

JURNAL ILMIAH MANAJEMEN BISNIS DAN INOVASI
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UTILIZING GREEN MARKETING TO ENHANCE AWARENESS AND
UNIQUENESS IN USED COOKING OIL PROCESSING BUSINESSES

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ABSTRACT. *Rising household consumption of cooking oil in Indonesia has increased the volume of used cooking oil waste, which poses environmental risks but also creates opportunities for circular-economy ventures. Dolmin, a business that collects used cooking oil and upcycles it into aromatherapy candles, still faces unstructured marketing efforts and consumer skepticism regarding the safety, cleanliness, and credibility of products derived from waste materials. This study develops a sustainability-based green marketing strategy to strengthen environmental education, brand identity, and economic value creation for Dolmin by integrating the Segmenting–Targeting–Positioning (STP) framework, Value Proposition Design (VPD), and the Business Model Canvas (BMC). Using a qualitative single-case study approach, data were gathered through in-depth interviews, participant observation, and documentation over the research period and analyzed thematically through the lens of STP, VPD, and BMC. The results propose a strategic positioning of Dolmin as an environmental education agent, emphasizing transparent communication from collection to processing and upcycling to reduce perceptions of greenwashing and build trust.*

ABSTRAK. *Meningkatnya konsumsi minyak goreng rumah tangga di Indonesia telah meningkatkan volume limbah minyak goreng bekas, yang menimbulkan risiko lingkungan tetapi juga menciptakan peluang bagi usaha ekonomi sirkular. Dolmin, sebuah bisnis yang mengumpulkan minyak goreng bekas dan mendaur ulangnya menjadi lilin aromaterapi, masih menghadapi upaya pemasaran yang tidak terstruktur dan skeptisisme konsumen mengenai keamanan, kebersihan, dan kredibilitas produk yang berasal dari bahan limbah. Studi ini mengembangkan strategi pemasaran hijau berbasis keberlanjutan untuk memperkuat pendidikan lingkungan, identitas merek, dan penciptaan nilai ekonomi bagi Dolmin dengan mengintegrasikan kerangka kerja Segmenting–Targeting–Positioning (STP), Value Proposition Design (VPD), dan Business Model Canvas (BMC). Dengan menggunakan pendekatan studi kasus tunggal kualitatif, data dikumpulkan melalui wawancara mendalam, observasi partisipan, dan dokumentasi selama periode penelitian dan dianalisis secara tematik melalui lensa STP, VPD, dan BMC. Hasil penelitian mengusulkan positioning strategis Dolmin sebagai agen pendidikan lingkungan, menekankan komunikasi transparan dari pengumpulan hingga pengolahan dan daur ulang untuk mengurangi persepsi greenwashing dan membangun kepercayaan.*

INTRODUCTION

The growth of the food and beverage industry, along with population growth in Indonesia, has resulted in a significant increase in cooking oil consumption. Cooking oil is a staple commodity used not only by households but also by culinary entrepreneurs, hotels, restaurants, and large-scale food industries. Indonesia ranks first as the country with the highest cooking oil consumption in the world. Domestic cooking oil consumption in Indonesia has consistently increased from 15,700 tons in 2020 to 23,525 tons in 2025.

