

MARKETING MODEL OF STARBUCKS: A SUSTAINABILITY MONETIZATION

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ABSTRACT

In the digital age, big brand provides information via their Instagram account, that includes Starbucks Indonesia. Starbucks Indonesia involves themselves in eco-friendly product which also spread awareness to their audience. As much as it is good for the people and Starbucks brand, this type of marketing is sustainability monetization as it only released product instead of social activity. It is good that Starbucks Indonesia had credibility in coffee industry. However, in reality, it is more necessary to monetize it. The content analysis by Krippendorff will help in discerning Starbucks Indonesia's content. The type of sustainability campaign held by Starbucks Indonesia is monetization of eco-friendly concept. This way can be interpreted in two different ways, that the product is actually made with eco-friendly design and ingredients, or the product is bait made with false sustainability products. The model of their marketing is awareness-driven interest, by telling them they're the ally of earth and nature, it captivates their buyers to purchase in order to care more for the planet and nature.

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1. INTRODUCTION

The food and beverage industry are one of the most significant contributors to environmental degradation, with the production, distribution, and consumption of food responsible for a considerable proportion of greenhouse gas emissions and other environmental impacts (De Leon et al., 2021; Susilo et al., 2021). In response, sustainability marketing has emerged as a critical strategy for food and beverage companies seeking to reduce their ecological footprint, build brand equity, and meet the growing demand for environmentally responsible products.

Sustainability marketing is a marketing approach that emphasizes the environmental, social, and economic impacts of a product or service, with the goal of encouraging consumers to make more sustainable choices. In the food and beverage industry, sustainability marketing involves promoting products and services that have been produced, distributed, and consumed in ways that minimize negative environmental impacts and maximize positive social and economic outcomes (Baker, 2020; Lemoine et al., 2021). One of the most significant ways that food and beverage companies can use sustainability marketing is by promoting the use of sustainable ingredients and production methods. Sustainable ingredients are those that have been grown or raised in ways that minimize environmental impacts, such as using organic farming practices, reducing the use of pesticides and fertilizers, and conserving water and energy. Similarly, sustainable production methods involve reducing waste, minimizing energy use, and managing supply chains to reduce transportation and other environmental impacts. For example, Starbucks has been promoting its use of sustainably sourced coffee beans for several years, with its "C.A.F.E. Practices" program focusing on ethical and environmentally sustainable coffee sourcing. The program includes various measures to ensure that coffee is grown and harvested in ways that minimize environmental impacts, such as reducing water use and waste, conserving biodiversity, and promoting fair labour practices.

Similarly, many food and beverage companies are also promoting sustainable packaging as a key element of their sustainability marketing efforts. Sustainable packaging involves using materials and designs that minimize waste and are recyclable or biodegradable. For example, Coca-Cola has set a goal to make all of its packaging recyclable by 2030 and has also launched several initiatives to promote recycling and reduce waste, such as its "World Without Waste" program. In addition to promoting sustainable ingredients and packaging, food and beverage companies can also use sustainability marketing to encourage more sustainable consumption patterns. This can involve promoting plant-based diets, reducing food waste, and encouraging consumers to choose products with a lower environmental footprint. For

example, the Meatless Monday campaign, which encourages people to eat plant-based meals on Mondays, has been embraced by a range of food and beverage companies, including the fast-food chain McDonald's.

Sustainability marketing can also involve promoting social and economic sustainability, by supporting fair labour practices, promoting gender equality, and investing in local communities. For example, Ben & Jerry's has a longstanding commitment to social and environmental sustainability, with its "Caring Dairy" program focusing on ethical and sustainable dairy farming practices. The program includes various measures to ensure that farmers are paid fairly, that animals are treated humanely, and that environmental impacts are minimized. Finally, sustainability marketing can also involve promoting sustainability as a key element of a company's brand identity, with the goal of building brand equity and enhancing customer loyalty (Susilo et al., 2023). This can involve using sustainability messaging in advertising campaigns, creating sustainability-themed content for social media and other marketing channels, and incorporating sustainability into the design and packaging of products. For example, the organic food company Nature's Path has made sustainability a key part of its brand identity, with its packaging featuring a range of sustainability messaging and imagery (Thehawijaya & Susilo, 2023).

