

“The Real Green” or Just Gimmick: The Implementation of Green Concept in Inagro’s Instagram

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"Green yang Asli" atau Hanya Sekadar Gimik: Penerapan Konsep Green dalam Instagram Inagro

ABSTRACT

This research paper raises the issue of green marketing in content that usually has a figurative meaning or is also called an oxymoron because a green product is a product that is not produced through a fabrication process. However, this research explores if the product is indeed a product that comes from nature. In addition, this paper examines further the relationship between content publishing for a pro-environmental company, namely PT, Intidaya Agrolestari (Inagro), on its Instagram account @inagro.id. This research examines the application of green concept content on the @inagro.id account and its suitability with data in the field. The method used in this research is a virtual observation of the @inagro.id Instagram account, field observations, interviews, and documentation. The results show that if there are differences with previous research regarding green marketing, the company only used advertising to label its products as green products. With the help of a case study from Inagro, publishing content on the @inagro.id Instagram account is limited to only informing the products and services offered, including various facilities, atmosphere, and also nature-based educational packages. The implementation of the green concept has not been seen explicitly, even though the content has met the green criteria. Nevertheless, Inagro as a nature-based tourist destination has at least highlighted a green atmosphere and is not a gimmick. The content of the Instagram channel has been examined to determine whether it offers additional information through the Inagro case study, where the product being offered is one manufactured from nature. Images used to conceal products don't always serve to mislead the production process; instead, they encourage further discussion that isn't just centered on information about product for labeling green but also information that raising visitor awareness of concern for the environment.

Keywords: Inagro; green; Instagram's content; environmentally friendly; environmental awareness

ABSTRAK

Penelitian ini mengangkat isu green marketing dalam konten yang biasanya memiliki arti kiasan atau disebut juga oxymoron karena produk green merupakan produk yang tidak diproduksi melalui proses fabrikasi. Namun, penelitian ini mengeksplorasi jika produk dari perusahaan yang diteliti memang produk yang berasal dari alam. Selain itu, tulisan ini mengkaji lebih jauh hubungan antara penerbitan konten untuk perusahaan pro lingkungan yaitu PT Intidaya Agrolestari (Inagro), pada akun Instagram @inagro.id. Penelitian ini mengkaji penerapan konten konsep green pada akun @inagro.id dan kesesuaiannya dengan data di lapangan. Metode yang digunakan dalam penelitian ini adalah observasi virtual akun Instagram @inagro.id, observasi lapangan, wawancara, dan dokumentasi. Hasil penelitian menunjukkan jika terdapat perbedaan dengan penelitian sebelumnya mengenai green marketing yang dimanfaatkan perusahaan hanya memanfaatkan periklanan untuk melabeli produknya sebagai produk green. Dengan melalui studi kasus dari Inagro, penerbitan konten di akun Instagram @inagro.id terbatas hanya menginformasikan produk dan jasa yang ditawarkan, termasuk beragam fasilitas, atmosfer, dan juga paket edukasi berbasis alam. Penerapan konsep green belum terlihat secara eksplisit, meskipun di dalam kontennya telah memenuhi kriteria green. Meskipun demikian, Inagro sebagai tempat wisata berbasis alam setidaknya telah menonjolkan atmosfer yang green dan bukan merupakan gimmik. Melalui studi kasus Inagro, konten yang dianalisis di channel Instagram menunjukkan jika mengandung informasi lain dan mengajak pada diskusi mengenai green lebih lanjut. Produk yang dikemas melalui gambar tidak selalu gambar yang menipu proses pembuatannya, melainkan mengundang diskusi lebih lanjut, tidak semata-mata terfokus pada informasi yang mempromosikan hijau, tetapi informasi yang meningkatkan kesadaran akan kepedulian lingkungan bagi pengunjung.