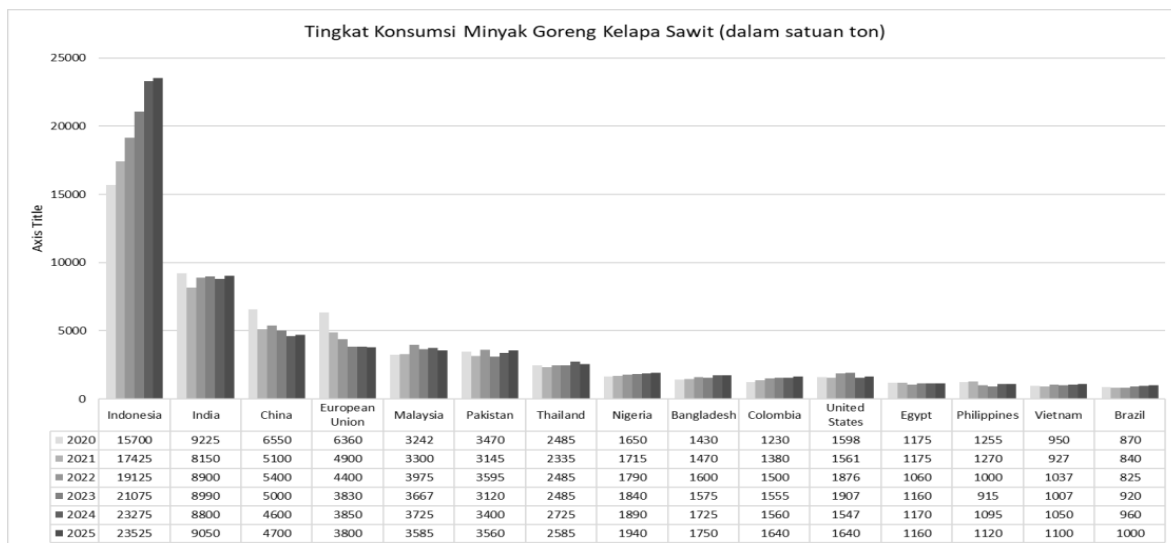


Figure 1. Global Cooking Oil Consumption Rate [1]

The data in Figure 1 shows that the increase in cooking oil consumption is in line with the growing waste of used cooking oil, which has the potential to pollute the environment and harm health if not managed properly. This condition opens opportunities for the development of sustainable business models, one of which is the collection of used cooking oil from households, hotels, restaurants, and cafes to be channeled to biodiesel processing industries, as done by Dolmin. Although not directly involved in the processing, Dolmin plays an important role as a link between the community and culinary entrepreneurs with the biodiesel industry, while also actively educating about the dangers of used cooking oil. However, education alone is not enough to build a strong brand identity and differentiate Dolmin from similar businesses. Therefore, Dolmin developed a green marketing strategy as an approach that not only supports education but also represents sustainability values.

Green marketing is relevant with the increasing environmental awareness among consumers, as indicated by the growth of environmentally conscious consumer groups and the decline of indifferent groups. This trend makes Dolmin's green marketing strategy align with current consumer preferences and has the potential to strengthen its brand identity while contributing to environmental sustainability.

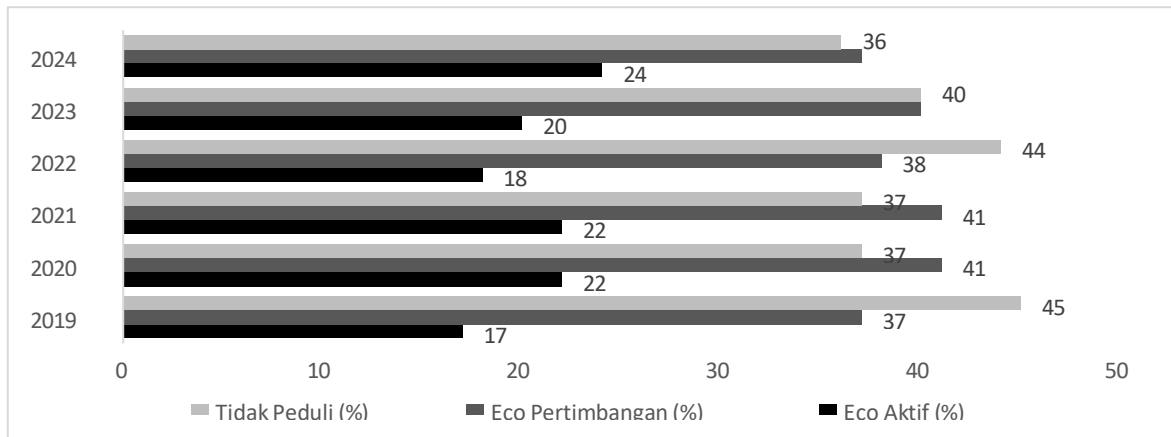
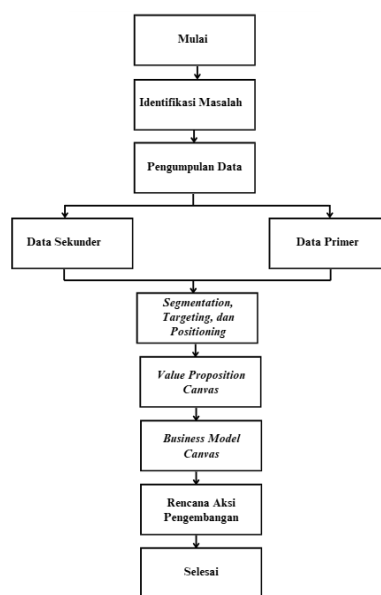


