps cement enduring bonds with consumers. Given that consumers form attachments to businesses when they feel they have a shared set of values with those of the latter, it follows that the concept of sustainability might become a shared value between consumers and businesses. However, this can only be accomplished by the improvement or development of a marketing mix that constantly supports and conveys the idea of sustainability, following the incorporation of the concept of sustainability into a company's strategic direction (Musfar, 2020). Whether a company is customer-focused, technology-focused, or communications-focused in its marketing management style will all affect what function sustainable marketing plays in that organization.

The primary objective of sustainable marketing is to establish and expand markets for eco-friendly goods and services, as well as to recognize and fill the needs of consumers who are interested in purchasing these goods (Meler & Magas, 2014). Moreover, sustainable market segmentation is an essential part of any long-term marketing plan. The next step is to integrate sustainability into the marketing strategy of the organization. Products must be modified to meet the requirements of consumers, including their preferences and concerns about environmental impact. The right price must be chosen for a product, one that is ethically sound and that customers are willing to pay. Pricing and distribution methods should adhere to best practices while still adhering to accountability, transparency, and sustainability standards. Publicity for environmental protection and sustainability needs to be extensive, dependable, unambiguous, and creatively adapted, and it must be based on strong ethical and moral principles (Meler & Magas, 2014). The foregoing suggests that marketing must abandon its current structure in favor of a more all-encompassing management idea geared toward the

creation and distribution of long-term answers to the problems faced by customers and other interested parties.

3. Digital Sustainable Marketing Strategy in SDG perspective

The Internet and other technological advancements in recent decades have permitted the development of new business models based on the adoption of sustainable tactics in company social identity and marketing efforts. With the introduction of new technologies, the concept of sustainability has grown to incorporate not only environmental concerns, but also sustainable development, the sorts of resources used by businesses, and the technology and tools employed by those businesses.

Many businesses today rely on the Internet as a tool for long-term expansion, and as a result, they must modify their operations to support the round-the-clock sale of their products and services, as well as international delivery, in order to keep up with competitors. This new approach to doing business entails studying the habits of Internet users on social networks, as well as analyzing user-generated material and the methods by which it is created. A company's sustainability plan can be tied to a wide variety of digital marketing strategies. The issue, however, is making people believe that the organization is actively working on this approach, as well as launching positive messages and evoking favorable emotions in web users.

Companies rely heavily on digital marketing methods including SEO, SEM, SM, AP, and IM. Marketers are increasingly turning to digital strategies that incorporate algorithms to gauge online audience reaction to brand communications. In order for users to understand that businesses occasionally engage in sustainable behaviors, it is imperative that digital marketing strategies include messages of support for sustainability, the environment, and the success of business models on a continuous basis (Saputra et al, 2020).

User-generated content (UGC) from online communities and search engines is increasingly being used as the foundation for analytical databases. Therefore, scientists and businesses began using numerous UGC analytic methods to probe sustainability and sustainable development. Text analysis, sentiment analysis, and data mining are all examples of these methods; they've been widely employed to find the indications and variables that would help businesses with their online plans and models. These methods make it possible to sift through mountains of information in search of meaningful connections between user-generated material and the outcomes that businesses need to see on a consistent basis. Without a doubt, knowledge-based analysis becomes more international, which aids in analyzing environmental and Internet resource sustainability (Daiya & Roy, 2016).

Social media have also developed into communities where people can freely discuss any topic they like. Therefore, social networks can be used to identify subjects on digital platforms (topic modeling), categorize those subjects into indicator categories, and then link the type of usage made by enterprises to those indicator categories. On the other hand, social media sites unite a wide variety of people who share common goals and passions and who can benefit from each other's company and the exchange of ideas and perspectives to help them develop as individuals.

Numerous studies have demonstrated the significance of analyzing UGC based on contextual factors like Twitter hashtags. The sample used in the analysis aids in identifying the primary issues facing social media users and, furthermore, in determining whether or not e-sustainability or the ongoing development of a company's promoted strategy affects user loyalty to a brand or influences user perceptions of sustainable elements used in the creation of products and services (Taneja & Toombs, 2014).

An examination of the function of two-way information between businesses and users is key to understanding user behavior in the digital ecosystem, where analysis of user relationships is essential. For a more nuanced comprehension of how customers evaluate

businesses' adoption of sustainable methods and eco-friendly business models, research into digital behavior and neuromarketing is crucial. Neuromarketing is used to establish assumptions about how people think and act when using the Internet, as well as to study user activity on the web. Users' gaze patterns can be deduced using appropriate methods, as well as their facial micro-expressions and behavior in digital ecosystems, such as the analysis of impulses or reactions to specific information (Lee et al, 2007). To better promote and support sustainable causes, businesses can use the data from such analyses to better understand their internet audience.

Applied information systems have been crucial in the management and administration of data in a digital ecosystem where new information channels and distribution of digital material emerge on a daily basis. Users' actions and interactions in response to the company's online marketing and social media campaigns generated the information in this database. For this reason, it's quite evident that the adoption of data management solutions contributes to cost savings and long-term viability of the resources used by businesses for data analysis, collection, and download. As a result, new business models can improve the profitability of their approach by doing things like decreasing the number of people working on data analysis or increasing the efficiency of the algorithms employed for this task.

D. CONCLUSION

More companies are incorporating "sustainable development" (SD) into their strategies. They now focus on how to execute sustainable development as a business strategy rather than whether to. Sustainable business methods focus on long-term customer satisfaction while generating shareholder profitability. Sustainability now encompasses many corporate disciplines. The Internet and other digital business models have made a company's environmental and social responsibility more important in how it is represented online. User-generated content (UGC) and electronic word of mouth (eWOM) are becoming increasingly important to the success of organizations' online social and marketing activities in fostering two-way engagement with customers. Organizations that have implemented new digital business models can benefit from the method's development and analysis of indicators or variables that, from an exploratory perspective, give value, identify trends and patterns, and expand their knowledge. The organization has enhanced its business strategy, management, and data analysis as a result of a better understanding of user behavior, emotions, and reactions to corporate communications. Businesses can promote their ongoing plan and current discounts and special offers using this innovative method. In conclusion, digital marketing is now essential for enterprises to distribute and communicate their constant actions and a great way to study how customers interact with companies online. The company's new sustainable digital business strategy relies on data objectivity, data management, and customer communication.

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