

The Role of Public Relations In Improving Environmental Quality Through Green Marketing Stuja Coffe Jakarta

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Abstract

Tourism has become a basic need for hundreds of millions of people worldwide. Alongside the growth of the tourism industry, environmental issues have gained significant attention. The concept of Green Marketing has emerged as a potential strategy to enhance environmental quality and create a positive image in the tourism and culinary industries. This study evaluates the role of green marketing in improving environmental quality, focusing on the case study of Stuja Coffee Jakarta, and examines the public relations (PR) strategies used to promote and maintain a sustainable image. The research method used is a qualitative approach, involving direct observation at Stuja Coffee Jakarta, interviews with company directors, and analysis of documents and SWOT (Strengths, Weaknesses, Opportunities, Threats). The results indicate that Stuja Coffee has a strong commitment to green marketing by promoting environmentally friendly products, adopting sustainable practices, and reducing negative impacts on the environment. Through effective green marketing initiatives and innovative PR strategies, Stuja Coffee Jakarta strives to raise public awareness about environmental quality. The SWOT analysis identifies the strengths, weaknesses, opportunities, and threats faced by Stuja Coffee Jakarta in implementing its green marketing strategy. Strengths include a strategic location in the business and entertainment center of Jakarta and the ability to develop innovations in green marketing. Weaknesses relate to a lack of consumer awareness of green products. Opportunities include partnerships with environmental organizations and increasing consumer demand for eco-friendly products. Threats consist of fierce competition in the coffee industry, as well as criticism and controversy associated with business practices or green marketing. The study concludes that green marketing strategies and effective PR roles are essential for Stuja Coffee Jakarta to improve environmental quality and maintain a positive company image. Several strategic recommendations are proposed to strengthen the role of PR and increase the effectiveness of Stuja Coffee Jakarta's environmental initiatives, including enhancing education, collaborating with environmental organizations, and developing environment-based loyalty programs. By implementing these recommendations, Stuja Coffee Jakarta can strengthen its PR role in supporting efforts to improve environmental quality through green marketing, create sustainable positive effects, and build good relationships with consumers and the general public..

Keywords: *Tourism, Public Relation, tourist visits, Coffe Shop, SWOT Analysis*

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INTRODUCTION

In this era of globalization, sustainability and concern for the environment have become the main focus in various industrial sectors, including the tourism

and culinary industries (Rani, 2023). However, this growth is often accompanied by serious challenges that have negative effects on the environment (Suci, 2023). Good environmental quality is not only a necessity, but also a major attraction for customers because more and more people are aware of environmental problems (Rahmawati, 2023). On the other hand, the PR approach also plays an important role in increasing awareness of environmental issues and encouraging community behavior to change (Nur Kholis, 2022). Without efforts to address this problem, the negative impact on the environment will be even greater and may have an impact on the quality of human life in the future as the population and human needs increase (Andini, 2023).

Tourism as a global phenomenon has become a basic need of hundreds of millions of people. As a basic necessity, travel should be part of human rights that must be respected and protected. This has led to several international organizations such as the United Nations, the World Bank, and the World Tourism Organization (WTO) recognizing that tourism is an integral part of people's lives, especially in terms of social and economic activities. The notion or definition of "tourism" develops with various similarities and differences. The similarity lies in people's desire to travel from one place of residence to another, driven by curiosity to experience or experience for themselves the beauty of a tourist destination. The difference, however, is the priority of certain parts of the definition based on their perspective or importance (Pradini et.al., 2023). According to the Law No. 10 of 2009, tourism can be defined as a variety of tourism activities supported by various facilities, as well as services provided by the community, companies, government, and local governments (Pradini et. al., 2022). The study of tourism participation has been widely applied in the tourism sector. This tourism participation connects all sectors (Pradini et. al. 2023). Tourism at this time is a necessity for humans, both those who travel and the community around the tourist destination area. Tourists need to be satisfied through their expectations, while the community around the location hopes that it will have positive implications in the form of increased income and welfare. At this time, the position of the tourism sector is one of the mainstay sectors that can increase the country's foreign exchange as a support for oil and gas and non-oil and gas export commodities. The development of the tourism sector is carried out because it is able to make a considerable contribution to the country's foreign exchange receipts and in addition, tourism activities are closely related to the unique resources of a tourist destination, namely in the form of natural attractions and cultural attractions (Nugroho, and Pradini, 2022).