Figure 2. Global Consumer Segmentation on Environmental Issues [2]

As shown in Figure 2, Dolmin developed a green marketing strategy through the production of aromatherapy candles made from used cooking oil, which serve as an educational medium, a symbol of waste utilization, and an additional income source to support the financial sustainability of the business. Although the product is physically available, there is no structured marketing strategy in place, so a green marketing plan is needed that not only promotes the product but also communicates the educational and sustainability values that are Dolmin's mission. Academic studies on the application of green marketing in used cooking oil waste collection businesses are still limited, as most previous research has focused on plastic waste, environmentally friendly commercial products, or large-scale industries. Therefore, this study is relevant to examine the application of green marketing strategies in used cooking oil waste management, not only as a promotional tool but also as an educational tool, business differentiation, and creation of sustainability-based economic value, with Dolmin as the case study, which is expected to provide both theoretical and practical contributions.

Figure 1. Diagram Alir Penelitian



METHODOLOGY

This study uses a systematic approach that begins with the identification of the main issues faced by Dolmin regarding its sustainability-based marketing strategy in the used cooking oil collection business. Data collection was conducted through primary data, including interviews, observations, and interactions with the owners, staff, and partners or customers of Dolmin, as well as secondary data from scientific journals, reports, and previous studies relevant to the STP, VPC, and BMC approaches. The data was analyzed qualitatively in several stages: Segmentation, Targeting, and Positioning (STP) analysis, followed by the Value Proposition Canvas (VPC) to identify customer needs, problems, and expectations, as well as the value offered by Dolmin, and then the Business Model Canvas (BMC) to map the business elements comprehensively. The results of the analysis are used to develop an action plan as an operational strategy to strengthen the green business model, increase consumer awareness, and expand the market. This study is expected to provide both theoretical and practical contributions to the development of sustainable marketing in the environmental sector.

Green Marketing

The increasing global environmental challenges have driven significant changes in consumer lifestyles, resulting in altered consumer purchasing behaviors. Marketing tools are crucial for influencing consumer purchase interest. Green marketing involves the exchange of products and services through sustainable marketing activities that do not have negative environmental impacts, and can encourage consumers to reduce the environmental impact of their consumption activities. [3]. Green marketing has opened opportunities by using environmental issues as a starting point for product innovation to create eco-friendly products. Furthermore, green marketing influences consumers to purchase products and contribute to environmental preservation efforts, thereby driving positive developments for companies. Green marketing is a strategic approach that promotes products as well as business practices that are environmentally friendly. [3]. This approach not only contributes to environmental preservation efforts but also plays a crucial role in shaping consumer perceptions of a brand. With the increasing public awareness about the environment, green marketing has become one of the main factors driving companies to develop sustainable and responsible strategies. To support effective green marketing practices, companies can implement several key strategies. One of these is the use of certifications and eco-friendly labels, which is an important step, such as displaying eco-labels, green certifications, or sustainability markers that provide clear information to consumers about the company's commitment to the environment. [4]. This approach not only contributes to environmental preservation but also plays a key role in shaping consumer perceptions of a brand. As public awareness of environmental issues increases, green marketing has become a major factor motivating companies to adopt sustainable and responsible strategies. To implement effective green marketing practices, companies can employ several key strategies. One important strategy is the use of certifications and eco-friendly labels, such as eco-labels, green certifications, or sustainability markers, which clearly communicate the company's commitment to the environment to consumers.

Differentiation Strategy

Business strategies are essential to ensure the continuity of operations and increase profitability, one of which is through a differentiation strategy. This strategy focuses on creating unique and valuable

products or services to stand out from competitors, thereby providing a competitive advantage [5]. Differentiation can be achieved through design, quality, technology, services, or brand image, which make the product perceived as more valuable and allow the company to set a premium price [6]. Innovation is a key factor in a differentiation strategy because it enables companies to create unique and high-value products or services. Innovation is not limited to new product development but also includes business processes and technologies that improve efficiency. Through product innovation, companies can offer solutions to consumer problems, enhance performance amidst intense competition, highlight unique advantages, adapt to market trends, and meet changing consumer preferences. [7].