Kata kunci: Inagro; green; konten Instagram; ramah lingkungan; kesadaran lingkungan

BACKGROUND

The environment is not just a topic of academic discussion, but it also draws the attention of governments at all levels in an endeavor to address environmental issues. This increased knowledge of environmental issues has prompted policymakers to advocate for "green behavior," which stresses actions that have a significant environmental impact, such as waste management (Ogiemwonyi & Harun, 2020). The global population is also more concerned than ever about environmental degradation. Environmental issues are also demonstrated by extensive distribution in a range of offline and online media, both locally (e.g., excessive air pollution) and worldwide (e.g., ozone depletion and climate change) (Chauhan, 2012). Indirectly, environmentally friendly products are being considered by several companies (Chauhan, 2012).

Indirectly, the preceding explanation refers to the usage of the green concept by companies concerning their strategy for increasing sales of ecologically friendly products. This increases the application of the green concept to marketing strategies. According to Sarkar (2012), green marketing broadly refers to product promotions and commercials that address environmental problems. Khandelwal (2003) noted that green marketing is an attempt to give an environmentally friendly product a distinctive identity. Here, marketing must not just consider the needs of individual consumers, but also the needs of society as a whole. Companies are starting to view environmental concerns as their responsibility. Environmental concerns are integrated into the company culture. Companies can use environmental policies as a marketing strategy or remain ecologically responsible by incorporating the green notion into their marketing activities (Roy, 2013)

This research paper takes a case study addressing the application of the green concept through Instagram as a communication channel, namely the @Inagro.id. The owner of this account is PT Intidaya Agrolestari (Inagro). Inagro has agribusiness and agritourism. According to the above description, Inagro mostly offers products derived from nature and created for tourism and commercial goal. According to Corbett (2006, pp. 156–157) there is an oxymoron behind the usage of the term green in marketing, which is to designate things that are beneficial or good for the environment. In contrast, natural products from nature are not manufactured. In the context of Corbett (2006), it can be seen in commercials that hold the concept of "green," but in reality, only promote things that are not always ecologically beneficial. For example, several advertisements conceal the production process and it contains a political agenda that can be investigated.

Specifically, a green image within an advertisement is deceptive because it juxtaposes nature and technology on the same level. However, they are opposites. This is done because a green image has a beneficial impact on consumers' intention to purchase. In the production process, heavy machinery and technology are utilized, therefore advertisements take precedence over environmental impacts such as factory waste and coal consumption (Wibowo, 2017; Wijaya et al., 2022). In practice, companies try to divert the fact in factory through the content they create through the media, for example through advertisements, publications, and social media. Therefore, this study tries to look further at the disconnection between the manufacturing process in the field and the image that is formed through media.

This research looks at more from the side of communication considering messages and channels used. Within the scope of communication, this research takes a case study at Inagro, namely the application of the green concept through messages created through the social media channel, Instagram. The actual site of Inagro is on Jalan Raya Jampang kilometer 7 in Karikhil, Cibeuteung Udik, Kec. Ciseeng, Bogor, West Java. The land area of Inagro is around 76 hectares. Inagro is known as a place of recreation for visitors who want to engage in a variety of activities close to nature, such as traveling while gaining agricultural experience. In addition, visitors are being able to visit the tissue culture laboratory to learn about plant and animal breeding, Inagro region also offers activities such as bike and jogging tracks, sports fields, and horse and bicycle rentals (Arief, 2017). Inagro differs from other tourist attractions in that it not only offers agritourism but also enhances the guests' experience by providing agricultural and fishing education for children and adults (Tohamaksun, 2019).

Specifically, Inagro has two business categories: agritourism and agribusiness. The focus of agritourism is on businesses that provide recreational places for families and groups. In addition to seminars, workshops, and outbound activities, the agritourism offered in Inagro region stresses agricultural learning activities (agriculture) for its tourists (Inagro, 2019). Edu-fun, which consists of rice-fish farming, urban farming, inazoo, fisheries, waste management, arts & crafts, and adventure in nature; corporate & community gatherings; corporate training; science camps; forest school; and social entrepreneurship programs are among the agritourism-related programs. Regarding agriculture, Inagro offers a variety of products, including tissue culture, fruit trees in containers, and mycorrhizae (mycorrhiza) (Inagro, 2019).

