



Green marketing mix as a catalyst for blue economy development: a strategic analysis in Samarinda

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ABSTRACT

The green marketing mix encompasses environmentally friendly and recyclable marketing activities, including production processes, products, packaging, pricing, distribution, logistics, and promotion. The increasing significance of environmental issues has prompted stakeholders to prioritize sustainability in all systems and products. This approach aligns with the blue economy, which is closely associated with sustainable economic development and aims to ensure that current economic activities do not negatively affect future generations. As a result, future generations can continue to benefit from Indonesia's abundant natural resources on both land and sea. However, in addressing present needs, environmental sustainability is often overlooked. The Mahakam River, which flows through Samarinda, serves as the city's primary water source and is vital to the community. It also functions as a transportation route for natural resources, particularly coal. This study analyzes the application of the green marketing mix in developing the blue economy in Samarinda, with the objective of increasing public awareness regarding the environmental impacts of economic activities and promoting environmental preservation. A qualitative research method was employed.

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1. INTRODUCTION

Indonesia's extensive marine and coastal resources are significant drivers of economic growth. However, sustainable economic activities and environmental preservation are equally important as resource optimization. As the capital of East Kalimantan Province, Samarinda has considerable potential to enhance the regional economy through sectors such as services, trade, agriculture, plantations, mining, and shipping. With a population of 861,878, Samarinda is positioned to support its residents' well-being. Public awareness and support for environmentally friendly materials and products are essential, particularly through the adoption of the *green marketing mix*. The green marketing mix refers to environmentally friendly, recyclable marketing activities that include production

processes, products, packaging, pricing, distribution, logistics, and promotion(Wijayanti & Ramlah, 2022) (Hanggraito et al., 2022).

The increasing prominence of environmental issues has led stakeholders to prioritize sustainability in all systems and products, which aligns with the blue economy concept. The *blue economy* began to be actively developed in Indonesia in 2017 and focuses on marine-based development that emphasizes both resource utilization and ecosystem protection. This economic system aims to generate no waste or emissions, create employment opportunities, contribute to social capital, and operate without incurring high costs(Dahuri, 2021). In 2010, Gunter Pauli introduced the blue economy concept in his book, which served as a foundation for the transition from terrestrial development toward maritime development(Pauli, 2010). Additionally, a key consideration is that Indonesia is the world's largest archipelago, so a green economy alone is insufficient; it must be accompanied by terrestrial-to-maritime development. Given that Indonesia is the world's largest archipelago, the green economy alone is insufficient and must be complemented by the *blue economy*. *The blue economy* is closely linked to sustainable economic development, ensuring that current economic activities do not negatively impact future generations, thereby allowing continued access to Indonesia's natural resources on land and at sea(Ghalidza, 2020; Resta Setyawati et al., 2021; United Nations Development Programme, 2018). However, environmental sustainability is often overlooked in pursuit of current livelihood needs. The Mahakam River, which flows through Samarinda, is the city's primary water source and is essential to the community. It also serves as a transportation route for natural resources, particularly coal. The anticipated relocation of the National Capital to East Kalimantan is expected to increase Samarinda's population, known as the "Heart of the National Capital." This population growth will elevate public consumption, necessitating sufficient resources to meet demand.

The implementation of the green marketing mix in coastal areas still faces several significant gaps that have not been specifically addressed in the literature, particularly when directly linked to coastal economic development and the blue economy agenda. The components of the green marketing mix (green product, green price, green promotion) influence tourists' visitation intentions at green tourism destinations; however, the research focus has been on coastal tourist attractions, emphasising visitation intentions and environmental knowledge rather than the transformation of coastal economic structures or integration with the blue economy framework (Rahayu et al., 2022)

An analysis of the green marketing mix was conducted to develop community-based agrotourism in a village; this study examined land-based and agricultural products, thus not directly addressing issues related to coastal resource management, river/sea transportation, and maritime logistics(Hanggraito et al., 2022). Another study found that green product, green price, green place, and green promotion have a positive and significant influence on purchasing decisions at urban restaurants; however, the context was restaurants in urban tourist areas, not small coastal businesses directly facing the pressures of aquatic environmental degradation(Aprilianti et al., 2023) Subsequent research indicates that the implementation of a green marketing mix can enhance brand image and purchasing decisions among culinary SMEs in Yogyakarta; however, this study focuses on the dynamics of urban SMEs without linking them to the socio-ecological characteristics of coastal areas or the role of rivers and seas as economic infrastructure (Prasetyo Aji, 2025).

