

Revolutionizing Marketing: Unleashing the Power of Recycled Product Materials

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ABSTRACT

Increasing awareness of environmental issues has led to changes in the way consumers behave in their life activities. Not only pay attention in terms of health but also in terms of sustainability. This study aims to determine the determination of marketing strategies through recyclable packaging product materials. This research method used is qualitative method. The statistical tools used are Strengths, Opportunities, Aspirations, Results analysis. the total number of informants is 6 people consisting of 2 internal parties of PT. Amcor Flexibles Indonesia and 4 from the customer's side. The analysis techniques used in this study are, Data Reduction, Data Presentation and Conclusion. The results of data analysis showed, PT. Amcor Flexibles Indonesia uses a market penetration strategy by doing better marketing starting from marketing through social media, endorsements from people who have many followers and creating interesting content that can attract many customers.

Keywords: Marketing, Product Material, Recyclable Packaging, Strategy Management, Target Marketing

INTRODUCTION

Environmental damage is not only a concern for a group of environmental activists but it is a concern for all levels of society. The damaged environment is caused by many factors, apart from natural factors, one of the problems that is the main cause of environmental damage is due to human behavior itself, namely when disposing of garbage. (Kusumarini, et, al., 2022) Garbage causes environmental pollution because this comes from the rest of the wasted and unused materials. Garbage will cause pollution, not only that if the garbage is left to be thrown carelessly it will be the cause of flooding during the rainy season, especially from plastic waste. In addition, environmental damage due to environmental pollution can cause pollution that endangers life in the present and the future.

Plastic waste is very dangerous for environmental ecosystems because it cannot be decomposed by the soil for more than 50 years and some even reach hundreds of years.

This environmentally friendly product is a product made from nature, processed naturally and marketed sustainably with nature. This product utilizes everything that exists but still maintains the balance of nature. The products consumed are expected to form an environmentally friendly and equitable consumption behavior. This product is an affirmation of contribution to nature by both producers and consumers.

According to research data from the Indonesian Ministry of Environment, wasted plastic waste now reaches approximately 26,500 tons per day. For this reason, the government makes a policy by providing additional costs if you want to use plastic bags when shopping at supermarkets or malls. If left unchecked, this will cause accumulation and environmental pollution. Packaged products when consumers shop for food sometimes do not pay much attention, but actually this is an important factor especially for environmental problems when the packaging is an issue that must receive special attention. With the use of edible packaging, it is hoped that consumers can consume food safely and environmentally friendly. Food packaging has many purposes, including maintaining the condition of food and protecting it from external elements. Because the goal is very important, which concerns the health and safety of many people, choosing food packaging cannot be done carelessly. Food packaging today comes in various materials and marketing needs such as brand identity and other criteria.

The research phenomenon of the amount of plastic waste that is difficult to decompose, and if left unchecked, will have an impact on environmental pollution indirectly changes consumer behavior awareness to contribute to saving the environment by minimizing plastic, which then challenges companies to try to create products that have a positive impact on the environment (Jufri & Waromi, 2022).

Packaging is one of the important strategies in marketing. Very attractive packaging can make some consumers fall in love and make transactions. The majority of consumers expect packaging with guaranteed product safety during the shipping process To maintain product security until it is received by consumers, marketplaces rely on multi-layered packaging. However, this will further increase the generation of waste, especially plastic waste. The use of plastic and materials that are not environmentally friendly for packaging in large quantities will have a negative impact on the environment. Plastic has non-biodegradable properties that are very difficult to degrade. Although the appeal related to

the ban on the use of plastic waste and the invitation to use environmentally friendly packaging has been affirmed in.

Recyclable Packaging provides incentives for business people. Companies will get increased profits and a better reputation if they start implementing green concepts. From a consumer point of view, green packaging receives positive responses from consumers even though there are still a small number of consumers who do not understand about green packaging. Positive responses are shown by the majority of consumers who already understand and understand the importance of implementing green packaging, because of the awareness in maintaining and paying attention to environmental sustainability.

Companies in an effort to introduce and build awareness, especially among business people and the wider community, need to be supported by marketing strategies through product materials as a step for the company to achieve these goals. In this case, the product material is a material that can be used in the manufacture of a product, raw materials that are included thoroughly will show a finished product even called a form of finished goods.

Strategy as a pattern or plan that integrates the goals, policies, and sets of actions of the organization into a cohesive whole. This strategy is synonymous with describing planning and management to achieve a goal. This is also a road that not only shows the direction but also the operation. This strategy will help managers consider the influence of the external environment on the organization. In strategy formulation not only pay attention to the current organizational environment but also in the future.

Strategy is a tool used by the organization to achieve goals, then strategy has several characteristics among them uniting all parts of the organization or company, is comprehensive covering all aspects in the organization or company and all strategies will be appropriate from all levels, the existence of a good strategy an organization can run smoothly and successfully. An effective marketing strategy is important for all organizations/institutions. Therefore, the leaders of an organization understand and perfect the ability to plan their strategies.

