


Digital Marketing as a Communication Strategy @Akaalshopbdg in Increasing the Zero Waste Lifestyle of Bandung Society

¹Hikmah Hamidah, ²Ummu Salamah, ³Annisa Husnusyifa

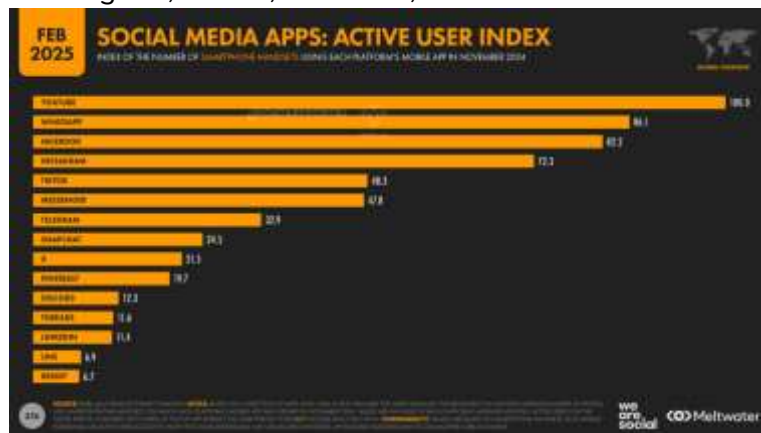
^{1,2,3}Fakultas Ilmu Komunikasi, Universitas Garut, Indonesia

Article Info	ABSTRACT
<p>Keywords: digital marketing, communication strategy, zerowaste lifestyle</p>	<p>This study examines the effectiveness of digital marketing as a communication strategy for the Instagram account @akaalshopbdg to educate and encourage the people of Bandung to adopt a zero-waste lifestyle. This study also aims to assess the extent to which digital marketing can play a role in increasing the interest and awareness of the people of Bandung to start implementing a low-waste lifestyle. The methods used in this study are qualitative and content analysis methods. With in-depth interviews with the owner and content creators to understand how the communication strategy is designed and how to implement it through digital marketing. The results of the study show that the effectiveness of digital marketing and a good and planned communication strategy are very influential in increasing awareness and interest in changing the zero-waste lifestyle of the people of Bandung. In addition, interactive educational content and two-way communication are needed to attract consumers emotionally, as well as consistent visual content and incentive strategies by creating product bundling can attract more interest significantly and are able to increase awareness and educate the people of Bandung to adopt a zero-waste lifestyle. These findings confirm that digital marketing is not only effective in good marketing but is also able to provide insight into building social behavior towards environmental change. This research is able to provide an important contribution to UMKM who are developing good and effective digital marketing that also has a social impact.</p>
<p>This is an open access article under the CC BY-NC license</p> 	<p>Corresponding Author: Hikmah Hamidah Fakultas Ilmu Komunikasi, Universitas Garut, Indonesia 24071121053@fkominfo.uniga.ac.id</p>

INTRODUCTION

The increasingly advanced development of technology has made many people now use the internet, both as a medium for information, learning and marketing. Digital marketing or commonly called digital marketing is an activity of promoting or marketing products, brands or services through digital media and internet networks. Now there are many companies that promote their brands or services through digital media. The increasingly rapid shift in people's activities to digital media is due to the advancement of technology that continues to develop (Prasanti et al., 2023). The application of digital marketing is one that can be used for communication to disseminate products, as an effort to dominate the market (Fadhilah & Pratiwi, 2021). Digital marketing can also be used to increase brand awareness and reach consumers more widely and can also be used as a medium of communication with consumers

on social media. This is also commonly applied by Micro, Small and Medium Enterprises (MSMEs) who usually communicate through social media. Through digital media such as Instagram, Facebook, TikTok, etc. Now MSMEs are able to actively channel information about the value of their products and implement effective 2-way interactions that are also according to the target market. Because now the way to interact with MSME entrepreneurs can be done easily using social media, with that it can help increase emotional bonds in brands and customers, increase customer loyalty and encourage repeat purchases. In addition to communicating about the target market, many MSMEs educate and promote through the products they sell. Digital marketing is very effective and can be done on several media or platforms, such as Instagram, TikTok, Facebook, and so on.