In situations like this, the concept of *Green Marketing* or green marketing has emerged as a potential strategy to form a positive image while having a positive impact on the environment (Meylinda, 2023). Green marketing *can* help the tourism industry become better because it promotes environmentally friendly products, emphasizes sustainable practices, and reduces negative impacts on the environment (Made Wilantara, 2023). Through green marketing, the tourism industry can change by conveying efforts and commitments for sustainable practices to tourists, stakeholders, and the wider community (Syah Alam & Andari, 2023). Stuja Coffe Jakarta, as a culinary destination involved in the

tourism industry, has the opportunity to play an important role in education and promotion of environmental quality (Arisa, 2021).

Stuja Coffe is a coffee shop that is favored by many customers including students and the general public (Aisyah Salsabila, 2021). The use of *Green Marketing* in the context of restaurants can include a number of initiatives, ranging from sustainable presentation to the use of environmentally friendly materials, with the aim of improving brand image and the quality of the surrounding environment (Hidayat, 2021). Thus, a *public relations* (PR) strategy is essential to promote and maintain a sustainable image of *green marketing*. PR not only informs the public about environmental efforts, but also ensures that consumers and other stakeholders are engaged and support sustainability. This study aims to evaluate the role of *green marketing* in improving environmental quality. This research will focus on the case study of Stuja Coffe Jakarta and will also study the PR strategies used. to promote and maintain a sustainable image in the tourism and culinary industry. It is hoped that this research will provide practical guidance and a positive contribution to existing practice

METHOD

According to (Herina, 2021) states that qualitative research is a type of research conducted to study, find, describe, and provide explanations about the characteristics or advantages of social influences that cannot be measured, explained, or described through quantitative methods. To collect data on the situation, this study conducted direct observations to Stuja Coffee Jakarta. In addition, they have the opportunity to interview the direct director of the company and use documentation studies, aimed at obtaining data and information as evidence and SWOT analysis.

RESULTS AND DISCUSSION

Stuja Coffee Jakarta is a culinary business located in Cipete, South Jakarta. Therefore, Stuja coffee has grown to a total of seven outlets in Jakarta and surrounding areas such as Cipete, Cinere, Bintaro, and Bekasi. This coffee shop has the concept of a typical Central Javanese joglo house that can accommodate around 35 people on the inside and 30 people on the outside. In addition, three other branches have been established in Bali, namely in Kerobokan, Renon, and Sanur. It was first established in 2019 with an environmentally friendly concept. Stuja Coffee's culinary business is under the umbrella of PT. One Road Indonesia (Herina, 2021). It is a subsidiary of the parent company STUJA Group, which was established in Jakarta, Indonesia in 2019 (Gadis Feliana, 2021). The corporation was founded by Ditto Percussion and his partner Ayudia Bing Slamet, both music artists.

Stuja Coffe has established itself as a premium coffee destination with a focus on quality, sustainability, and positive interactions with the surrounding environment (Alifian, 2019). The brand has a strong commitment to raise awareness about environmental protection through its products (Fauzi, 2019). Stuja Coffee uses Instagram as a medium to promote its products. There are several problems with Stuja Coffee Jakarta, one of which is the lack of customers

looking for information because information about Stuja Coffee can only be found on Instagram social media accounts (Muhamad Nur, 2019). The purpose of this research is to find out how public relations efforts increase public awareness of sustainability. Stuja Coffe Jakarta understands the importance of Green Marketing in its business context. Through Green Marketing initiatives by combining effective Public Relations strategies with Green Marketing, Stuja Coffe Jakarta strives to improve the quality of the surrounding environment.