Figure 1 Inagro's Map



Source: Google Maps

Kilbourne (1995, p. 6; Corbett, 2006, p. 157) contends that if a product is green, it should not be manufactured. In addition, the company has introduced several energy-efficient and environmentally friendly items (Muzaache, 2021). The decision to recycle surplus resources into a product line is an integral aspect of their environmental commitment. Waste materials can be repurposed as new items (Dahlstrom, 2011). Kilbourne (1995) and Corbett (2006) note that advertising frequently uses metaphorical language with a green theme that ultimately conceals the manufacturing process and trash produced; this is not environmentally friendly. In addition, a 'green' and 'environmentally friendly product claim is a claim made by a producer to emphasize the ecological aspects of production, packaging, distribution, consumption, and waste. The extent to which the product can be recycled, the environmental impact of emissions, and whether other raw materials have a low impact on the environment (Sarkar, 2012). The implementation of green marketing should not overlook the fact that consumers who purchase a premium product (which incorporates the green concept) automatically transfer their obligation to the enterprise. This is because the use of green ineffective marketing can disguise this fact. Consequently, the application of the green concept is still in its infancy and requires extensive research to determine its potential (Roy, 2013).

However, the researchers are aware that the subject of this research is not an advertisement but rather the publication of material on the Instagram account @inagro.id. But what matters is how the Instagram content communicating information about green to the audience. Therefore, this research was undertaken by comparing the conceptual level literature and field research to determine the applicability of the green concept. To prevent a simple discussion based on the text in the @inagro.id account, the researchers collaborate on the data that will be gathered in the field based on the relevance of the material produced on the account. Given this, Hou and Wu (2021) suggest that green concept employed in green building design and the provision of environmental services for green hotels greatly adds to the environmental concerns of tourists' attitudes and their intention to stay in a hotel that employs green design. The hotel's green architectural design and environmental consciousness are directly correlated with the number of guests that intend to stay there. In addition, the green concept applied to the green labeling of organic foods and perfumes has a further impact on consumer purchasing interest (Risyamuka & Mandala, 2015; Wenur et al., 2015).

Green purchasing intention (green buy intention) is formed or developed as a result of customers' increased awareness and concern for the environment. In other words, strong public awareness of environmental care is directly linked to the purchase of environmentally conscious items (Waskito & Harsono, 2012). In addition, researchers mapped and evaluated Instagram material on @inagro.id based on field data, therefore this analysis will examine the efficacy of green labeling carried out by @inagro.id as a promotional medium to offer original products and create a good reputation regarding green. The study of green has a gap, as previously mentioned, namely a disconnection between the image created by media and the manufacturing process. With Inagro as a case study, this research aims to assess the coherence between company which has "green" product, notably nature-based tourism, but also Inagro also uses social media as channel to attract visitors. The researcher examined further into the content on Instagram to see further, the relationship between

the content created on the Instagram channel and the conditions in the field, is there any coherence that is formed. This is based on literature about green, where there is a misalignment between the product and the image created by the media.

In addition, this research would like to examine additional information regarding Inagro's positioning as a company specializing in agritourism and agriculture. This research focuses on content created in the field of communication research that examines how to utilize Instagram as a medium to promote Inagro positioning as a pro-environmental or environmentally friendly organization. This research examines the implementation of the green concept by Inagro marketing communication (Marcom) team via the @inagro.id Instagram account, to further recognize the implementation of the green concept as a way of strengthening the company's image as an environmentally conscious company.