Graphic 1 of the most widely used social media platforms in Indonesia in 2025 Source: Prambors FM

Based on the data in Figure 1, it is known that Youtube users in Indonesia are 100.0% of the population, while Instagram is 72.33% of the population. Facebook users are 82.3% of the population and TikToc users are 48.3% of the population. In particular, it is interesting to observe the use of Instagram social media as a digital marketing medium. The number of Instagram users in Indonesia in 2024 is 103 million people in early 2025 and around 36% of Bandung City residents, so Instagram users from a national population of 250 million are around 900 thousand Instagram users in Bandung City (Simon, 2025) These data show the high potential of Instagram social media for digital marketing media. Instagram is one of the social media choices for some business actors. Instagram is a social media platform that has many features such as publishing videos (reels), sharing photos to broadcasting shopping features. Not infrequently, many content creators have emerged in the digital world who are now able to present various content or videos. Like one of the MSME Instagram accounts that is expanding its reach in the world of promotion. The social media account @akaalshopbdg is an MSME account that sells eco products and provides education on waste reduction, as well as environmental pollution. Aka'al shop is one of the companies that has a strategy in solving problems regarding waste reduction produced in Indonesia, Aka'al shop designs a high strategy in marketing its products so that people are aware of the impacts caused when producing a lot of waste.

Digital marketing is an online marketing activity that functions to expand market reach by using internet media, aiming to connect business people with potential buyers through internet media (Tri, 2020). Digital marketing can be concluded as a marketing activity using the internet on several online platforms to attract potential consumers. The increasingly rapid progress of digital, digital marketing is the main point in every company to carry out market promotions so that it has great opportunities. Aka'al shop itself uses digital marketing as a means of communicating with consumers to market its products by providing education to convey the advantages of the products it has that can reduce the rampant waste in Indonesia. Digital marketing refers to the process of planning and implementing market concepts through several media such as websites, emails, and applications. According to (Kim, 2004), Digital Marketing has four dimensions, namely (1) interactive, which is an aspect that includes interactions between companies and consumers, especially if it is not direct, such as in the digital context (2) Incentive programs are programs that are expected to maximize attraction and can increase consumer purchasing interest (3) Site design is one of the displays on social media that can attract attention and increase the number of followers and visitors (4) Cost and Transactions This dimension examines the company's strategy to provide services at more economical prices through convenience in online transactions, which are strongly related to their digital promotion efforts.

Communication strategy is one part of communication planning. Communication strategy itself will usually be carried out after a previously designed communication plan, communication strategy is very important to implement in achieving goals. According to Cangara (2014), communication strategy is a comprehensive communication plan to achieve certain goals by considering the target audience, message, media, and implementation time. In communication strategy there are several dimensional aspects, namely (1) communication objectives, (2) messages, (3) media/platforms, (4) audiences and feedback evaluation. Aka'al shop Bandung is an MSME in the city of Bandung that sells eco products. Eco products or environmentally friendly products are products that are made by considering their impact on the environment, such as products made from Upcycling waste from fast fashion that is produced and avoiding the production of products from plastic materials because plastic waste takes a long time to expand and it can have an impact on the earth as well as the accumulation of waste. Aka'al shop has a slogan, namely live more without and wants to implement a zero waste lifestyle, the owner is determined to make changes to the lifestyle of the Bandung community in reducing waste usage on the social media he has, namely Instagram with 3,889 followers owned by the Instagram account @akaalshopbdg April 2025 the Instagram account has professional dashboard data of 9.0k viewers with 57.9% on posts, 27.6% Reels and 14.5% stories data obtained from the results of interviews with Aka'al shop content creators.

