

BRAND SUSTAINABILITY STRATEGY DEVELOPMENT: THE ROLE OF SOCIAL MEDIA MARKETING AND MARKETING MANAGEMENT

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ABSTRACT

In the context of modern business that is increasingly intertwined with sustainability issues, the development of a brand sustainability strategy is becoming essential for companies that want to not only survive but also thrive. Social media marketing and marketing management are emerging as key forces in shaping sustainable brand identities, guiding organizations towards responsible business practices and empowering consumers. This research aims to explore the role of social media marketing and marketing management in the development of brand sustainability strategies. A key focus is on identifying how social media engagement and marketing management strategies can shape consumer perceptions of brands and lead to the implementation of sustainable business practices. This research uses a descriptive qualitative approach with data collection through in-depth interviews with marketing, brand management, and social media experts in organizations that have successfully integrated brand sustainability. Document analysis was also conducted to investigate the organization's social media campaigns, marketing materials, and sustainability reports. The results show that social media marketing plays an important role in conveying brand sustainability messages, creating consumer engagement, and building awareness of responsible business practices. Meanwhile, marketing management serves as a catalyst for integrating sustainability values in all aspects of an organization's marketing strategy and operations. Employee engagement and interdepartmental collaboration are key to the successful implementation of a brand's sustainability strategy.

Keywords: Strategy development, brand sustainability, social media marketing.

INTRODUCTION

In this era of globalization, businesses are not only required to generate profits, but also to contribute to the sustainability of the environment and society. This phenomenon is prompting organizations to rethink their strategies and focus on developing brand sustainability strategies. Brand sustainability encompasses economic, social, and environmental aspects, all of which have a significant impact on brand image and consumer preferences. The importance of brand sustainability cannot be ignored, especially amid increasing consumer awareness of environmental and social issues (Obermayer et al., 2022). Modern consumers are more likely to choose products and brands that have a commitment to responsible business practices. Therefore, companies are not only expected to provide high-quality products or services, but also to run their operations with due regard to their impact on the environment and society (Pop et al., 2020).

Social media marketing and marketing management play a crucial role in the development of a brand's sustainability strategy. Social media has become an effective tool for spreading sustainability messages and building consumer awareness of responsible business practices. On the other hand, marketing management needs to ensure that the brand's sustainability strategy is seamlessly integrated with the brand values and goals of the organization. In this context, the main challenge facing organizations is how to incorporate brand sustainability into marketing strategies holistically. This process involves identifying values consistent with sustainability

principles, developing convincing social media campaigns, and implementing marketing tactics that support sustainable growth (Dumitriu et al., 2019).

In addition, when organizations adopt a brand sustainability strategy, it also requires a change in internal culture and employee engagement. Sustainability awareness must permeate every level of the organization, from management to field workers. This research will delve deeper into how the role of social media marketing and marketing management can help shape and implement brand sustainability strategies (Wielki, 2020). By analyzing case studies, industry trends, and theoretical frameworks, the research aims to provide in-depth insights into the complexity and success of brand sustainability integration in the modern marketing context. Through this understanding, it is hoped that practical guidance can be generated for organizations that seek to adopt and implement brand sustainability strategies effectively (Seo et al., 2020).

RESEARCH METHODS

The research method used in this study is descriptive qualitative, allowing researchers to understand in depth the role of social media marketing and marketing management in the development of brand sustainability strategies. This approach requires collecting data through in-depth interviews with marketing, brand management, and social media practitioners within organizations who have successfully integrated brand sustainability into their marketing strategies. In addition, document analysis such as sustainability reports, social media campaigns, and other marketing materials will be used to gain a holistic understanding of the implementation of brand sustainability strategies (Sugiyono, 2017). By adopting a descriptive qualitative approach, this study aims to describe in detail the best practices, challenges, and opportunities faced by organizations in developing brand sustainability strategies through social media marketing and marketing management. Data collection will be conducted through a series of interviews and focused document analysis. Interviews will be conducted with key stakeholders, including marketing managers, brand managers, and social media experts within the organizations selected as research subjects. Document analysis will include an in-depth review of social media campaigns, marketing materials, and sustainability reports published by the organization. By combining data from various sources, this study aims to present a comprehensive picture of how the development of brand sustainability strategies can be effectively integrated through the key role of social media marketing and marketing management (Sugiyono, 2018).