On the other hand, macro-level studies on sustainable blue economy in Indonesia, such as the World Bank report "Oceans for Prosperity" and various studies on blue economic infrastructure, highlight the governance of marine resources, ports, and connectivity, but have not yet elaborated on how elements of the green marketing mix at the level of coastal MSMEs, fish processors, and river/marine logistics services can be used as instruments to shift production and consumption patterns toward a just and

low-emission blue economy(Ervianto, 2018). Thus, the primary research gap lies in the absence of empirical studies specifically examining the “implementation gaps” of the green marketing mix within the context of coastal economic development—for example, in river cities like Samarinda—which serve as a buffer for the National Capital and face pressures from population growth and rising consumption. Consequently, research is needed that comprehensively links the green marketing mix practices of coastal businesses, consumer responses, and local policy support within a framework that integrates green marketing with the blue economy.

2. RESEARCH METHOD

This study analyzes the application of *the green marketing mix* to develop *the blue economy* in Samarinda, aiming to enhance public awareness of the environmental impacts of economic activities and to promote environmental preservation(Dalmore & Ferreira, 2026; Zhu, 2024)bservable behaviors. By using qualitative research, it is hoped that facts can be described comprehensively in the context of their use. The data used is qualitative, expressed in words, sentences, and images(Zhu, 2024).

Researchers can observe how coastal MSMEs, vendors, and local consumers behave. They can look at the use of eco-friendly packaging, waste management, transportation options along the Mahakam River, and responses to green promotions. This approach helps identify gaps between policy and actual daily economic activities. Observation is more effective than surveys because it reduces social desirability bias and provides a richer context. These insights are crucial for understanding how green marketing mix elements—product, price, place, and promotion—help create a fair, low-emission blue economy(Leonidou et al., 2013).

3. RESULTS AND DISCUSSIONS

The green marketing mix involves marketing products in an environmentally responsible manner, such as by altering production processes, modifying products, changing *packaging*, or adjusting promotional strategies. It is a process of planning and implementing the marketing mix—including consumption, production, promotion, and distribution—in ways that address ecological concerns(Dahlstrom, 2011; Hanggraito et al., 2022). Current challenges such as environmental degradation and global warming are being addressed through innovative marketing strategies designed to attract consumers. Beyond generating public interest, the implementation of the green marketing mix contributes to sustainable economic development (Wity et al., n.d.). The green marketing mix represents an evolution of *the traditional marketing mix*, distinguished by its environmental focus, which appeals to consumers. Its emphasis on health and environmental protection also motivates companies to use environmentally friendly raw materials. *The green marketing mix* comprises four elements: *green product*, *green price*, *green place*, and *green promotion* (Irsalina & Susilowati, 2023).

Environmental education plays a crucial role in shaping consumer awareness, knowledge, and attitudes, thereby driving a shift in their preferences toward more eco-friendly products. Increased knowledge about the negative impacts of conventional consumption and the benefits of green products makes consumers more discerning in their choices, leading them to prefer products that are low-waste, energy-efficient, and safe for ecosystems. Research indicates that consumers with higher levels of environmental knowledge and green awareness exhibit stronger purchase intentions and preferences for eco-friendly products compared to those with lower levels of knowledge(Afnina et al., 2025; Safitri et al., 2023). Furthermore, education delivered through campaigns, training, or community empowerment programs has proven effective in altering lifestyles and consumption patterns—such as switching to recyclable

packaging or sustainable local products—thereby supporting the development of a more mature green consumer segment. In the context of Samarinda and coastal areas, environmental education integrated with messages about the quality of the Mahakam River and coastal ecosystems has strong potential to shift public preferences toward products and services aligned with the principles of the green marketing mix and the blue economy (Maulany, 2025; Shellyana Junaedi, n.d.).

3.1 Green Products and the Blue Economy

A green product is designed and produced with careful consideration of its environmental impact. It utilizes eco-friendly materials and minimizes emissions and waste throughout its lifecycle (Gao et al., 2026; Wang & Zhang, 2026). This approach aligns with the blue economy concept, which emphasizes the sustainable use of marine resources for economic growth while preserving marine ecosystems (Hanggraito et al., 2022; Investasi, 2021).

In Samarinda, the production of green products has not yet been effectively implemented, largely due to limited public awareness and the absence of consistent regulations governing the matter. In some coastal areas, the production of these products still results in waste.