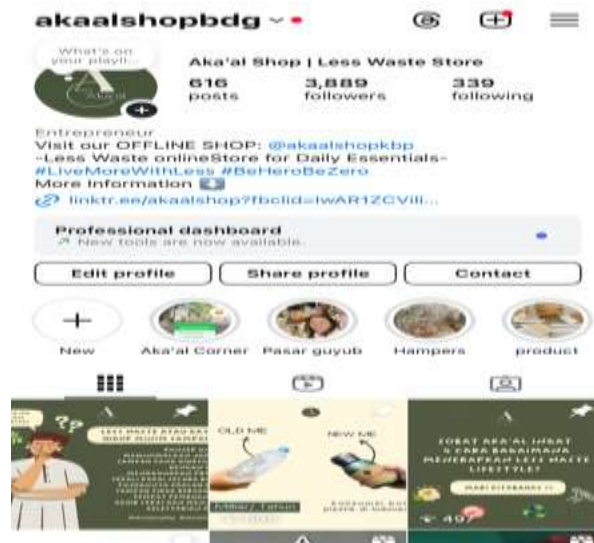


Figure 1.0 instagram @akaalshopbdg

Aka'al shop was established in 2022 with owners named Jessie Utama and Jane Sanjaya, these owners are Bandung residents who have a great concern for the environment. Seeing the increasing amount of waste on earth that can damage the earth and they feel tired of buying product packaging because they can't find a place to buy refills. Therefore, they planned a simple thing that could reduce plastic waste and the use of disposable goods, until finally discussing and finding an idea how to help people learn to reduce plastic use by opening Aka'al shop which provides a refill place and organic and healthy products. Their motivation in establishing Aka'al shop is to invite the people of Bandung to reduce waste in Bandung. Through its Instagram account, Aka'al shop often shares education about reducing waste by using products from Aka'al shop.

In the World Bank report entitled The Atlas of Sustainable Development Goals 2023, Indonesia is ranked as the fifth largest waste producing country in the world. According to the report, in 2020, Indonesia produced around 65.2 million tons of waste and now in 2025 it will increase to 76 thousand tons every day, 19.64% of the waste produced is plastic waste in 2024, a lot of plastic waste can pollute the soil and cause thousands of diseases, therefore Aka'al shop tries to invite the public to deal with the reduction of waste that is increasingly piling up by changing the zero waste lifestyle by using social media Aka'al shop wants to have a broad impact on society, especially the people of Bandung to change their lifestyle. Zero waste lifestyle is a lifestyle that emphasizes simplicity and not excessive use. Zero waste This involves purchasing and consuming goods according to needs, as well as reducing the use of plastic, such as single-use plastic. Zero waste does not only focus on reducing the use of materials that produce waste and single-use items, but on efforts to reprocess the waste into materials that can be reused through recycling or even composted in some cases. Zero waste is also a lifestyle commonly referred to as 0 waste, "although it will not be 100% 0 waste, at least it can help reduce the waste produced per individual" said Jane as the owner of Aka'al shop. We live with disposable items that eventually become piled up waste. Market marketing that continues to encourage people to buy goods with disposable packaging, without

realizing that landfills are overflowing. Zero waste is a philosophy as a lifestyle to encourage people to be wise in consuming products that can be reused. One example is reducing the use of plastic packaging, replaced with a place that can be refilled. That is one of the goals of the formation of Aka'al shop as a refill store provided for people who want to appreciate the earth. Eco products are products produced by Aka'al shop Bandung which are made from materials that do not create environmental pollution such as avoiding plastic products. Eco products are one way to create a zero waste lifestyle. By replacing plastic products with products that are more environmentally friendly and can be used many times, it can reduce the accumulation of waste that takes a long time to expand



Figure 2.0 Instagram post @akaalshopbdg

In figure 2.0 is one example of a post on Instagram @akaalshopbdg to provide education to the public in introducing a zero waste lifestyle, from the post is one form of company invitation to the public in improving a new lifestyle, in addition to several invitation posts such as in figure 2.0 Aka'al shop also sells products made from natural ingredients and certainly cares about the environment, where by selling such products it provides an attraction to the public to change their lifestyle to a zero waste lifestyle. By creating unique products that can be used for everyday life Aka'alshop has high selling power because products from Aka'al shop can help people who want to start a new lifestyle by implementing a zero waste lifestyle.