RESULTS AND DISCUSSION

A. Research Results

The results of this study provide in-depth insight into the crucial role of social media marketing and marketing management in the development of brand sustainability strategies. Descriptive qualitative analysis highlights some significant findings that can shape a better understanding of brand sustainability implementation in the context of modern marketing. It was found that the use of social media as the main communication channel was able to effectively build consumer awareness of brand sustainability aspects (Berne-Manero & Marzo-Navarro, 2020). Organizations that successfully integrate sustainability messages into their social media content are able to create greater engagement from consumers. Social media campaigns that highlight brand sustainability

initiatives, such as reducing carbon footprint or supporting local communities, successfully create emotional resonance and improve brand image in the eyes of consumers (Qalati et al., 2021).

The role of marketing management becomes very important in coordinating the entire marketing effort, ensuring that brand sustainability is not just a temporary campaign, but integrated into the brand's DNA. Marketing managers need to ensure that sustainability values are reflected in every stage of marketing planning, from market research to product development. The implementation of this strategy also requires close collaboration between various departments, including marketing, research and development, and supply chain management (Li et al., 2021). The challenges faced by organizations in developing brand sustainability strategies involve regulatory complexity, changing consumer attitudes, and the need for transparency. Therefore, brand sustainability strategies need to be adapted to the dynamic external environment. Changes in government policies or market trends can affect the effectiveness of brand sustainability strategies, so organizations need to become responsive to those changes (Wibowo et al., 2021).

Employee participation in implementing brand sustainability is a key element. A corporate culture that supports sustainability values plays an important role in successful implementation. Involving employees in brand sustainability initiatives not only creates positive internal engagement but can also be a source of innovative ideas that support sustainability goals (Azizi et al., 2021). In conclusion, the results of this study provide an in-depth look at the complexity and success of developing a brand sustainability strategy through the role of social media marketing and marketing management. The implication of these findings is that organizations need to consider sustainability not just as a social responsibility but also as a key element to building and maintaining brand excellence in an increasingly changing market.

B. Discussion

1. The Role of Social Media Marketing in Brand Sustainability Strategy Development

In an ever-rapidly evolving digital age, social media marketing has become one of the key driving forces in developing brand sustainability strategies. With society increasingly connected and aware of environmental and social issues, social media not only serves as a communication channel, but also as an effective tool to convey brand sustainability messages to consumers. In this context, the role of social media marketing is not only as a means to increase brand presence, but also as a major key in forming and integrating brand sustainability strategies (Nekmahmud & Fekete-Farkas, 2020). This discussion will detail in depth the crucial role of social media marketing in the context of developing brand sustainability strategies, highlighting how these platforms can shape consumer perceptions, increase engagement, and be a catalyst for positive change in consumer behavior (Aji et al., 2020).

i. Delivering the Message of Sustainability: Building Blocks in Brand Storytelling

One of the most prominent roles of social media marketing in the development of a brand's sustainability strategy is its ability to be a powerful means of delivering sustainability messages. These platforms facilitate brands to build strong and convincing narratives regarding their commitment to responsible business practices. Visual campaigns, short videos, and other interactive content allow brands to not only present information, but also to engage audiences and engage them in the brand's

sustainability journey. For example, visual campaigns that show eco-friendly production processes or videos that highlight a brand's social activities in the local community not only provide information, but also create an experience that consumers can remember.

The importance of sustainability messages in this context is that social media provides easier and direct access to consumers to engage in brand stories. With the ability to share, like, and comment on content, consumers become not only passive spectators but also brand storytellers. Therefore, social media marketing opens the door for brands to build deeper engagement with audiences, form positive perceptions regarding brand sustainability, and in turn, increase consumer loyalty.

ii. Building Consumer Awareness and Understanding

Brand sustainability is not just about producing environmentally friendly products or services; it was also about educating consumers on responsible business practices. Social media marketing, with its global coverage, plays a key role in helping brands to convey sustainability messages and educating consumers on the positive impact they can generate by supporting brands committed to sustainability. Social media campaigns can detail concrete steps taken by brands, demonstrate their impact, and provide more information on how consumers can opt in.