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products are definitely organic products whose raw materials are developed in organic standards. Organic standards are standards where the raw materials used to make products are not sprayed with pesticides and do not use other chemical fertilizers. Eco-friendly products are environmentally friendly products. A product that is designed and processed in one way to reduce the effects that can pollute the environment, both in production, distribution, and consumption (Lindawati, et, al., 2019).

THEORETICAL BASIS

Management

Management definition in general can be interpreted as a process in which includes the functions of planning, organizing, gerging, supervising and evaluating. Management is a process of planning, organization, leadership and supervision of the efforts of organizational members and the use of all other organizational resources to achieve predetermined organizational goals (Fatimah, et, al., 2020).

From the opinions above, it can be concluded that management is the entire process carried out in organizing and managing various resources to achieve a desired goal effectively and efficiently.

Marketing Management

According to (Kinasih & Aries, 2021) stated that marketing management is an effort made by humans to achieve a desired exchange result and be able to build close relationships with consumers or customers in achieving profitable results for the company. Marketing management is an art or science that chooses the target market and is able to maintain and increase the number of customers creating, delivering and communicating superior customer value.

Based on the above understanding, the author can explain that marketing management is an activity carried out in achieving target markets by maintaining and growing customers in the company so that the company is able to carry out company activities effectively and efficiently in achieving goals.

Marketing Mix

Marketing mix or marketing mix is a marketing strategy that emphasizes how to sell a product as effectively and efficiently as possible and has an important role in

influencing customers to want to buy products or services offered by the company (Wisudawati & Rizalmi, 2020).

According to (Firdiansyah, et, al., 2023) explained that the marketing mix is a set of product marketing tools, prices, places and promotions that can be combined by companies to produce the desired response in the target market.

Strategy Management

Strategy management is very important for all types of organizations because basically the purpose of strategic management is to help companies determine the path to improve their performance (Tanhati, 2020). Effective marketing management basically includes planning, strategizing the overall efforts of the organization. In an organization the occurrence of marketing management in relation to its market also affects the level, reach, timing and composition of demand in a way so as to shape the organization in achieving its goals.

Strategy planning is a company activity to seek compatibility between the company's internal provisions (strengths and weaknesses) and the company's external provisions (opportunities and threats).

Marketing Strategy

Simply put, a marketing strategy is a strategy designed to promote goods or services with the aim of making a profit. Marketing strategy is often also referred to as marketing strategy. Marketing Strategy has an important role for the success of the company's business in general and the marketing field in particular (Fianda, et, al., 2022).

Thus the Marketing Strategy must be able to provide a clear and directed picture of what the company will do in using every opportunity or opportunity in several target markets. Increase sales, because sales are the spearhead of the strategy applied in a company. Marketing strategy must be based on environmental and internal analysis of the company through analysis of the company's strengths and weaknesses, as well as analysis of opportunities and threats that will be faced by the company from its environment (Pratama, et, al., 2023).

Product Material

According to (Yunita, 2020) stated that "product materials are materials that have not undergone any type of processing for the company concerned".

According to (Purwanto & Hakim, 2020) stated that "product materials are a number of goods purchased from suppliers and will be used or processed into products that will be produced by the company".

Based on the understanding described above that product material is a matter that greatly affects the production process, both the influence on quality and quantity of raw materials.

Recyclable Packaging

Recyclable packaging is the product of recycling in a method called recycle. The result refers to new commodities or products that are useful from the process of reprocessing waste or used goods (Wijaya & Bakti, 2022). In daily activities, there must be unused items that can be used as new useful items. This old item can also be used to open new jobs, such as making crafts that can be sold, so that it can maintain environmental sustainability and cleanliness.

New Product Development and Product Recyclable Packaging Strategy. Companies are increasingly aware of the benefits and the need to develop new products and services. Its existing products now face a short lifespan and must be replaced by new products. However, even new products can fail. The risks of innovation are as great as the benefits. The key to achieving successful innovation lies in making the company able to manage new product ideas and make decision and research procedures at every level of the new product development process (Sakuntalawati & Ibad, 2021).

METHOD

In this study, the data collection used is using the qualitative method, the qualitative method is a method used in research to examine the condition of objects scientifically. As opposed to experimental methods in which researchers act as key instruments, techniques in data collection are carried out in combination.

In a study, a procedure and technique are needed in planning a study that will be used as a guide to build strategies that produce research designs. Research design is used in qualitative descriptive with the intention of research with approach.

The first criterion used in this study is the criteria for prospective customers who can increase the sales volume of PT. Amcor Flexibles Indonesia. The second criterion is the obtaining of superior data owned by PT. Amcor Flexibles Indonesia.