METHOD

The research paradigm used in this research is constructivism. Instead of attempting to properly and objectively describe reality, this research paradigm aims to generate or socially construct the world being examined (Saukko, 2003, p. 26). This research employs qualitative research. This qualitative study focuses on the process, where extensive research is conducted and researchers participate in the field, record what is in the field, do a reflective analysis of the obtained data, and then write a research report (Sugiyono, 2020). Qualitative research attempts to view reality as dynamic, the outcome of the creation of ideas and perceptions about what is being examined (Sugiyono, 2017, pp. 2–3) Notably, this qualitative technique or qualitative research method does not highlight an attempt to generalize but rather emphasizes the uniqueness of the data from the topic being studied (Sugiyono, 2020, p. 11).

For data collection, each object of research has a special research method of viewing and transforming the object into research data. This research methodology is always distinct and dependent on the topic being investigated. This form of research is qualitative and descriptive. This research examines, through a case study of Inagro, how Inagro utilizes Instagram to strengthen its company image as an environmentally conscious organization. Researchers attempted to travel to Inagro area to conduct the method's observation, interviews, and documentation procedures. The research took place at Inagro, Bogor, on August 27-28, 2022.

In addition, the data gathered through the researchers' empirical experience is analyzed to formulate and correlate it with the green labeling concept. In this phase, field conditions, programs, and products in Inagro will be mapped into categories that will be utilized to map Instagram @inagro.id content. The second phase involves gathering primary data from @inagro.id material between 30 December 2021 and 25 September 2022.

Researchers use the processed data as a starting point for assessing Inagro's (@inagro.id) Instagram posts. This is done to determine how effective Inagro's positioning approach is as a pro-environment. This green coloring is derived from the research presented. In addition, the researchers viewed a website belonging to Inagro at <https://www.inagro.co.id/> that features two items, namely agritourism, and agribusiness. In addition, researchers mapped and evaluated Instagram material on @inagro.id based on field data, therefore this analysis will examine the efficacy of green labeling carried out by @inagro.id as a promotional medium for a pro-environment company. Each object of study has a specialized manner of seeing and changing data collection procedures. Following the above definition, the method of data collection utilized in this research is qualitative. There are multiple steps in the data collection process. Researchers collected primary data through field trips.

First, researchers traveled to Inagro, which is located in Ciseeng, Bogor, West Java, to conduct field observations. At this stage, researchers travel directly to the field to observe, analyze, and map all field observations. Second, the researchers also conducted interviews with several key informants from Inagro to gain additional information regarding the programs they have and an explanation of the areas within Inagro (sales manager, area manager, and Marcom).

In addition, researchers investigate the products generated by Inagro, which are not restricted to physical products but also include ecosystems and natural products. Third, during data collection on the ground, documentation of all existing activities is conducted. Fourthly, information was gathered from Inagro's website, <https://www.inagro.co.id/>, to gain a full understanding of the company's two primary product categories, agritourism, and agribusiness. Fifthly, researchers mapped @inagro.id's Instagram material with green labels.

The researchers support the analysis of field research results using secondary data. This secondary data consists of both book and journal papers related to green marketing. This secondary data is needed to see how far the match between the results of research in the field and conceptually the level of the green concept that is promoted in the realm of marketing.

For data analysis, the researchers reduced the initial data gathered from field observations and Inagro website for the data analysis technique. This phase of reduction is carried out following the employed concept,

namely the green concept. Researchers present data by classifying all data about the green concept and environmentally friendly. Additionally, from the reduced and selected data, the researchers attempt to compare the data from the field with the content released by Inagro via Instagram account @inagro.id. This is done not only as a verification work but also to determine how effective the content is in changing the product categories owned by Inagro that focus on agritourism and agribusiness, as well as the degree to which green labels are attached and practiced through the published material.

RESULTS AND DISCUSSION

Discussing green

The complete process of selling a product or service through pricing, place, product, and promotion is frequently referred to as 4P marketing. Green marketing includes the use of the marketing mix as an element of green marketing, green marketing indicators, and green product attributes. Green marketing is an initiative undertaken by businesses to develop, promote, and enhance their products to make them sensitive and responsive to environmental problems (Ikhtiangung, 2020). Corbett (2006, p. 149) argues that marketers frequently employ stimuli (such as advertising) to "create" a desire for a product. In this context, the researchers attempt to embrace the green notion applied to a particular material.