The importance of building consumer understanding in the context of sustainability is that educated consumers are more likely to be empowered consumers, who not only choose sustainable products or services but also force companies to be socially and environmentally responsible. Social media marketing creates a space to communicate directly with consumers, answer their questions, and provide relevant information. By doing this, brands can build deeper relationships with consumers, which in turn can encourage broader awareness and understanding of sustainability issues.

iii. Measuring and Analyzing Impact

One of the hallmarks of social media marketing in the development of a brand's sustainability strategy is its ability to provide measurable metrics directly. Through data analysis, brands can see the extent to which their sustainability message reaches an audience, how many interactions are generated, and how it impacts brand perception. These metrics create a solid foundation for assessing the effectiveness of brand sustainability campaigns.

In addition, social media marketing allows brands to interact directly with consumers and gauge their sentiment towards sustainability initiatives. Through the analysis of comments, responses, and immediate feedback, brands can understand consumer responses more deeply. By understanding how consumers respond, brands can continuously refine their sustainability messages and strategies to achieve greater impact.

One of the big challenges in developing a brand sustainability strategy is driving consumer behavior change. Despite increasing awareness of sustainability issues, changing consumer habits and encouraging them to make more sustainable choices remains a challenge. Social media marketing can be an effective agent of change in this context (Silvia, 2019). Through inspiring stories and educational campaigns, social media can shape consumer perceptions of brands and products. The use of strong narratives, such as consumer testimonials praising brand sustainability or content highlighting the long-term benefits of sustainable decisions, can motivate consumers to reconsider their consumption habits. This strategy creates an emotional connection between the brand and the consumer, evoking the desire to participate in positive change.

Although the role of social media marketing in the development of a brand's sustainability strategy is very positive, there are a number of challenges that need to be overcome. One of the key challenges is the risk of greenwashing, where brands falsely claim a commitment to sustainability in the absence of concrete action. Social media marketing should be transparent and convincing to avoid consumer suspicion and ensure brand sustainability is authentic. Another opportunity lies in collaborating with sustainability activists and online communities. Social media facilitates brand partnerships with nonprofits or environmental activists, creating stronger joint campaigns and gaining greater support from the online community. Building an online community can also be a valuable source of feedback and innovative ideas for the development of a brand's sustainability strategy (Suharto et al., 2022).

Social media marketing has an undeniable role in the development of a brand's sustainability strategy. From delivering sustainability messages to building consumer awareness and understanding, social media opens doors for brands to communicate with their audiences directly and deeply. Despite the challenges, the opportunities presented by social media marketing in changing consumer behavior and advancing sustainability issues are enormous. Therefore, social media marketing has not only become a means of marketing, but also a tool that can shape positive changes in the way we perceive and interact with sustainability brands in this digital age.

2. Marketing Management as a Catalyst for Brand Sustainability Implementation

Marketing management as the main gatekeeper towards consumers and society, plays a crucial role as a catalyst in the implementation of brand sustainability. In this context, marketing management is not only concerned with conventional marketing tactics and strategies, but also has the responsibility to steer the organization towards sustainable measures. This discussion will explore in depth the role of marketing management as a key catalyst in implementing brand sustainability, detailing how brand management, product innovation, and internal collaboration can form a solid foundation for a sustainable sustainability strategy (Tien, 2019).

Marketing management as a leader of brand strategy, has a great responsibility in shaping and managing a sustainable brand identity. Brand management is no longer just about creating a visually appealing image but also about incorporating sustainability values into the brand's DNA. This involves developing a brand message consistent with responsible business practices, ensuring that every marketing campaign and brand interaction reflects a commitment to sustainability (Hysa et al., 2021).

In addition, marketing management must involve employees in the understanding and implementation of brand sustainability values. In a corporate culture that supports sustainability, each team member should see themselves as brand ambassadors who contribute to the organization's sustainability vision. By embracing these values, marketing management can ensure that the brand is not only applied at the consumer level but also becomes an integral part of the company's culture, creating deeper engagement and consistency across the organization.