RESULT

SOAR Matrix Analysis in business development of PT. Amcor Flexibles Indonesia can be seen based on aspects of existing strengths, opportunities, and aspirations until measurable results are formulated as alternative strategies, namely:

SA Strategy (Strength-Aspiration)

Based on the results of research using interview techniques, the business development strategy of PT. Amcor Flexibles Indonesia on SA strategies that can be done include: Creating content that can attract consumers, increasing promotional activities, developing designs and attending various events or festivals.

SR Strategy (Strength-Result)

Based on the results of research using interview techniques, the business development strategy of PT. Amcor Flexibles Indonesia on SR strategies that can be done include: Improving product quality with good quality control, maximizing marketing activities in various marketing channels, adding product variations.

OA (Opportunity-Aspiration) Strategy

Based on the results of research using interview techniques, the business development strategy of PT. Amcor Flexibles Indonesia on OA strategies that can be done include: Maximizing the use of social media as a marketing medium, using the latest production methods that are cheaper and of higher quality, establishing good relationships with consumers.

The essence of the explanation is to emphasize the significance of utilizing social media as a powerful marketing medium, incorporating cost-effective and high-quality production methods, and fostering strong consumer relationships. These strategies aim to optimize marketing efforts and yield favorable outcomes for the business. In summary, the main points are:

1. Maximizing the use of social media as a marketing channel.
2. Implementing the latest cost-effective and high-quality production methods.
3. Building and maintaining positive relationships with consumers.

By combining these elements, businesses can enhance their marketing approach, increase efficiency, and achieve better results in engaging their target audience and driving growth.

Strategy OR (Opportunity-Result)

Based on the results of research using interview techniques, the business development strategy of PT. Amcor Flexibles Indonesia on SA strategies that can be done include: Endorsing products to influencers, maximizing promotions, producing products in accordance with existing trends.

The results of the SOAR matrix research produce strategies that can be prioritized, namely market penetration strategies and product development strategies. This strategy is made a priority because it is the most suitable for the conditions of PT. Amcor Flexibles Indonesia today. The results that have been obtained can be implied in accordance with both existing strategies.

Market penetration strategy can be applied to PT. Amcor Flexibles Indonesia is by increasing marketing efforts more optimally. The easiest and most economical thing today is to maximize promotion using social media. This can be done because it does not cost much more. In addition, to increase consumer interest, you can also create interesting content on social media such as Instagram, Twitter, or TikTok. In addition to aiming to increase market interest, it also aims to find out the trends that are being favored by consumers. This can help to develop products so that they can be in demand by various consumers.

Market penetration strategy in addition to aiming to increase consumer interest, this can also help find out trends and consumer interest in the desired product. Of course, with a product development strategy, in-depth research is needed to create new product designs that are in accordance with current consumer interests. To find out what kind of product design consumers are interested in can be done through social media through voting or posting several product designs before production. This can certainly be beneficial because we can find out which products are more in demand by consumers.

The Effect of Marketing of Recyclable Product Materials on PT. Amcor Flexibles Indonesia is interested in improving product quality with good quality control, maximizing marketing activities in various marketing channels, and increasing the variety of Recycle Packaging products.

Business development strategy of PT. Amcor Flexibles Indonesia on strategies that can be done include: Maximizing the use of social media as a marketing medium, using

the latest production methods that are cheaper and of higher quality, establishing good relationships with consumers.

PT. Amcor Flexible Indonesia in applying Recyclable Packaging Material Products, Products that are included in the Recycle Packaging category from PT. Amcor is Mono Material namely Mono PP (Polypropylene) and Mono PE (Polyethilene), seeking an increase in sales by upgrading or modifying current products. Currently to do marketing that will still be much better if PT. Amcor Flexibles Indonesia has a variety of designs that can be an option for consumers. It aims to attract consumer interest by providing new alternatives in accordance with current trends. PT. Amcor Flexibles Indonesia must always be updated with current trends that are in demand by consumers.

CONCLUSION

Strategies that can develop the business of PT. Amcor Flexibles Indonesia includes:

1. Market optimization strategies by doing better marketing start from marketing through social medial, endorsements from people who have many followers and creating interesting content that can attract many customers.
2. Product development strategy by making more product variations that are experiencing an upward trend and are in great demand by consumers.
3. PT. Amcor Flexibles Indonesia is in accordance with the wishes of consumers where consumers are quite satisfied with PT. Amcor Flexibles Indonesia is recyclable that reflects the love of the environment.
4. PT. Amcor Flexibles Indonesia does not yet have many variations of design models owned. PT. Amcor Flexibles Indonesia has also implemented several innovation strategies, including, still prioritizing quality, improving employee competence, utilizing social media as a means of promotion, using offline and online marketing.
5. Product material applied by PT. Amcor Flexibles Indonesia is in accordance with the requirements and regulations applied by the government where the packaging reflects love for the environment.

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