In conclusion, sustainability marketing has become a critical strategy for food and beverage companies seeking to reduce their environmental footprint, build brand equity, and meet the growing demand for environmentally responsible products. By promoting sustainable ingredients, packaging, consumption patterns, and social and economic sustainability, companies can enhance their reputation and appeal to customers who are increasingly concerned about environmental and social issues.

Sustainability has become a crucial issue for many industries, including the food and beverage industry. Consumers are increasingly aware of the environmental and social impact of the products they consume, and they are demanding more sustainable options. This has led to the rise of sustainability marketing, which is a trend that is gaining momentum in the food and beverage industry (Ucal, 2017). Sustainability marketing involves promoting products and services that are environmentally and socially responsible. The goal is to communicate to consumers that a company is taking steps to reduce its environmental impact, support local communities, and ensure the welfare of animals. The food and beverage industry has been particularly affected by this trend because of the significant impact that food production has on the environment (Susilo et al., 2022).

One of the main ways that companies are implementing sustainability marketing is by focusing on eco-friendly packaging. Consumers are becoming increasingly aware of the negative impact that plastic and other non-biodegradable materials have on the environment. As a result, many food and beverage companies are switching to more sustainable packaging materials, such as biodegradable plastics, paper, and glass (Bui et al., 2022; Garzón- Jiménez & Zorio-Grima, 2022). Another way that companies are implementing sustainability marketing is by promoting their commitment to sustainable sourcing. This involves ensuring that the ingredients used in their products are sourced from farms and suppliers that prioritize sustainability. For example, some companies may source their ingredients from organic farms or those that use sustainable farming practices.

Some companies are taking sustainability marketing even further by promoting their efforts to reduce food waste (Mardjuni et al., 2022). This involves implementing strategies to reduce the amount of food that is wasted during production and distribution. For example, some companies may donate excess food to local charities or use it to produce compost. In addition to these strategies, companies are also using sustainability marketing to communicate their commitment to animal welfare. This involves ensuring that the animals used in their products are raised in humane conditions and are not subjected to cruel practices. Some companies are also promoting their use of plant-based alternatives to traditional animal-based ingredients.

One of the key drivers of sustainability marketing in the food and beverage industry is consumer demand. Consumers are increasingly concerned about the impact that their food choices have on the environment and society (Adams et al., 2022; Dhewanto et al., 2021). As a result, they are seeking out products that are more sustainable and socially responsible. This has put pressure on food and beverage companies to adopt more sustainable practices and to communicate their commitment to sustainability to consumers. Another driver of sustainability marketing is regulation. Governments around the world are implementing regulations aimed at reducing the environmental impact of the food and beverage industry. For example, some countries have implemented taxes on plastic packaging or banned single-use plastics altogether. These regulations are forcing companies to adopt more sustainable practices and to communicate their commitment to sustainability to consumers.

Sustainability marketing has the potential to provide significant benefits for food and beverage companies. By promoting their commitment to sustainability, companies can differentiate themselves from

their competitors and attract consumers who are increasingly focused on sustainability. Additionally, by implementing sustainable practices, companies can reduce their environmental impact and improve their social responsibility, which can improve their reputation and build customer loyalty. In conclusion, sustainability marketing is a growing trend in the food and beverage industry. Companies are implementing strategies to promote their commitment to sustainability, including focusing on eco-friendly packaging, sustainable sourcing, reducing food waste, and promoting animal welfare. Consumer demand and government regulations are driving this trend, and it has the potential to provide significant benefits for companies that adopt sustainable practices. As consumers become increasingly focused on sustainability, it is likely that sustainability marketing will become even more important for the food and beverage industry in the coming years.