According to Corbett (2006, pp. 150-151), there are four forms of environmental content-related stimuli that researchers attempt to adopt from the types of categories Corbett outlined for the green concept. First, Nature-as-backdrop in this context, the content is developed utilizing natural imagery as the background, in the form of animals as symbols of the non-human environment to communicate the personality and cultural significance of animals with products, mountain views, or sparkling rivers. The most prevalent usage of natural backgrounds is the depiction of the environment. Second, green product attributes in this context, content is developed using natural qualities that describe the color green, such as the utilization of trees. Consumers are made to feel that by purchasing a promoted product, they have contributed to a green lifestyle, such as by utilizing recyclable products and disposing of rubbish in landfills. Consumers are encouraged to believe that consuming a product has no negative impact on the environment, as opposed to consuming a product that is not promoted with a green idea, and they also appear to support ecologically responsible companies.

Third, green image in this context, the employment of green images is intended to highlight the pro-environmental initiatives of companies and organizations. The content with green imagery does not mention the product directly and does not attempt to encourage people to purchase it; rather, it shows the company as an environmentally conscious organization. Obviously, with this image, the company encourages people to buy its products as part of a green lifestyle, not because purchasing its products contributes to environmental management, but because companies support pro-environment causes. Fourth, environmental advocacy in this context is a means of communicating about the environment through content that drives pro-environmental action or promotes a certain stance on environmental concerns. The objective of this content is to influence environmental decision-making. In this context, advocacy attempts to articulate thoughts about social concerns that are significant to the public with environmental concerns.

Moreover, to the next step, the notion of green should refer to green labeling. The understanding of green labeling enhances prior comprehension of the concept of green marketing. If earlier it referred to material that used green accessories as a background, green labeling now refers more to symbolically designating a product as green. According to Boström and Klintman (2008, p. 27), green labeling can be viewed as a strategic instrument or a specific type of information. Labeling is about directing actors (policy instruments) and communicating about buying possibilities, therefore both are valid definitions (information). Eco-standardization is shown in green labeling (eco here can be understood as harmless to the environment) (Boström & Klintman, 2008).

Understandably, green labeling relies mostly on symbolic differences, hence this green labeling is a symbol. A branded product cannot be attached on its own, but it signifies whether a certain product has favorable or negative attributes. Symbolically, a green label identifies whether a product is distinct from others (Boström & Klintman, 2008). In this paper, researchers use green concept to analyze the marketing communications mix. It is used to analyze hidden messages through company channel used as a center for providing information about a particular company profile and product or service. The green concept from Corbett helps to see green elements in a promotional element which is usually associated with creating a green image through visual or audiovisual works. Thus, this paper looks further at the gap between image formation through the media (Instagram channel) and congruity between the actual situation on the fieldwork, namely on questions: is the green concept only used as an attempt to deceive the manufacturing process in the field? Then, what if the product being

produced is a product that "comes from nature"? As such, this paper contributes to invite an academic discussion on the gaps highlighted.

Company, social media, and communication

This research examines the implementation of the green concept, which is typically employed by companies and organizations to label their products and services as environmentally friendly. Specifically, this research explores the application of the green concept in agriculture and agritourism, where the company operates or has a business line with a green category. On both its website and Instagram, Inagro makes its two business lines apparent. As a result, as part of their research in the field of communication, researchers examine the content produced via the Instagram account, @inagro.id.

Companies must learn the art of communicating, listening, and brainstorming, employing numerous communication channels to reduce noise as part of this process. By utilizing social media channels, businesses may create online relationships more effectively while simultaneously leveraging networks to boost the exposure of their expertise, reputation, and activities (Breakenridge & Solis, 2009). Every social media platform can serve as a conduit between the organization and its target audience. The description of information on social media influences the organization's reputation and perception. Therefore, organizations' social media channels must have a persona to complement the organization's vision (Kim, 2021). Thus, companies must consider social media material that entertains or provides relevant information to their target audience (Quesenberry, 2006).