Figure 3.0 Instagram post @akaalshopbdg

The research conducted by the author is relevant to several previous studies, including previous research entitled My Nasha Hotel Tigaras Digital Marketing Communication Strategy in Increasing Visitors, Communication planning is needed so that marketing can be carried out properly. Detailed analysis is needed to design a plan to minimize and avoid important communication misunderstandings that can cause losses to the business. Therefore, a marketing communication strategy is very important and necessary in a business context, including in the hotel industry. My Nasha hortel is one example of a business that utilizes platforms such as Instagram, TikTok, YouTube, Facebook, and WhatsApp, as a digital marketing strategy. Digital marketing or online marketing is one of the strategies that is widely applied by business actors to sell. Digital marketing is a method of marketing products, services, and services that utilizes digital media such as websites, social media, email marketing, fish, and search engine optimization (SEO) (Tri Rachmadi in Naibaho & Ritonga, 2024). The relationship between strategy and marketing has high significance in the business realm, marketing strategy is a series of creative efforts that are related and carried out by companies to achieve optimal marketing goals and ensure customer satisfaction. An important strategy to prevent sales imitation and maintain market competitiveness. This approach reflects creativity, innovation, and is a way to achieve the goals set by the company's leadership, while the marketing manager is responsible for specific marketing aspects (Setiawan in Naibaho & Ritonga, 2024). In a company, strategy plays an important role in marketing services to consumers (Sari in Naibaho & Ritonga, 2024).

Another previous study entitled Utilization of Digital Marketing as an Effective and Innovative Marketing Communication Strategy to Attract MSME Consumers, the level of understanding and implementation of digital marketing by MSME King Kebab in marketing communication strategies shows quite large variations, which are influenced by several factors such as digital literacy skills, availability of access to technological resources, and also awareness of the benefits of digital marketing to penetrate a larger market. Satyadinatha said that digital marketing refers to the application of various digital technologies and online

platforms to promote products or services, build relationships with consumers, and realize various targets in other marketing (Astikarani & I Komang, 2024). Digital literacy skills in MSME entrepreneurs show high diversity and have a direct impact on their capacity to optimize digital technology effectively. This digital literacy is a very important thing to understand, use, and optimize information and communication technology (ICT) in various situations, including in MSME business operations. Chrismardani said that most MSME entrepreneurs still have a limited level of digital literacy, which means that they tend to only be familiar with the use of basic technology, such as social media or word processing software. They generally have not mastered how more complex digital platforms such as e-commerce work, even though this understanding is very important for implementing an effective digital marketing strategy (Astikarani & I Komang, 2024). Based on the background presented, this study focuses on two main problems. First, how is the digital marketing communication strategy implemented by the Instagram account @akaalshopbdg in promoting a zero waste lifestyle to the people of Bandung. Second, to what extent is the effectiveness of digital marketing in increasing public awareness of an environmentally friendly lifestyle? Because today's digital era is very influential for various aspects of social life, making all companies fixated and competing to introduce their companies on various company social media platforms to attract people to the company. In line with the formulation of the problem, this study aims to examine the communication strategy used by @akaalshopbdg through Instagram social media in attracting interest and educating the public about a zero waste lifestyle. In addition, this study also assesses the extent to which digital marketing can play a role in increasing the interest and awareness of the Bandung community to start implementing a low-waste lifestyle.

METHOD

Descriptive qualitative methods and content analysis methods are the methods applied in this study. Descriptive qualitative research aims to find out related phenomena that occur in research subjects such as behavior, perspectives, motivations, actions or to be described and to be explained. This study aims to analyze how the Instagram account @akaalshopbdg produces promotional posts as part of a marketing effort to improve the zero-waste lifestyle in the Bandung community. The approach applied is content analysis with a focus on the content and strategies used in the promotional video. By applying the theory of innovation diffusion which contains how a new idea and technology can spread in a culture. This theory was popularized by Everett Rogers in 1964 through his book entitled Diffusion of Innovations. He defines diffusion as a process in which an innovation is communicated through various channels and also at a predetermined time in the social system. The theory of innovation diffusion is very relevant to this study because it can examine how a new lifestyle can be accepted and disseminated by the community. This approach is based on the views of academics in the field of social media marketing. According to Nur Mustakim and Budi Priyono (2024), it is concluded that digital marketing refers to marketing activities that utilize the internet and various online platforms such as websites, social media which are useful for

disseminating information widely, so that they can open up new opportunities and aim to build relationships between business actors and potential consumers.