Starbucks is a multinational coffee chain that has become synonymous with premium coffee and a distinctive retail experience. The company was founded in Seattle, Washington in 1971 by three partners – Jerry Baldwin, Zev Siegl, and Gordon Bowker. The first Starbucks store was located in Seattle's historic Pike Place Market, which still remains a significant location for the company. Initially, Starbucks only sold coffee beans and coffee-making equipment, and it was not until 1984 that the company started selling brewed coffee. This change was driven by Howard Schultz, who had joined the company in 1982 as the director of retail operations and marketing. Schultz had experienced the coffee culture in Italy and was convinced that Starbucks should emulate it in the United States. In 1985, Schultz left Starbucks to start his own coffee company, Il Giornale. Two years later, he acquired Starbucks and merged the two companies under the Starbucks name. Schultz then began to expand Starbucks aggressively, opening new stores throughout the United States and eventually in other countries.

One of the key factors in Starbucks' success has been its focus on customer experience. The company has developed a distinctive retail environment that features comfortable seating, warm lighting, and the aroma of freshly brewed coffee. The company's baristas are also trained to engage with customers, learning their names and preferences and providing personalized service. Starbucks has also pioneered the use of digital technology to enhance the customer experience, launching a mobile ordering app and implementing free Wi-Fi in all its stores (Rahmawati et al., 2021; Starbucks, 2020b). Starbucks' success has not been without its challenges. In the early 2000s, the company faced criticism from fair trade advocates who argued that it was not doing enough to support small-scale coffee farmers. In response, Starbucks launched a range of initiatives aimed at supporting coffee farmers and promoting sustainable farming practices. The company also faced controversy in 2018 when two black men were arrested at a Philadelphia Starbucks store, leading to accusations of racial profiling. Starbucks responded by closing all its stores for a day to conduct racial bias training for its employees. Despite these challenges, Starbucks has continued to grow and expand. As of 2021, the company operates over 32,000 stores in 83 countries around the world. Starbucks has also diversified its product offerings, introduced new beverages and food items and launched a range of branded merchandise, including coffee mugs, tumblers, and clothing.

In recent years, Starbucks has also made a commitment to sustainability, pledging to become a "resource-positive" company by 2030. This includes reducing its carbon footprint, conserving water, and reducing waste. Starbucks has also committed to sourcing 100% of its coffee, tea, and cocoa from ethical and sustainable sources. In conclusion, the history of Starbucks is a story of innovation, growth, and customer experience (Cahayani et al., 2022; Hamann et al., 2021). From its humble beginnings as a small coffee bean retailer to its position as a global coffee giant, Starbucks has stayed true to its core values of quality, service, and sustainability. While the company has faced its share of challenges, it has consistently adapted and evolved to meet the changing needs of its customers and the world around it. Today, Starbucks remains one of the most recognizable and beloved brands in the world, a testament to the power of good coffee and great customer service.

The presence of a Starbucks store in a particular area can be seen as an indicator of the area's prosperity, but it is not necessarily a definitive measure. There are several factors to consider when evaluating whether the existence of a Starbucks indicates a prosperous community (Ruiz Estrada, 2018).

Firstly, the opening of a Starbucks store in an area is often driven by the availability of a large consumer base with a high purchasing power. Starbucks is a premium coffee chain that offers a range of high-quality products at premium prices. Therefore, the company tends to locate its stores in areas where there is a high concentration of affluent consumers who are willing to pay for quality products. As such, the presence of a Starbucks store in an area may indicate the existence of a relatively affluent population (Ács et al., 2018). However, it is important to note that Starbucks also has a strategy of expanding into new areas, including those that may not be traditionally seen as affluent. In these cases, the company may seek to attract a new customer base through its marketing and branding efforts, rather than relying solely on the

existing demographic profile of the area. Therefore, the presence of a Starbucks store in an area may not necessarily reflect the area's current prosperity, but rather a sign of the company's expansion strategy.

Additionally, it is important to consider the location and size of the Starbucks store when evaluating its impact on the local community. Starbucks stores are often located in high-traffic areas, such as busy streets, shopping malls, or business districts (Rangan, 2018). As such, the presence of a Starbucks store in these areas may indicate a thriving commercial environment with high foot traffic and consumer demand. However, the existence of a Starbucks store in a less busy area or a small store may not have the same impact on the local economy. Moreover, the impact of Starbucks on the local economy can vary depending on the level of competition in the area. If there are already several other coffee shops or cafes in the area, the opening of a Starbucks store may not necessarily lead to a significant increase in economic activity. In such cases, the presence of a Starbucks store may simply represent a new entrant in an already crowded market (Mason et al., 2020).