In addition to being a platform for connecting with people, social media also generates, develops, and promotes a purposeful online presence and brand (Breakenridge & Solis, 2009). Content marketing is a strategic marketing approach that focuses on creating and distributing valuable, relevant, and consistent content to attract and retain a large audience and, ultimately, to drive profitable customer action. Social media channels can be used as part of a content marketing effort, which is a marketing strategy that focuses on creating and distributing valuable, relevant, and consistent content to attract and retain a large audience (Quesenberry, 2006).

In this context, this research examines the medium utilized by Inagro, namely Instagram. This medium is utilized by organizations to deliver information to the public. Through Laswell's communication paradigm, "in which channel" refers to the medium via which people gather information (Breakenridge & Solis, 2009). In particular, how the @inagro.id account utilizes the "green" concept to spread information and build personalities for businesses as tourist destination that not only offer tour packages in natural settings but also position their brand as a company that cares about the environment. A product is considered green if it is good for both the community and the environment (Ikhtiagung, 2020). It also involves how the organization might disseminate facts that will contribute to the development of a positive image.

Instagram account: @inagro.id

Figure 2 Inagro Instagram Account



Source: Instagram.com (2022)

This research examined the content of the Instagram account @inagro.id between 30 December 2021 to 25 September 2022. Instagram is one of the digital channels of communication that companies and organizations may use to reach their audiences. With identified social media channels, this research evaluated 126 photos and 30 reels (short movies 15-30 seconds in length) from the @inagro.id Instagram account, as shown in Figure 2. Moreover, researchers conducted non-participatory observations on Inagro account to establish numerous groups based on the published content trend. As shown in Table 1, the six categories have been mapped. Figures 3 and 4 depict the visual presentation of our analysis's findings. Figure 3 represents the amount of owned content that visually transmits a variety of information, including varied facilities, environments, and nature-based teaching packages. The number of video reels or short audio-visual content is depicted in Figure 4. The framework of these reels can be used to briefly describe the activities that can be performed at Inagro.

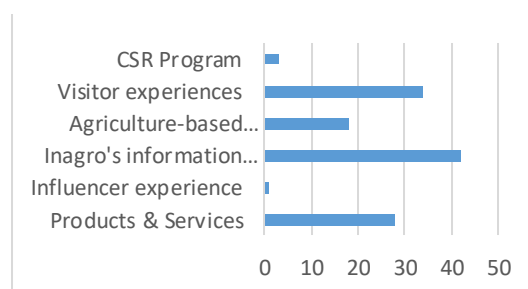
Table 1 Instagram content categories: @inagro.id

No	Category	Description
1	Products and Services	In this category, the tendency at the beginning was to offer fruit products and staycation packages.
2	Visitor experience	The visit experience is more illustrative of the visitor's experience when having a picnic and doing outbound.
3	Influencer Experience	Posts related to influencers are more likely to be related to photos of their activity.
4	Agritourism-based education (specific product)	Agritourism education that is carried out is more on the issue of plowing the fields and planting crops.
5	Information and atmosphere in Inagro	Inagro atmosphere shown is dominated by posts about the natural environment in Inagro.
6	Corporate Social Responsibility (CSR) Program	Inagro's CSR Program: Community service to clean up garbage in the surrounding environment and distribute trash cans

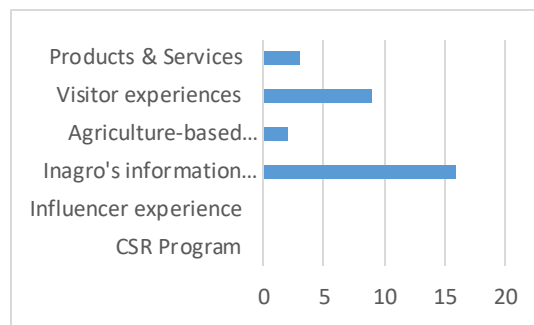
Source: Authors (2022)

The percentage of frequently-appearing categories indicates that the @inagro.id account emphasizes content that includes information and atmosphere about Inagro and highlights visitor experiences. The reel feature is used to show the surroundings and mood surrounding Inagro. However, releasing content in categories that do not exist is a CSR initiative. The next section elaborates philosophically on the @inagro.id account's application of the green concept.