Through this approach, researchers will explore various aspects contained in promotional posts, such as narratives, visuals, delivery style, messages conveyed, and interactions with the audience. By referring to the concepts and views expressed by (Jamaluddin et al., 2020), the analysis will be carried out by examining in detail each element in the promotional post, trying to understand how each element contributes to marketing objectives.

In addition, this study will also explore the responses and interactions of the audience to the promotional video, either in the form of comments, likes, or shares. This approach will help in evaluating the effectiveness of digital marketing used as a communication strategy adopted by the Instagram account @akaalshopbdg.

RESULT AND DISCUSSION

In this study, several important statements were produced from the results of interviews conducted at the Aka'al shop office and also several times via Whatsapp chat conducted with the owner and content creator of Aka'al shop. Social media @akaalshopbdg produces content as a means of digital marketing for Aka'al shop in an effort to improve the zero-waste lifestyle of the Bandung community. For marketing to run according to plan, careful communication strategy planning is needed. A comprehensive analysis is also needed in preparing a schedule as a form of effort to minimize or prevent communication misunderstandings that can harm the business. Therefore, a marketing communication strategy is needed in a business, especially since Aka'al shop has another goal, namely to improve the community so that they can apply a zero-waste lifestyle to the Bandung community. Aka'al shop is one of the many eco-product companies that pays great attention to the environment, Aka'al shop utilizes digital technology to convey information about products and environmental education to raise consumer awareness, namely using Instagram and TikTok.

Interactive

The content uploaded on their social media accounts is in the form of educational and promotional content. The promotion carried out is by inviting consumers to change their lifestyle by providing examples such as the use of their products. "We only post stories and direct consumers by including our sales platform link, we happen to use Shopee," said the owner. "We also often create question box content for active interaction with consumers so that they can ask and answer each other," continued the owner. The Instagram account @akaalshopbdg is used by the company as a means to educate the public about the zero-waste lifestyle and market eco-friendly products and also actively interact with the audience in Instagram features such as stories, reels, and the comments column. One proof of the effectiveness of the active interaction carried out by Aka'al shop is the collaboration with the @ceritanupi account which resulted in more than 50,000 viewers and thousands of interactions in the comments column including positive comments from the public who showed interest in an environmentally friendly lifestyle



Figure 5.0 Collaboration post

Figure 5.0 is one of Aka'al shop's posts utilizing the Instagram collaboration feature with influencer @ceritanupi which was able to provide high engagement to both collaborating accounts. The Instagram account @ceritanupi is an account owned by a woman who creates content containing motivation to live a low-waste life. In the post, cerita nupi explains how dangerous sachet packaging is for health and invites people to change their lifestyle by doing refill shopping at Aka'al shop.

Intensive Program

Significantly, Aka'al shop implements an incentive program to attract buyers' interest not by implementing discounts or cashback but by producing content that can educate the public about the zero-waste lifestyle and marketing eco-friendly products. Jane as the owner explained the incentive program implemented by Aka'alshop "we post some educational content on social media so that consumers understand better, so before buying a product, consumers must first know the use and important purpose" some of the content includes:

- a. Waste reduction education: this content includes education about waste reduction as well as how to reduce it in everyday life such as bringing shopping bags to reduce waste from plastic bags, bringing a tumbler when traveling.
- b. Promotion of environmentally friendly products: content containing information on environmentally friendly products which are products from Aka'al shop such as bags made from upcycled fabric waste.
- c. Invitation to a zero-waste lifestyle: this content displays an invitation to followers on Instagram @akaalshopbdg to implement a zero-waste life by doing several activities and education.