Furthermore, it is worth considering the broader context of the area in which the Starbucks store is located. The presence of a Starbucks store may not necessarily be a sign of overall prosperity if the area is experiencing other economic challenges, such as high unemployment or poverty rates. Additionally, the existence of a Starbucks store may not be a reliable indicator of the overall quality of life in the area, as factors such as access to education, healthcare, and public services may have a greater impact on the well-being of local residents. It is also important to note that the impact of Starbucks on the local economy can be both positive and negative. On the one hand, the opening of a Starbucks store can lead to an increase in economic activity, such as job creation, increased tax revenues, and increased consumer spending. On the other hand, the presence of a Starbucks store can also lead to the displacement of local businesses, particularly smaller coffee shops or cafes that may struggle to compete with the global brand.

In conclusion, the presence of a Starbucks store in an area can be seen as an indicator of the area's prosperity, but it is not a definitive measure (Starbucks, 2020a). Factors such as the location and size of the store, the level of competition in the area, and the broader economic context all play a role in determining the impact of Starbucks on the local economy. Additionally, it is important to consider both the positive and negative effects of Starbucks on the local community when evaluating its impact on the area's prosperity.

The research purpose is to explore the development FnB's Sustainability market. The brand that would be analysed is Starbucks. Analysing Starbucks sustainability marketing will help us to find the direction of Sustainability Marketing, especially after COVID-19 Pandemic (Liu, 2022; Volle, 2022). It is also useful to see whether all countries already apply the concept of using totebag instead of plastic bag.

2. METHOD

The type of data is in a form of social media's visual and textual content. The source will be putting the content on table contained visual, caption, and lastly description. The design of data organizing follows the model of Krippendorff's analysis. The Krippendorff's model allows people to read the data in simplicity and decent detail. The data will be taken from @starbucksindonesia Instagram account.

Content analysis is a research method that involves systematically analysing textual, visual, or auditory materials to identify patterns, themes, and other meaningful information. It is a highly flexible and versatile method that can be used to examine a wide range of materials, including news articles, social media posts, speeches, films, advertisements, and other types of media. The purpose of content analysis is to identify patterns and themes in the content that can provide insight into the underlying attitudes, beliefs, and values of the individuals or groups who created the material. This can be useful for a wide range of research purposes, including understanding the representation of certain issues in the media, exploring the discourses around certain topics, and identifying the underlying messages and ideologies in a particular form of media.

There are two main approaches to content analysis: quantitative and qualitative. Quantitative content analysis involves counting and categorizing the occurrence of specific words, phrases, or concepts in the material being analysed. This approach is often used to study large datasets and can provide statistical information about the frequency and distribution of certain themes or topics.

Qualitative content analysis, on the other hand, involves a more in-depth analysis of the material being studied. This approach involves examining the context and meaning of the content, identifying patterns and themes, and interpreting the underlying messages and ideologies. Qualitative content analysis can be used to gain a deeper understanding of the attitudes, beliefs, and values of the individuals or groups who created the material. To conduct content analysis, researchers typically follow a series of steps. The first step involves selecting the material to be analysed, which can be done using a random or purposive



sampling method. Once the material has been selected, the researchers must define the unit of analysis, which could be a word, phrase, sentence, or paragraph (Susilo & Putranto, 2021).


Next, the researchers develop a coding scheme, which involves identifying the categories and themes that will be used to analyse the material. This could involve creating a set of predefined categories or allowing new categories to emerge from the data. The coding scheme is typically developed through an iterative process, where the researchers review the material and refine the categories and themes as needed (Prasetya & Susilo, 2022). Once the coding scheme has been developed, the researchers begin coding the material using the predefined categories. This involves systematically reading and analysing the material, identifying the relevant categories and themes, and assigning each unit of analysis to the appropriate category. Finally, the researchers analyse the coded data, looking for patterns and themes that emerge from the analysis. This could involve using statistical methods to analyse the quantitative data or using interpretive methods to analyse the qualitative data.