Product quality and reliability are key factors in a differentiation strategy because they fulfill consumer needs, create satisfaction, and build long-term loyalty. Consistency in quality and reliability strengthens brand image, boosts market trust, reduces complaints and product returns, and allows the company to set a premium price without losing competitiveness. Competent human resources and visionary leadership are crucial factors in supporting a differentiation strategy. Through training, development, and leadership that fosters innovation and change, employees can work more effectively and generate creative ideas that distinguish the company from its competitors. Market orientation is a business approach that places consumer needs and wants at the forefront by monitoring market trends and changes in behavior. Combined with an effective marketing strategy in delivering product value, a strong market orientation can strengthen the company's differentiation. A deep understanding of the market ensures that products better meet customer needs, enhances competitive advantage, allows the company to quickly adapt to changes in tastes, technology, and competition, while also building a positive perception among competitive consumers. [8].

Technology plays a crucial role in a differentiation strategy by enabling companies to improve operational efficiency, accelerate innovation, and enhance customer experience. The ability to adapt to technological advancements and changes in consumer preferences is key for companies to remain relevant and competitive[9]. The integration of technology into the business model not only creates unique value and efficiency but also opens up new revenue opportunities that support sustainable competitive advantage[10].

Brand Identity

Brand identity is a visual and non-visual system strategically designed to differentiate a brand from its competitors and convey the company's values, mission, and unique character to both internal and external audiences. This identity includes elements such as the brand name, logo, colors, typography, slogan, and consistent communication style across various marketing channels. As part of the organization's social identity, brand identity is managed through both digital and traditional media to reflect the company's values, culture, and personality in the eyes of the public and build relationships with the audience. Overall, brand identity is not just an aesthetic aspect, but a comprehensive representation of the brand's vision and values. A strong and consistent brand identity can differentiate the brand, create emotional connections, and enhance consumer trust and loyalty, making it essential to develop it strategically and sustainably[15]. Brand identity is a collection of elements strategically designed to differentiate a brand from its competitors and convey its values, mission, and unique characteristics to consumers. This identity includes visual and communication elements such as the

brand name, logo, colors, typography, slogan, and a consistent communication style across various marketing channels. The development of brand identity involves various supporting elements, ranging from promotional materials, products, packaging, to the company's messages and actions, all of which collectively shape the brand's image in the eyes of the public.

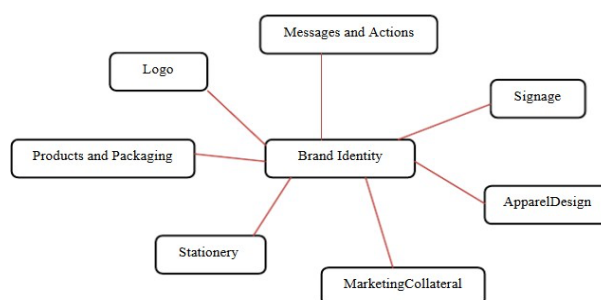


Figure 4. Brand identity Elements [11]

Segmentation, Targeting, Position (STP)

STP stands for Segmentation, Targeting, and Positioning, which is an important framework in marketing strategy [12]. This approach serves as the foundation for formulating effective marketing strategies, especially in an increasingly competitive and heterogeneous market environment. By applying STP correctly, companies can not only increase the relevance of their offerings but also build customer loyalty and sustainable competitive advantages in a constantly changing market. The STP approach is a critical strategic framework in modern marketing, particularly in establishing relevance and competitiveness in an increasingly fragmented market. This strategy helps companies divide a broad market into smaller, more specific groups (segmentation), select the most potential segments (targeting), and create a product image or position that differentiates it from competitors (positioning).

Market Segmentation is the process of dividing a broad market into smaller, homogeneous consumer groups based on shared characteristics. For example, segmentation can be done based on demographics (age, gender, income), geography (location), psychographics (lifestyle, values), or behavior (buying habits, brand loyalty). Target Market Selection is the process of choosing one or more market segments that are the most attractive and profitable to serve. The selection of the target market should consider the segment's size, growth potential, level of competition, and alignment with the company's resources and objectives. Market Positioning is the process of creating a clear and distinct brand or product image in the minds of the target consumers. Effective positioning communicates the unique value of the product or brand and differentiates it from competitors. It involves developing marketing messages that align with the needs and preferences of the target market [14].