Figure 3 Number of Photo Content Posts @inagro.id



Source: Authors (2022)

Figure 4 Number of Reels @inagro.id

Source: Authors (2022)

Exposing green through Instagram

The results of the study show that all published material emphasizes nature as a background by using things from nature (like trees, rice fields, woods, and tissue culture labs). This means that, in green concept, the content reflects content that shows the green surroundings. As such, all first-level content has passed the green attribute assessment. Next, the mapped categories in Table 1 show if the content released through the @inagro.id account can be said to represent the green concept, especially green images.

Building a green image is very important for the company, especially if it wants to show that it cares about the environment. This also includes a corporate social responsibility (CSR) program that helps support these efforts. For example, the free distribution of separate trash cans could be seen as an invitation to the surrounding community to dispose of trash according to waste management categories. According to an interview with a key informant:

"But our strength has always been in waste management. In cultivation, we also minimize chemicals, because the education package is directed to the realm of organic products" (Interview, Sales manager of Inagro, 26 August 2022).

The program (waste management) is also implemented internally, among Inagro staff through training, such as sorting waste to four different trash cans in almost every area (see Figure 5), carrying a water bottle (tumbler), not littering, not ordering food from outside, and promoting a healthy lifestyle, including a smoking ban in all areas. Not only that, every visitor who comes is given education on the importance of waste management. For instance, if this waste management program has been implemented internally, there must be at least some Instagram content showing this context. It indirectly suggests that Inagro not only publishes green content but actively implements it and cares about the local people and its workers.

This study reveals new findings indicating that companies with products and services generated from natural manufacturing do not need to advertise their items as "green." According to Inagro's research, 'green' and 'environmentally friendly product packaging' does not bring with the gimmick that other companies frequently use to promote their products by creating a positive image. Sometimes green claims confuse whether a product labeled green is inevitably environmentally friendly, the real green, or just a gimmick.

Green products differ from conventional products in that the distinction is based on the use of raw resources that do not harm the environment, and these final products will eventually contribute to environmental preservation (Ikhtiangung, 2020, p. 88). Green products become consumer requirements as a result of changes in consumer purchasing behavior resulting from a knowledge of green products. Thus, green products become one of the determining elements in purchase decisions and ultimately become consumer preconditions (Muzaache, 2021). Thus, the most essential aspect of green marketing is caring for the environment (Dahlstrom, 2011)

Even while the content published by the @inagro.id account meets the green criteria, it does not guarantee that the audience will immediately see it as an effort to establish a company persona that positions the company as a green-focused company. This is because green attributes may not be the only differentiating factor among the several companies whose products are labeled green (Sreen et al., 2022). Delivering value is essential when companies utilize social media to inform consumers about their products or as a marketing tool (green promotion).

A company or organization may receive a number of important benefits, including an advantage in the marketplace, by implementing green products and green marketing. Green marketing helps businesses in many ways, including through increased sales, better customer satisfaction, a stronger connection to target audiences, and a better brand positioning (Muzaache, 2021). The subsequent step is the manner in which the company promotes its eco-friendly products, particularly through green marketing. These green advertising strategies, and campaigns potentially influence people's perceptions about eco-friendly products (Muzaache, 2021, p. 87).