Figure 6.0 Instagram post @akaalshopbdg

Based on the attached image 4.0, the Instagram account post @akaalshopbdg is one of the educational posts about zero waste containing an explanation that aims to direct consumers, the post is a form of communication strategy to consumers so that they have their own goals before buying Aka'al shop products. In addition to implementing interesting content, Aka'al shop also implements light promos such as bundling "we make bundling promos for several products that have one unit of the same product use, like dishwashing bundling from soap to sponges made from natural materials, well that's a bit interesting for customers because you don't have to buy one and it's cheaper too" said Jane as the owner.

Site Design

Based on the results of interviews with content creators, Aka'al shop packages the design with a clean look and natural colors that represent the eco-friendly concept. The content of the feeds contains education and product campaigns to invite consumers to be more interested in using and implementing a zero waste lifestyle. In the interview results conducted with M, one of the content creators of Aka'al shop, he said "the concept of Aka'al shop's Instagram is because of education so it has to be very eye-catching so that it is pleasing to the eye and not boring, that's why the content is a bit too many pictures". The content creator admitted that he had difficulty in creating content because the content produced had to reach a very limited audience "because the content we create must be able to educate followers, whether we like it or not, the content that is published must be of high quality, and for today's trends, sometimes people find it difficult to read education, that's why we, the content team, have to try our best to follow the trend but the message must be conveyed perfectly" said M as the content creator of Aka'al shop. With the number of followers owned by the @akaalshopbdg Instagram account, it can be seen that this Instagram account has a fairly high reach and engagement as an active audience UMKM in providing interactions such as likes, comments, and several questions that are always asked in instastory which always raises issues about the environment. In addition to selling products, Aka'al shop also offers solutions to social problems, one of which is the waste crisis in Indonesia which can create emotions between companies and consumers.



Figure 7.0 postingan instagram @akaalshopbdg

Figure 7.0 is one of the Instagram posts from @akaalshopbdg which has a design aesthetic that invites the audience to start a zero-waste life but with an attractive design and without the impression of being patronizing.

Cost and Transaction

The costs and transactions applied by Aka'al shop are very low but have a big impact. To carry out extensive marketing, Aka'al shop applies advertisements on several shopping platforms as the owner said "we place advertisements on shopee once a month, but not too often, basically once a month" Aka'al. shop applies organic and paid promotions to reach a wide range of consumers which can have a big impact on the company. "For consumers who want to buy, most of them we direct through shopee, but there are also some by whatsapp" he continued, this allows consumers to easily get products without any technical obstacles, and provides free shipping benefits for the consumers themselves.

In this discussion, it can be obtained from the results of interviews in the field with sources and informants. Relevant to the results of previous research entitled My Nasha Hotel's Digital Marketing Communication Strategy in increasing visitors, My Nasha Hotel utilizes an online platform by designing a website display to attract consumer interest and is also able to increase the number of guests visiting. My Nasha Hotel applies the 4p theory in digital marketing which includes aspects of product, price, place, and promotion. My Nasha Hotel actively shares promotional information through several social media platforms used by the company, as well as using online media such as Links, Websites, and Email. My Nasha Hotel also uses a communication strategy that is able to attract visitors and interact through social media platforms. In addition, My Nasha Hotel also partners with several online travel agents such as Traveloka, Tiket.com and so on. In addition, My Nasha Hotel also collaborates with several offline travel agents such as Sky Travel, Nata Tours and Erna World Travel. Reviewed through the results of the interview and obtained several points using four dimensions from Eun Yong Kim (2002).

1. Interactive

Interactive is a way for companies and consumers to communicate more interestingly and also involves the use of current digital technology. Digital marketing refers to the use of various digital technologies and online platforms to introduce products or services, build relationships with customers, and realize other marketing goals. Therefore, interactive is the core of successful digital marketing. Aka'al shop is able to utilize Instagram features to establish good two-way communication with the audience, as stated by the owner in the results, namely implementing direct interaction on stories by creating question boxes and interacting through comments. Based on the results of interviews with content creators, it was said that "interaction on social media is an important point, so that the audience feels comfortable and excited when seeing content on our accounts so that they feel like Aka'al shop really exists and is real" he said "especially if we fill the content inviting and providing education so that's very important" he continued. Interaction can create an emotional connection between brands and consumers which is very important to build loyalty and trust in the values offered by Aka'al shop