Value Proposition Canvas

The Value Proposition Canvas is a strategic management tool used to design, test, build, and manage products and services that align with customer needs. Its main goal is to achieve a fit between the value map and the customer profile, meaning that products and services must effectively reduce customer pains and create the desired gains [15]. The VPC can be used to analyze how projects create positive impacts and minimize negative impacts on communities [16].

Through the application of the Value Proposition Canvas (VPC), Dolmin helps design the value proposition for its aromatherapy candle products made from used cooking oil. Using the customer profile, Dolmin can identify customer needs and the pains associated with the difficulty of choosing quality products. Meanwhile, the value map helps Dolmin align the products and services offered in a way that reduces customer dissatisfaction and creates gain initiators to attract sustainability-conscious consumers.

Business Model Canvas (BMC)

BMC is a strategic management template or framework used to define and communicate business ideas or business concepts in a concise and structured manner (Daou et al., 2020). BMC allows for the visualization, design, and evaluation of business models. By using BMC, a company can describe, design, and assess its business model more easily and efficiently. BMC enables companies to have a comprehensive overview of how they create, deliver, and capture value in their operations. BMC helps map the core values in the company's operations and allows companies to enhance value through more structured innovation (Aini, 2025)

The application of the Business Model Canvas (BMC) is suitable for this research because BMC allows Dolmin to map its business model comprehensively, from the value proposition of aromatherapy candles made from used cooking oil to the environmentally conscious customer segments. BMC also helps Dolmin design effective distribution channels and strengthen customer relationships through sustainability education. Additionally, BMC makes it easier for Dolmin to identify key partnerships and resources required to support sustainability and business growth

The Role of Education in Green Marketing and Sustainability

Green marketing is a marketing approach that emphasizes products, services, and business processes with minimal environmental impact, from production to communication. Its goal is to build long-term relationships with environmentally conscious consumers while supporting social and economic sustainability. The implementation of green marketing provides benefits such as improved reputation, consumer loyalty, the expansion of environmentally friendly markets, and compliance with regulations. This strategy also contributes to achieving the SDGs, particularly sustainable consumption and environmental protection. However, its success requires comprehensive commitment, transparency, innovation, and consumer education to avoid greenwashing practices and promote sustainable consumption patterns [17]. Education plays a crucial role in shaping consumer behavior and sustainable marketing strategies. Through education, consumers become more aware of the environmental impact of their choices, while companies can develop more effective and responsible marketing strategies. There are two main approaches to consumer environmental education [18].

Research Object Profile

Dolmin.id is a business engaged in the collection and trade of used cooking oil from various sources, such as households, hotels, restaurants, and cafes, which is then channeled to used cooking oil processing factories for biodiesel production. As part of the used cooking oil waste management supply chain, Dolmin plays a strategic role as a link between the community and the processing industry. In addition to collecting used cooking oil, Dolmin actively educates the public about the dangers of

improper disposal of used cooking oil through various media, both online and offline. The aromatherapy candles, made from used cooking oil collected by Dolmin.id, are developed as an innovation of used cooking oil, with the aim of increasing its economic value and introducing to the public that used cooking oil can be processed into new, useful products. In addition, this product is expected to help minimize the improper disposal of used cooking oil, which has a negative impact on the environment.



Figure 5. Aromatherapy Candles

Previous Research

The strategic approaches of STP, VPC, and BMC have proven to be essential in supporting sustainable marketing and environmentally friendly innovation, particularly for small businesses like Dolmin. Various studies have shown that green marketing can build a strong value proposition, enhance understanding of the needs of green consumers, and encourage purchase intent through visual education and value-based environmental promotions. This aligns with Dolmin's market characteristics, which heavily rely on perceptions of sustainability value and consumer education [3]. However, previous research is generally still fragmented as it typically uses only one approach (STP, VPC, or BMC), lacks comprehensive integration, and does not adequately explore the context of SMEs, local aspects, and stakeholder involvement in the management of used cooking oil. Therefore, this study aims to fill this gap by integrating STP, VPC, and BMC into a single strategic framework that emphasizes education, visualization of green values, and consumer involvement in sustainable marketing, using the Dolmin case as an example.