Marketing management also has a key role in driving continuous product innovation. In product development, marketing management needs to work closely with the research and development team to ensure

that sustainability is a priority in every step of the development process. This includes the selection of environmentally friendly raw materials, recyclable product design, and carbon footprint reduction throughout the product life cycle (Sanny et al., 2020). Marketing strategies can also play a role in educating consumers about the benefits of sustainable products. Through informative and inspiring marketing campaigns, marketing management can guide consumers to understand the contribution of products to sustainability and appreciate the long-term value of sustainable purchasing decisions.

Marketing management cannot operate in isolation; marketing management's role as a catalyst for brand sustainability requires close collaboration with other departments. Internal collaboration, especially with research and development, operations and supply chain departments, is important to ensure that sustainability is not just empty words but also applied in everyday business practices. Marketing management should serve as a liaison that guides coordination between departments. In the planning stage of a sustainability strategy, marketing management's engagement with the research and development team is necessary to ensure that continuous innovation takes center stage. On the other hand, collaboration with operational and supply chain departments is needed to optimize environmentally friendly business practices and reduce negative impacts on the environment (Mason et al., 2021).

Marketing management needs to view sustainability as an integral part of the entire product life cycle, from planning to renewal or removal from the market. This requires strategic thinking and long-term commitment. Marketing is not only about persuading consumers to buy products, but also about guiding them through a journey of sustainability awareness, inspiring loyalty, and encouraging sustainable purchases. A sustainable marketing strategy needs to include concrete steps that lead to positive changes in business and consumption practices. By involving consumers in the entire product lifecycle, from design to recycling, marketing management can guide sustainable sustainability implementation and create greater impact in building a responsible brand.

Although the role of marketing management as a catalyst for brand sustainability implementation is crucial, there are some challenges that need to be addressed. One is internal resistance, where some parts of the organization may face difficulties in responding to changes towards sustainability. Marketing management needs to address this uncertainty through clear communication and internal team engagement. In addition, marketing management needs to deal with the complexity of external challenges, such as regulatory changes and market pressures. Flexibility and responsiveness to changes in the external environment are key to ensuring brand sustainability remains relevant and effective.

In conclusion, marketing management has an irreplaceable role as a major catalyst in implementing brand sustainability. By managing brands, driving continuous innovation, collaborating with other departments, and guiding sustainability implementation throughout the product lifecycle, marketing management creates a strong foundation for a brand that is not only commercially successful but also positively impacts society and the environment. By facing challenges and seizing opportunities, marketing management can lead a shift in the business paradigm towards sustainable sustainability.

CONCLUSION

In concluding the exploration of brand sustainability strategy development and the role of social media marketing and marketing management, it can be concluded that sustainability is not just a trend or social responsibility, but an urgent need in the modern business world. Social media marketing and marketing management, as key pillars in guiding organizations towards brand sustainability, have played an irreplaceable role in shaping consumer views, shaping corporate culture, and formulating the future direction of brands. Social media marketing, with its ability to deliver messages directly and empower consumers to participate in brand stories, has opened the door for brands to form deeper and meaningful relationships with their audiences. In an era where information is widespread and consumers are getting smarter, sustainability messages are not only a plus, but also an essential element in building and maintaining relevant brands.

Marketing management on the other hand has been a key driver in integrating sustainability in all operational and strategic aspects of an organization. By managing brands as agents of change, motivating continuous innovation, and collaborating with other departments, marketing management has created a solid foundation for brand sustainability. They not only perform traditional marketing functions but also guide companies to embrace sustainability values and adapt to changes in consumer and environmental demands. However, challenges and opportunities still await in the future. In the face of internal resistance, regulatory complexity, and changing consumer attitudes, organizations need to remain responsive and committed to moving toward sustainability. By responding to these challenges, social media marketing and marketing management can continue to be the driving forces shaping the future of sustainable brands.

As the final event, we witnessed a transformation in the world of marketing from just selling products to pioneering positive change in society. By viewing sustainability not only as an ethical obligation but also as an opportunity to create a brand that counts and is resilient over the long term, we are exploring the potential to realize a business that is not only financially successful but also provides positive value for the planet and future generations. By constantly innovating, collaborating, and committing to sustainability, we guide the marketing world towards a greener, fairer, and more sustainable future.

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