Despite these challenges, integrating green products with the blue economy has the potential to generate new economic opportunities for Samarinda's residents. Producing eco-friendly products from both marine and terrestrial sectors can increase community income while supporting environmental preservation. This initiative also has the potential to empower women in Samarinda's coastal areas (Luturmas et al., 2023).

Furthermore, Samarinda serves as a pillar supporting the National Capital and is actively involved in efforts to build a Smart Forest City. With appropriate policy support from the City Government. Furthermore, Samarinda plays a pivotal role in supporting the National Capital and is actively engaged in developing a Smart Forest City. With appropriate policy support from the city government, Samarinda could serve as a model for other regions in implementing sustainability principles (Huang & Tian, 2026; Zhou et al., 2026). Green pricing refers to pricing that reflects the environmental value of eco-friendly products or services, incorporating costs associated with emission reduction, waste management, and sustainable resource use. Green price aims to benefit both producers and consumers in selecting sustainable products, thereby supporting the growth of the blue economy (Pauli, 2010; Smith-Godfrey, 2022).

In practice, the Samarinda City Government actively encourages the public and businesses to reduce waste. For instance, plastic waste reduction initiatives include replacing plastic bags with reusable, non-plastic shopping bags. endly infrastructure. Green Place aims to create a healthy and sustainable environment for the community.

Green place support the blue economy by establishing spaces that benefit coastal areas. For example, the Samarinda City Government is developing green open spaces along the Mahakam River for recreational activities such as sports and walking (Luturmas et al., 2022; Maulita et al., 2024).

Green promotion is a marketing strategy that prioritizes sustainability and environmentally friendly products or services. It encourages consumers to act responsibly toward the environment and raises awareness of the environmental impacts of products, aligning with the blue economy's goal of enhancing community well-being through efficient and environmentally friendly resource use. Green promotion demonstrates that sustainability-focused marketing can support the development of an environmentally friendly blue economy. Raising consumer awareness and encouraging sustainable practices are essential components of this approach (Beama et al., 2022; Saksono, 2013).

Green promotion plays a crucial role in achieving the objectives of the blue economy, particularly in preserving resources for future generations. In Samarinda, the

city government provides education on the importance of selecting products from small and medium enterprises (SMEs), especially during exhibitions. These educational initiatives are essential for increasing public understanding and encouraging the selection of green products through green promotion to support blue economy practices (Juhro, 2018; Laturmas et al., n.d., 2024).

Green promotion that conveys messages about environmental benefits, health, and sustainability can raise awareness while mobilising public participation in conservation activities. Through social media, public campaigns, and outreach programs, green promotion not only highlights the benefits of eco-friendly products but also encourages residents to engage in collective actions, such as reducing plastic use, planting trees, improving waste management, and protecting coastal areas. Various studies show that when promotional messages are designed to be participatory, consistent, and relevant to the local context, there is a significant increase in public participation in greening programs, ecotourism, and natural resource conservation. Within the framework of the blue economy, green promotion carried out by local governments, businesses, and communities—for example, at green SME exhibitions or river cleanup campaigns—can strengthen a sense of ownership toward the environment and encourage the public not only to purchase green products but also to actively protect the ecosystems that form the basis of the coastal economy (Aprilianti et al., 2023; Stia Rini et al., 2017).

4. CONCLUSION

The green marketing mix, comprising green product, green price, green place, and green promotion, each contributes to the blue economy. In Samarinda, these principles have been implemented in part but remain inconsistent and incomplete. It is therefore essential for the public to promote a sustainable environment and for the Samarinda City Government to actively enforce regulations that ensure economic growth without environmental harm.

Implementing the green marketing mix in Samarinda has important implications for advancing a local blue economy by reorienting products, pricing, distribution, and promotion toward practices that protect the Mahakam River and surrounding coastal ecosystems while sustaining economic growth. When green product, green price, green place, and green promotion are consistently embedded in business strategies and public initiatives, they stimulate innovation, create new low-impact market opportunities, and gradually shift production and consumption patterns away from extractive, high-emission activities. Strengthening environmental regulations further reinforces this transition: although stricter standards on waste, emissions, and riverfront land use may increase short-term adjustment costs for MSMEs and communities, they enhance long-term competitiveness and resilience by reducing environmental degradation risks that threaten livelihoods.

Overall, linking green marketing mix implementation with robust environmental governance operationalises the blue economy concept as a framework that simultaneously supports local income generation and the long-term protection of natural resources, ensuring that Samarinda's riverine and coastal assets can continue to provide ecological and economic benefits for the future.

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