RESULTS

Overview of Dolmin

Dolmin is a sociopreneur program established in 2021, focusing on managing and reducing the pollution from used cooking oil waste through recycling processes, in line with SDG #12 on responsible consumption and production. Operating under the umbrella of CV Artha Sentosa Bumi since 2022, Dolmin was created as a response to the high consumption of cooking oil in Indonesia, which results in the surplus of used cooking oil waste and the potential for environmental pollution. Dolmin operates in two locations: Kediri as the headquarters and Surabaya as a branch, facilitating the collection of used cooking oil from households, restaurants, hotels, and cafes. The name "Dolmin.id," derived from the words "dodol" (a traditional sweet) and "minyak" (oil), along with the tagline "Minyak Bekas, Bisa Nambah Kas" (Used Oil, Can Add to the Pocket), represents the economic value of used cooking oil. Dolmin's vision and mission emphasize reducing chemical waste through education,

collaboration with stakeholders, recycling, and transforming waste into economically valuable resources. Operationally, Dolmin serves as a bridge between the community and the biodiesel processing industry by collecting, filtering, inspecting, and channeling used cooking oil to biodiesel processing plants. Additionally, Dolmin is actively engaged in educating the public about the dangers of improper disposal of used cooking oil through various online and offline activities, including public space campaigns. Product innovations have also been developed, such as aromatherapy candles made from used cooking oil, which function as both an educational tool and an additional source of income. Economically, Dolmin provides benefits for partners who can sell their used cooking oil and earn profits by channeling it to the biodiesel industry, thus creating both environmental and economic value from previously worthless waste

Observation Result and Interview Findings

This section summarizes the findings from field observations and interviews related to Dolmin's operations, used cooking oil management, and the development and marketing of aromatherapy candles. The observations indicate that the collection of used cooking oil is conducted through different approaches based on the source: direct socialization to households to raise environmental awareness, and a pick-up system for hotels, restaurants, and cafes. The collected oil is filtered, weighed, communicated transparently, paid according to the agreement, and regularly sent to biodiesel factories. This process is supported by active communication between Dolmin staff and partners, as well as a standard for accepting oil without water contamination. Interviews with the owner, marketing team, business partners, and environmental activists provided a comprehensive view of Dolmin's strategy, opportunities, and challenges. Dolmin targets different segments for its two business lines: used cooking oil collection focuses on HOREKA (hotels, restaurants, and cafes) and households, while the aromatherapy candles are aimed at sustainability-conscious consumers (millennials and upper-middle-class). The green marketing-based candle strategy targets urban women aged 25–40 as early adopters, with the positioning "Fragrance with Meaning," combining aesthetic, functional, and sustainability values through transparent storytelling on digital media. Overall, Dolmin positions itself as a sociopreneur with differentiation in environmental education and circular economy innovation, reinforcing its commitment to sustainability.

Environmental Activist

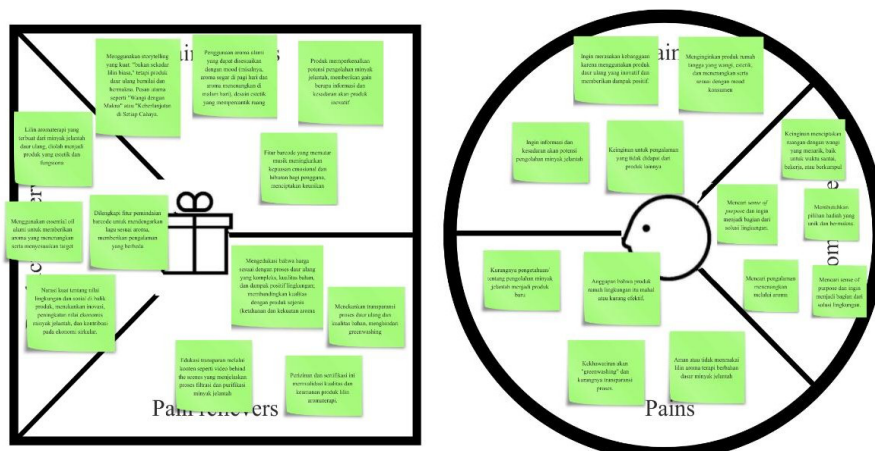


Figure 6. Value Proposition Canvas of Candles

Interviews with environmental activists revealed that educating on the management of used cooking oil is an effective approach to reduce household waste in a participatory manner. Through socialization in schools and community workshops, education combined with hands-on practices is considered to foster ecological awareness while also demonstrating the economic potential of waste, such as transforming it into soap or aromatherapy candles. In this context, Dolmin is seen as having a unique positioning because it integrates environmental education with tangible waste-based products, although its educational outreach still needs to be expanded through collaboration with more schools, communities, and environmental movements. The activist emphasized the importance of transparency in the narrative of social and environmental benefits to prevent Dolmin from falling into greenwashing practices. According to them, consumers today buy the values and social roles behind the products, so the process from collection to the final product needs to be communicated clearly.