Content analysis has a number of strengths and weaknesses as a research method. One of its strengths is its versatility, as it can be used to analyse a wide range of materials and can be adapted to suit different research questions and purposes. Another strength is its ability to provide a systematic and rigorous analysis of the material, which can be used to support or challenge existing theories and hypotheses. However, content analysis also has several weaknesses. One of these is its reliance on the researcher's interpretation of the material, which can introduce bias and subjectivity into the analysis. Another weakness is its inability to provide information about the context in which the material was produced, which can limit the generalizability of the findings. Overall, content analysis is a valuable research method that can provide insight into the underlying attitudes, beliefs, and values of the individuals or groups who create and consume media. Its flexibility and versatility make it a useful tool for a wide range of research questions and purposes, although its limitations should also be considered when designing and conducting content analysis studies.

3. RESULT AND DISCUSSION

Table 1. Visual

Visual	Caption	Description
	<p>Earth Month is here, Reusable Cup is here</p> <p>Beli minuman ukuran grande dengan harga minimum 50K, kamu bisa tambah 25K untuk dapetin Reusable Cup while stock last! Your SMALL STEP makes HUGE DIFFERENCE</p> <p>Let's celebrate Earth Month with Starbucks</p>	The Starbucks Indonesia account makes a post of celebrating earth month by releasing reusable cup.
	<p>Verified</p> <p>Merawat dan mencintai bumi dapat ditunjukkan dengan beberapa langkah sederhana namun bermakna. Salah satunya adalah semangat menjaga kebersihan lingkungan dengan tidak membuang sampah sembarangan, baik di tempat umum maupun di lingkungan sekitar kita</p> <p>Mari bersama-sama menjaga bumi ini untuk bumi yang lebih baik.</p> <p>Caring for and loving the earth can</p>	The Starbucks Indonesia account is posting about collecting waste together and encourage people to do the same.

	<p>be demonstrated in a number of simple yet meaningful steps. One of them is being passionate about keeping the environment clean by not throwing garbage anywhere, both in public and in our immediate surroundings.</p> <p>Let us all work together to make the earth a better place #GlobalMonthOfGood #GoodThingsAreHappening #ExtraShotOfGood</p>	
	<p>ADDITIONAL FOR A HEALTHIER COFFEE: PLANT BASED LIQUID WHIPPED CREAM 10K ONLY</p> <p>Sesekali coba yang beda, ada tambahan whipped cream buatmu bahagia. Only add 10K more for choosing Plant Based Liquid. Sudah bisa kamu apply di semua minuman favorit</p>	<p>Starbucks Indonesia account released new healthy product with sustainability ingredients from plant.</p>

Based on the data above, in the 2nd post Starbucks made a campaign about collecting waste and encouraged others to do the same. That kind of post is the type of persuasive campaign without an event or product following the campaign. This is the part of why Starbucks had the quality of international marketing, they joined sustainability campaign and that alone proves their involvement. However, as the movement has strong global power affiliation, Starbucks had different characteristics. In the 1st and 3rd post can be seen that Starbucks launched two new products related to sustainability development. Unfortunately, the announcement is not part of sustainability development as social activity, but rather as monetizing their product. The earth cup is basically monetization of sustainability development global movement. This kind of sustainability marketing is what presented in Starbucks Indonesia post, which mean that Starbucks sustainability marketing had less social activity in it. How's the model of that concept work?



Figure 1 concept work

Sustainability campaigns are essential in today's world to promote a more sustainable future. These campaigns aim to educate and motivate people to adopt eco-friendly habits and make conscious decisions that reduce their carbon footprint. However, sustainability campaigns require funding to execute effectively, and monetization is one way to generate revenue to support them (C. H. S. Liu & Dong, 2021; Lloveras et al., 2022).