The main role of PR at Stuja Coffe Jakarta is to design and deliver strategic messages to create a sustainable image. To communicate a company's commitment to environmentally friendly business practices, strategic communication requires choosing the right words, stories, and media platforms. Advertising is responsible for ensuring that the message shows the value of the company and has a positive effect. Therefore, PR at Stuja Coffe Jakarta functions as an educational agent. Not only do they inform others about the company's environmental initiatives, but they also strive to raise public awareness of the importance of conducting environmentally friendly business practices. PR invites customers and the surrounding community to contribute to the changes brought by Stuja Coffe through innovative educational promotions. To ensure that green marketing serves as a real commitment to sustainability and environmental quality, PR needs to build a strong foundation. For Stuja Coffe Jakarta, green marketing is a marketing approach that prioritizes sustainability and positive impact on the environment. The company recognizes its responsibility to the environment and uses this marketing strategy to support environmental balance. Stuja Coffe Jakarta focuses on principles such as environmental stewardship, business ethics, and sustainability. The company's value chain consists of these principles, from the procurement of raw materials to the packaging of products.

The implementation of Green Marketing at Stuja Coffe Jakarta is to provide high quality coffee, Stuja Coffe ensures that its products are environmentally friendly. To reduce its carbon emissions, Stuja Coffe Jakarta may use recyclable packaging materials. Green Marketing is implemented in services by providing environmentally friendly packaging options or providing recycling facilities in its outlets. Customers are given the option to participate in sustainable practices. Stuja Coffe Jakarta uses promotional campaigns that focus on environmental issues. This campaign not only describes the product, but also invites consumers to understand the positive impact of their purchases on environmental sustainability. Through consumer engagement programs, Stuja Coffe Jakarta invites its customers to actively contribute to sustainable business practices. This involves rewarding consumers for using reusable coffee containers or participation in environmental activities. With the adoption of Green Marketing, Stuja Coffe Jakarta can achieve successes such as increased sales, increased customer loyalty, and a positive company reputation in the eyes of consumers and the public. This positive impact can be measured through increased environmental awareness among customers and surrounding communities.

SWOT analysis (*Strengths, Weaknesses, Opportunities, and Threats*) is an

analytical tool used to find various components that affect business strategy making (Apriana, 2021). SWOT analysis is the most popular analysis method, which helps to look at problems from four different sides (Mensen Mone Hae, 2021). These analysts usually produce advice on how to maintain strength, increase profits from opportunities, reduce shortcomings, and avoid threats (Merlyn Kurniawati, 2021). If used correctly, this analysis will help identify forgotten or unseen aspects (Foenay, 2021).

Based on strategic alternatives that can be taken by Stuja Coffe in the face of increasingly competitive competition, through internal and external strengths and weaknesses as well as external opportunities and threats.

1. *Strengths*

Located in Jakarta, the center of business and entertainment, Stuja Coffee has a strategic location that can provide easy access for user. PR can increase brand visibility and help in spreading messages related to green marketing initiatives. Stuja Coffee Jakarta has the strength in developing innovations in green marketing. With this capability, companies can create attractive and different promotions to increase environmental awareness among consumers.

2. *Weaknesses*

Although Stuja Coffee focuses on green marketing, the lack of consumer awareness of green products may be a weakness. Companies or PR must try harder to educate and increase consumer understanding of the benefits of environmentally friendly products.

3. *Opportunities*

Stuja Coffee can forge partnerships with environmental organizations to amplify their message and gain additional support in the implementation of green initiatives. With the emergence of greater consumer demand for eco-friendly products, Stuja Coffee can take advantage of this opportunity to develop and market green products.

4. *Threats*

Fierce competition in the coffee industry can be a threat. Stuja Coffee needs to be careful in distinguishing itself so as not to drown in the hustle and bustle of the market. Threats from criticism and controversy related to business practices or *Green Marketing* that can harm the company's image, and PR must be able to manage the situation well. In addition, the threat of changing public opinion on environmental issues that can affect perceptions of *Green Marketing efforts*.