Overall, Dolmin is seen as having great potential not only as an aromatherapy candle producer but also as a driver of a waste-based social movement, as long as it is implemented consistently, transparently, and sustainably with a broader collaborative network. To clarify how Dolmin's aromatherapy candle products meet market needs, here is an illustration of the Value Proposition Canvas (VPC) that depicts the value creation process presented by this product.

Description of the implementation of the pilot test

The Business Model Canvas (BMC) is a comprehensive framework for defining and communicating business ideas or concepts, summarizing nine essential building blocks. In the context of Dolmin, the Business Model Canvas (BMC) is designed as a strategic framework that functions as a roadmap in formulating and implementing an integrated green marketing strategy. This BMC illustrates how Dolmin creates, delivers, and captures economic, social, and environmental value simultaneously. The main customer segment for the aromatherapy candles is women aged 25-40 living in urban areas. This group is identified as having high environmental awareness, an interest in aesthetic products, and a tendency to adopt a healthy and sustainable lifestyle. Furthermore, they are positioned as early adopters of eco-friendly products, active on social media, and seek products that are not only functional but also socially and environmentally meaningful. Dolmin's value proposition is realized through aromatherapy candles made from recycled used cooking oil that are safe, aesthetic, and functional. This product uses natural essential oils and features an innovative barcode that can be scanned to play music according to the candle's scent, creating a multisensory and personalized experience for consumers. Key messages such as "Fragrance with Meaning" and "Sustainability in Every Light" represent the integration of product enjoyment with a tangible contribution to environmental preservation. Ensuring product safety through official certification is an important part of the value proposition to build consumer trust and minimize doubts about using used cooking oil as the raw material. In terms of distribution and marketing channels, Dolmin utilizes social media platforms such as Instagram and TikTok as primary tools for visual communication and storytelling that resonate with the target audience's characteristics. E-commerce platforms like Instagram Shop and Shopee are used to facilitate transactions, while pre-order systems via WhatsApp and the official website offer flexibility for consumers. Offline sales at events and community activities are also planned as supporting channels to expand market reach and foster direct consumer engagement. Customer relationships are built

through storytelling that emphasizes the transformation of used cooking oil into a valuable product, the transparency of the filtration and purification processes, and sustainable campaigns that encourage interaction and community building. Consumer involvement through workshops, used cooking oil collection competitions, and collaborations with environmental communities or events is expected to enhance brand loyalty while fostering a sense of environmental responsibility.

Dolmin's main revenue stream comes from the sale of aromatherapy candles, supported by income from channeling used cooking oil to biodiesel processing plants. The combination of these two revenue sources allows Dolmin to achieve financial sustainability while providing social and environmental impact. Dolmin's key resources include used cooking oil as the primary raw material, expertise in recycling and aromatherapy candle production, and the use of natural supporting materials. In addition, intangible resources such as knowledge, brand reputation based on sustainability, the team's commitment to environmental missions, and product design and visual content capabilities are important factors in strengthening competitiveness. Dolmin's key activities include collecting used cooking oil from households, hotels, restaurants, and cafes, channeling it to biodiesel factories, and producing aromatherapy candles made from recycled materials. Marketing activities also play a central role, including market research, campaign development, creation of visual and video content, social media interaction, and consumer education on the benefits and transparency of used cooking oil management. Additionally, socialization efforts about the dangers of improper disposal of used cooking oil and the management and maintenance of permits are integral parts of Dolmin's business model.