The first step in monetizing sustainability campaigns is to identify the target audience. Sustainable products and services are a niche market, and targeting consumers who are passionate about sustainability is essential to the success of the campaign. It is important to create an effective messaging strategy that resonates with the target audience and highlights the environmental benefits of the product or service. One way to monetize a sustainability campaign is through product sales. Companies can produce and sell eco-friendly products that align with the campaign's goals. For example, a sustainability campaign that aims to reduce plastic waste can sell reusable water bottles or tote bags made from recycled materials. The profits from the product sales can be reinvested in the campaign to fund additional initiatives.

Another way to monetize sustainability campaigns is through sponsorships. Companies that share the same sustainability values as the campaign can sponsor it. The sponsorship can include financial support, in-kind donations, or product placements. For example, a sustainability campaign that promotes renewable energy can partner with a solar panel company. The solar panel company can sponsor the campaign and offer a discount to customers who participate in the sustainability campaign. Crowdfunding is another monetization strategy for sustainability campaigns. Crowdfunding platforms allow individuals to donate money to support campaigns that align with their values. Campaigns can offer incentives, such as eco-friendly products or experiences, to encourage people to donate. Crowdfunding can also help sustainability campaigns generate publicity and increase awareness.

Advertising can be another monetization strategy for sustainability campaigns. Campaigns can sell ad space on their website or social media channels to companies that align with their values. The ads can promote eco-friendly products or services, and the revenue generated from advertising can be reinvested in the campaign to fund additional initiatives. Finally, events can be a great way to monetize sustainability campaigns (Al-Qahtani et al., 2021; Tsolakis et al., 2022). Campaigns can organize events, such as eco-friendly festivals, to generate revenue. The events can include eco-friendly vendors, educational sessions, and entertainment. The revenue generated from ticket sales, vendor fees, and sponsorships can be used to fund additional initiatives.

In conclusion, sustainability campaigns are essential in promoting a more sustainable future, and monetization is necessary to fund them effectively (Prashar, 2022). To monetize sustainability campaigns, it is important to identify the target audience and create an effective messaging strategy that highlights the environmental benefits of the product or service. Monetization strategies can include product sales, sponsorships, crowdfunding, advertising, and events. By using these strategies, sustainability campaigns can generate revenue to fund additional initiatives and create a lasting impact on the environment. This means that sustainability campaign from Starbucks Indonesia Instagram account is indeed sustainability campaign monetization. The form of their sustainability monetization is through healthy product or certain green event celebration such as earth day (da Silva et al., 2022).

4. CONCLUSION

The conclusion for this topic is that the type of sustainability campaign held by Starbucks Indonesia is monetization of eco-friendly concept. This way can be interpreted in two different ways, that the product is actually made with eco-friendly design and ingredients, or the product is bait made with false sustainability products. The model of their marketing is awareness-driven interest, by telling them they're the ally of earth and nature, it captivates their buyers to purchase in order to care more for the planet and nature.

The suggestion for this topic is that this research needs more in-depth research whether their eco-friendly product is real or not. In order to preserve the faith in sustainability development movement, in-depth research is needed to validate their campaign. One common scam related to sustainability campaign monetization is greenwashing. Greenwashing refers to companies or organizations falsely claiming that their products or practices are environmentally friendly or sustainable. This can involve making unsubstantiated claims about the environmental benefits of a product, using misleading labels or certifications, or hiding harmful practices behind a veneer of sustainability. Another scam is the use of "eco-friendly" or "green" products that are not actually sustainable or beneficial for the environment. For example, some companies may sell reusable bags made of non-biodegradable materials or promote the use of electric cars without disclosing that the electricity used to charge these vehicles comes from non-renewable sources.

In some cases, individuals or organizations may also use sustainability campaigns as a means of soliciting donations or investments without actually having a sustainable business model or plan. This can involve creating a false sense of urgency or guilt around environmental issues, or using emotional appeals to solicit donations without providing clear information about how the funds will be used or what impact

they will have (Tsai et al., 2022). It is important for individuals to research and vet sustainability campaigns and initiatives before investing time or money in them, and to hold companies and organizations accountable for their sustainability claims and practices.

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