2. Incentive Program

The incentive program is very familiar in digital marketing. (Kim, 2004) incentive programs are programs that are expected to maximize the appeal and can grow consumer purchasing interest, such as implementing discounts or cashback. However, Aka'alshop significantly does not implement this to attract customers but is able to attract customers through the concept of content that educates the public about a very profitable lifestyle. By implementing bundling promos as known from the interview results, the owner is able to implement an incentive program strategy that can attract consumers. In addition, creating content with the concept of an invitation to live with minimal waste is also one of the encouragements for consumers to actively participate in an environmentally friendly lifestyle, this strategy is very suitable for the target audience of Aka'al shop who have high social awareness who are starting to want to implement an environmentally friendly lifestyle. \

3. Site Design

Quality web design can be a core strategy to attract visitors, in addition, web design can also be a selling point for consumers to dare to pay. Site design is one of the displays on social media that can attract and increase the number of followers and visitors (Kim, 2004). A well-designed social media design is a must to achieve campaign success and strengthen the brand and most importantly be able to encourage and increase purchasing interest in a good first impression for visitors. The design that is the strength of the Instagram account @akaalshopbdg is to have high consistency in color selection and packaging of attractive educational messages as well as the presentation of an ideal format for conveying information. By uploading an attractive reel-like content style, it can generate a wide reach to market products, and attract consumers who have high appeal for consumers who want to implement an environmentally friendly lifestyle with education that is conceptualized so attractively. Success in digital marketing depends on the digital literacy implemented by the creative team which must be able to produce attractive, educational and consistent visual

content. This proves that good design can strengthen brand image, increase content appeal, and be able to help convey messages effectively without seeming patronizing.

4. Cost And Transaction

According to Eun Yong Kim, cost and transaction are equally important points in the world of digital marketing because costs and transactions are a company's strategy in providing services at more affordable prices through online transactions, which are closely related to their digital promotion efforts. Aka'al shop has a very low cost strategy in digital marketing, the costs used are only for advertising costs on Shopee, Aka'al shop is very rarely promoted through influencers, therefore the low costs applied by Aka'al shop show extraordinary efficiency. In addition to advertising, Aka'al shop is able to utilize Instagram by directing transactions through marketplaces such as Shopee, with simple things like that, Aka'al shop is able to reach a wide market, especially with the help of advertising. In addition, transactions made through the marketplace can make it easier for consumers and are also able to maintain trust from the results of previous consumer purchases, thus supporting a sustainable and practical promotion process.

CONCLUSION

The use of digital marketing as a communication strategy is very effective and is an approach to attract the people of Bandung to implement a zero-waste lifestyle. Through the use of social media Instagram, Aka'al shop is able to produce educational messages while marketing environmentally friendly products with interesting communication. In addition, Aka'al shop interactively applies two-way communication that can produce a close impression and increase emotional ties with the audience. Also through several incentive program strategies that trigger consumer attraction and meet the needs of consumers themselves even though they have educational content and very large invitations, Aka'al shop has its own strategy so that it is not boring, namely by implementing consistent site design with a clean look design and matching colors, giving a neat impression, creating high visual interest in Instagram posts and websites visited by consumers. In this study, the researcher observed that @akaalshopbdg is very capable of utilizing Instagram features well. By looking at several posts that have high insight and get public responses in several positive comments that are poured into the comments column, the strategy implemented by Aka'al shop is very effective. By utilizing Instagram features and with a good digital marketing strategy, it can help generate interactions and wide promotional reach. Despite facing many challenges to invite the people of Bandung to implement zero waste, Aka'al shop was able to overcome these challenges by implementing digital marketing as an effective communication strategy, with the aim of building awareness and inviting the people of Bandung to implement a zero waste lifestyle. The implementation of this good digital marketing strategy not only strengthens brand identity, but also succeeds in increasing public awareness and interest in changes in social impacts that greatly affect the environment. Through this, digital marketing is not just a promotional tool, but can help improve and realize other goals such as providing a wider social impact from the company.

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