<p>Key Partners </p> <ul style="list-style-type: none"> Minyak jelantah sebagai bahan baku utama. Keahlian dalam proses daur ulang dan produksi lilin. Essential oils alami sebagai bahan tambahan. Perizinan dan kemampuan dalam menciptakan konten visual menarik. 	<p>Key Activities </p> <ul style="list-style-type: none"> Pengumpulan minyak jelantah dan produksi lilin aromaterapi. Riset pasar dan kampanye pemasaran. Pembuatan konten visual dan video edukasi. Pengurusan perizinan dan sertifikasi produk. <p>Key Resources </p> <ul style="list-style-type: none"> Minyak jelantah sebagai bahan baku utama. Keahlian dalam proses daur ulang dan produksi lilin. Essential oils alami sebagai bahan tambahan. Perizinan dan kemampuan dalam menciptakan konten visual menarik. 	<p>Value Propositions </p> <ul style="list-style-type: none"> Lilin aromaterapi dari minyak jelantah daur ulang. Aroma essential oils alami yang menenangkan dan menyenangkan Fitur barcode yang memutar musik sesuai dengan aroma. Pesan "Wangi dengan Makna" dan "Keberlanjutan di Setiap Cahaya". Keamanan produk terjamin melalui perizinan resmi. 	<p>Customer Relationship </p> <ul style="list-style-type: none"> Storytelling tentang proses transformasi minyak jelantah menjadi lilin. Kampanye "Wangi dengan Makna" dan "Keberlanjutan di Setiap Cahaya". Interaksi melalui Q&A di Instagram, workshop gratis, dan kompetisi pengumpulan minyak jelantah. <p>Channel </p> <ul style="list-style-type: none"> Media sosial: Instagram, TikTok. E-commerce: Shopee, Tiktok Shop Pra-pemesanan via WhatsApp atau website resmi. Penjualan offline (event) 	<p>Customer Segments </p> <ul style="list-style-type: none"> Perempuan usia 25-40 tahun, berdomisili di perkotaan. Memiliki kesadaran lingkungan yang tinggi, menyukai produk estetika, dan mencari gaya hidup sehat. Early adopters produk ramah lingkungan dan aktif di media sosial.
<p>Cost Structure </p> <ul style="list-style-type: none"> Penyedia minyak jelantah (rumah tangga, hotel, restoran). Pabrik pengolah biodiesel. Komunitas, sekolah, organisasi lingkungan, dan influencer lokal. 		<p>Revenue Stream </p> <ul style="list-style-type: none"> Biaya operasional pengumpulan dan pengiriman minyak jelantah. Biaya produksi lilin aromaterapi (termasuk bahan baku essential oils). Biaya pemasaran dan edukasi. Biaya pengurusan perizinan dan sertifikasi produ 		

Figure 7. Business Model Canvas (BMC)

Discussion of Research Findings

This chapter presents the formulation of Dolmin's green marketing strategy for its aromatherapy candles made from used cooking oil through the integration of STP, VPC, and BMC. The STP results show that Dolmin targets urban consumers who are environmentally conscious, enjoy aesthetic products, are active on social media, and are interested in meaningful products, with supporting targets

including educating households and distribution partnerships. Dolmin's positioning is emphasized as a circular economy product, "more than just a candle," with the narrative "Fragrance with Meaning," which needs to be strengthened through transparency to avoid the perception of greenwashing.

Through the VPC, customer needs were identified in aspects of aroma, tranquility, aesthetics, and the function as a gift, while the main barriers include doubts about the safety of used cooking oil and the perceived price of eco-friendly products. The value offered by Dolmin emphasizes quality, process education, legality, storytelling, and a unique experience. Furthermore, the BMC summarizes the operational strategy through digital channels, customer relationships based on storytelling and community-building, revenue streams from candle sales and used cooking oil management, cross-sector partnerships, as well as key activities in collection, production, marketing-education, and regulatory compliance. Overall, Dolmin's strategy is considered well-directed, with the need for strengthening consistency in positioning, market targeting precision, and proof of safety and process transparency.

Conclusion

This study designs a green marketing strategy for Dolmin, a used cooking oil collection business focused on sustainability. Based on the STP, VPC, and BMC analyses, the resulting strategy positions Dolmin not only as a product provider but also as an environmental education agent through the innovation of aromatherapy candles made from used cooking oil, with an emphasis on strengthening brand identity, sustainability narratives, and process transparency to minimize skepticism and the risk of greenwashing. This study also recommends optimizing digital marketing, building customer relationships through storytelling, and enhancing product value through aesthetic design, social value, and safety certification support. Theoretically, this research enriches the study of sustainable marketing in waste management, and practically, it can serve as a guide for Dolmin and a reference for similar businesses in integrating sustainability with marketing strategies.

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