SWOT Matrix Analysis

Table 1. SWOT Stuja Coffe Matrix Analysis

<p>Internal Factors</p>	<p>Strengths</p> <ol style="list-style-type: none"> 1. Located in Jakarta, the center of business and entertainment, the strategic location of Stuja Coffee provides easy access for consumers. 2. PR Can increase brand visibility and support the spread of messages related to green marketing initiatives. 3. The ability to develop innovations in green marketing allows creation of attractive promotions to raise environmental awareness. 	<p>Weaknesses</p> <ol style="list-style-type: none"> 1. Focus on green marketing, However, the lack of consumer awareness of green products is a weakness. 2. It takes more effort from the company or PR to Educating consumers and improve an understanding of the benefits of eco-friendly products.
<p>External factors</p> <p>Opportunities</p> <ol style="list-style-type: none"> 1. Establish partnerships with Environmental Organization to amplify messages and gain support 	<p>SO</p> <ol style="list-style-type: none"> 1. Use strategic locations to forge partnerships with environmental organizations. Increase innovation in Green Marketing 	<p>WO</p> <ol style="list-style-type: none"> 1. Strengthening consumer education through Partnership with environmental organizations. Develop Innovation deep Green
<p>in the implementation of green initiatives.</p> <ol style="list-style-type: none"> 2. Capitalizing on growing consumer demand for products Environmentally friendly. 3. Develop and market green products in response against the trend. 	<p>to meet growing consumer demand</p>	<p>Marketing as response against the weakness of consumer awareness.</p>
<p>Threats</p> <ol style="list-style-type: none"> 1. Fierce competition in the coffee industry can be a threat to Stuja Coffee. 2. It is necessary to 	<p>ST</p> <ol style="list-style-type: none"> 1. Take advantage of strategic location to differentiate themselves from the fierce competition in the coffee industry. 	<p>WT</p> <ol style="list-style-type: none"> 1. Differentiate yourself from competitors through product innovation and marketing campaigns.

<p>be careful in distinguishing yourself not to drown in the hustle and bustle of the market.</p> <p>3. Threats from criticism and controversy related to business practices or green marketing that can be detrimental corporate image.</p> <p>4. The threat of opinion change society towards Issues milieu get affects perception</p>	<p>2. Increase transparency and corporate social responsibility to manage risks from criticism and controversy.</p>	<p>2. Manage controversy with effective communication and corporate social responsibility.</p>
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In this paper, Stuja Coffee's green marketing strategy in Jakarta is discussed in depth about how PR helps improve environmental quality. Stuja Coffee has the advantage of a strategic location that allows customers to enter easily. This strategic location serves as an important base for PR efforts to increase brand visibility and spread the message about green marketing initiatives. Stuja Coffee's strength lies in its ability to develop innovations in green marketing. That allows businesses to create unique and attractive promotions, which in turn can make customers care more about the environment.

Despite the focus on green marketing, there are drawbacks associated with the lack of consumer awareness of green products. PR should try harder to educate and increase consumer understanding of the advantages of eco-friendly products. Stuja Coffee has the opportunity to work closely with environmental organizations in addressing customer awareness challenges. By working with these organizations, they can amplify their green marketing messages and gain additional support for green initiatives. With the increasing customer demand for eco-friendly products, Stuja Coffee can take advantage of this opportunity to develop and market green products, which means changing their marketing strategy.

CONCLUSION

The role of PR becomes very important in establishing relationships between Stuja Coffee, customers, and the environment in this situation. So, Stuja Coffee can gain business profits and improve environmental quality through green marketing strategies that are well communicated by PR. This shows how important PR is as a link between companies and society in terms of sustainability and environmental awareness.

Based on these conclusions, the author has several Strategic suggestions were proposed to strengthen the role of PR and improve the effectiveness of Stuja Coffee Jakarta's environmental initiatives:

Increase educational efforts through more innovative PR campaigns, the use of community events, collaboration with environmental

1. organizations, and the use of social media.
2. Forge closer cooperation with environmental organizations to support green campaigns and amplify green advertising messages.
3. Develop an environment-based loyalty program that encourages users to switch to more environmentally friendly products.
4. Increase transparency and active communication about business practices and green initiatives to manage critical risks and controversies.
5. To stay relevant to market trends and meet customer needs, continuously conduct continuous research and innovation.

By implementing these recommendations, Stuja Coffee Jakarta can strengthen their PR role in supporting efforts to improve environmental quality through green marketing, creating sustainable positive effects, and building good relationships with customers and the general public.

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