Following the marketing application of the green concept, the usage of green has a long journey. The stages consist of green, greener, and greenest, ultimately ending in environmental sustainability. Greens (1); companies in their beginning phases of implementing the notion of green marketing. The objective is to convey to consumers that the company's brand cares about the environment. Greener (2); During this phase, the company attempts to change the way consumers perceive and utilize the product. Greenest (3); currently, the company is attempting to transform consumer culture to be more concerned about the environment (Muzaache, 2021). Environmental sustainability (4); at this point, the company is geared toward consumer behaviors that are more environmentally responsible in all daily activities (Ikhtiangung, 2020, p. 45). Consumers who comprehend green marketing will be able to limit their participation in activities that negatively impact the surrounding environment (Dahlstrom, 2011, p. 14).

Referring to the long journey of implementing green, at least it does not end with companies that care about the environment, but also how companies are committed for encouraging environmentally conscious consumer behavior. It suggests that not all consumers may have that awareness. Therefore, in the context of this study, the company (with a case study of Inagro) has not posted contents explicitly that they are a green company. This can be a significant factor in enhancing the reputation of an eco-conscious company. The results of interviews with key informants verified this outcome, where Inagro already holds organic certification, notably for the production of organic fruits (snake fruit, rambutan fruit, and mangosteen). To achieve this certification, a business must employ precise and organically pure treatments for intense tree care.

Figure 5 Four different trash cans in almost every area



Source: Authors (2022)

By producing content on Instagram stressing that the company has implemented a green concept in terms of nature-as-backdrop, products and services, environmental awareness, and CSR activities, Inagro's strong brand will be strengthened in ecological tourism. In addition, this endeavor aims to establish an eco-brand. A unique designation for the name, symbol, or appearance of environmentally friendly items. Businesses that maximize their eco-brand will make it simpler for consumers to differentiate green items from regular or conventional ones. In other words, eco-brands can help companies differentiate themselves from non-green competitors (Muzaache, 2021, p. 38).

The eco-brand can also meet the requirements of visitors when they visit tourist destinations. The image and reputation of a reputable company or tourism destination have shaped visitors' expectations. The company

can at least decrease the possibility of a disappointment for visitors who visit tourist attractions that fall below their expectations. This is because people consider the risk before selecting to visit a particular destination (Fernando et al., 2021).

CONCLUSION AND SUGGESTION

This study departs from the initial exposure to green issues, in which companies frequently identify their products as "green." Green promises make their items more desirable than non-green ones. The green label is often utilized as a gimmick during the manufacturing process to conceal the fabrication process. Therefore, this study contributes to presenting an overview of the positioning of companies that utilize Instagram as a communication channel to strengthen Inagro brand as a green tourism destination.

The content published on the @inagro.id Instagram account remains focused on information on the company's products and services, such as its numerous facilities, atmosphere, and nature-based educational programs. The application of the green concept has not been seen directly, although the material meets the green criteria according to the assessment of relevant literature. As a nature-based tourist destination, Inagro has at least highlighted a green atmosphere and is not a gimmick.

This research has limitations because it is based on a specific environment in the case presented, namely Inagro, and uses the constructivism paradigm. In the discussion of green, this paper opens for further discussion on the study of green, namely in the discussion of the implementation of green concept marketing. The use of green has a long journey consisting of green, greener, and greenest, which ultimately leads to awareness of the importance of environmental sustainability. Through Inagro case study, if the product offered is a natural-based product, then the content that has been analyzed on the Instagram channel shows if it implies other information. So that the discussion does not focus on misleading information through images, whether products wrapped in images are always deceptive products, but instead those invite for further discussion, not solely focus on information that promotes green, but information that raises awareness of environmental concern for visitors.

For Inagro, by considering more specific variables, such as hashtags, the number of follower engagements, and the number of likes, the discussion will become more comprehensive. In addition, this research suggests that the green concept that is highlighted and stated explicitly on the @inagro.id account will strengthen Inagro's reputation not only as a nature-based tourism destination but also as a tourism destination that raises visitors' environmental consciousness.

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