



## Implementation of Sustainable Marketing in Performing Arts

Muhammad Khaidir Ali

Art Management Program, Graduate School of the Indonesian Institute of the Arts Yogyakarta, Indonesia

<http://dx.doi.org/10.18415/ijmmu.v12i5.6731>

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### **Abstract**

The lack of awareness of performing arts artists about the impact of their work on the environment and society is a gap in finding an alternative and innovative marketing strategy. This research aims to present the latest solution for performing arts marketing, namely sustainable marketing. This phenomenon is still not widely recognized for its urgency and no one has reviewed it in previous research. This research tries to answer the question of how to implement sustainable marketing in performing arts. The question is tried to be answered with a qualitative approach through a case study on performing arts by Wayang Sampah Community. Observations on literature and previous documentation produce a correlation between sustainable marketing and Wayang Sampah performing arts. The results showed the implementation of sustainable marketing in the Wayang Sampah performing arts. Some indicators that clarify the relationship between the two are (1) the existence of environmentally friendly elements of the performing arts, (2) the discourse in the performance story is full of social values, and (3) workshop activities carried out as a sustainable effort. This study shows the urgency of an alternative and innovative strategy in performing arts as an effort to increase positive value to consumers, which in this case is the audience.

**Keywords:** *Implementation; Sustainable Marketing; Performing Art; Wayang Sampah; Marketing*

### **1. Introduction**

There is still not much marketing done by performing arts organizations that focuses on awareness of the impact of the works or performances they produce. Performances such as music concerts, for example, are one of the significant contributors to waste in Indonesia (validnews.id, 2022). Excessive use of artistic supporting attributes is also done without considering the impact on the environment. Mass dance performances found in various major events in the regions that produce hundreds of costumes and dance properties also contribute waste when they are no longer used (Youtube Kutai Kartanegara Regency, 2024). Seeing that there are still many environmental issues that have not been resolved until now, there is a need for awareness from performing arts artists to contribute to overcoming these environmental problems.

Studies on sustainable marketing strategies have been conducted in the tourism sector (Ginting & Ferani, 2019), industry (Ari Purwanti et al., 2023), and fine arts (Anggrian & Iksan, 2022). In

the performing arts, some studies discuss marketing strategies related to products (Anisah, 2023) and promotions (Syahputra, t.t.). Discussions about sustainable marketing in the performing arts have not been found studies that discuss it as a performing arts marketing strategy. A new innovation is needed in the vision and mission of performing artists about the motivation in creating sustainable performing arts products as a separate characteristic of the artist.

This research attempts to complement previous studies on sustainable marketing in art products. Specifically to analyze the application of sustainable marketing in performing arts. This paper will look at a performing arts product that has social and environmental values. The sustainable performing arts product is seen from, (1) Environmentally friendly performance elements, (2) Discourse and performance narratives that are full of social values, and (3) Art workshops as sustainable education. The explanation of these 3 things provides an overview of the application of sustainable marketing in the performing arts. In addition, these three things can also show the uniqueness of artists who apply sustainable marketing strategies. The three concepts will be discussed sequentially in the subchapters of this paper.

This article is based on the argument that a new marketing strategy is needed for performing arts artists to compete creatively and innovatively. Conventional marketing strategies have been widely practiced by performing arts artists and have contributed to a negative impact on the environment. Meanwhile, sustainable marketing strategies are still not widely used holistically as marketing that is more environmentally friendly. Some performing arts artists are usually only oriented towards economic profit and some are only focused on social life. Not many have used economic, social and environmental concepts together. In order for the concept of sustainable marketing to be implemented, it needs a complete implementation of the basic concepts of sustainable marketing, namely marketing that does not only think about economic benefits, but also does not damage the environment and can have a social impact on future life.

## **2.Literature Review**

### **2.1 Implementation**

The word "implementation" comes from the Latin "implere," which means to fulfill or carry out (Peters et al., 2014). Nurdin Usman states that implementation boils down to activity, action, action, or the mechanism of a system (Rosad, 2019). Implementation is not just a activity, but an activity that is planned and carried out seriously based on certain noema references to achieve activity goals (Rosad, 2019). Setiawan also defines implementation as an expansion of activities that adjust the interaction process between goals and actions to achieve them and require an effective bureaucratic implementation network (Rosad, 2019). Implementation is the process of implementing a new idea, process or set of activities in the hope that others can accept and make adjustments within the bureaucratic body in order to create a goal that can be achieved with a trusted network of implementers.

According to Abdullah, there are at least three important elements of implementation activities, namely (1) Target group, (2) Implementing elements or implementers, and (3) Environment (Safira et al., t.t.). The implementer is the party responsible for managing, implementing and supervising the implementation. The environment is a factor that affects the program implementation process, both physically, socially, and culturally.

### **2.2 Sustainable Marketing**

In 2000, Fuller provided the first definition of the term sustainable marketing, defining it as "a process of planning, implementing and controlling the development, pricing and distribution of a product in a way that ensures adherence to the following three criteria: (1) satisfying consumer needs; (2) ensuring

the achievement of organizational goals; (3) the whole process is in harmony with the ecosystem" (Katrandjiev, 2016). Sustainable marketing is a strategic approach that integrates environmental, social, and economic dimensions into marketing practices (Ari Purwanti et al., 2023). A sustainable marketing strategy must meet current demand without jeopardizing future resources. To achieve this goal, sustainable marketing involves economic growth, social responsibility, and environmental preservation (Dash et al., 2023). Sustainable marketing seeks solutions where commercial goods can be marketed in a responsible way that does not adversely affect sustainability (Gordon et al., 2011). Sustainable marketing refers to the decision-making process and business activities by local communities and consumers, such as production and sales, as well as the social environment and environmentally friendly ethics (Jung et al., 2020).

### 2.3 Performing Art

Performing art is a work of art that presents a spectacle for a wider community by involving the actions of individual or group artists in accordance with the desired concept, as well as a complex work because it involves not only one art component but also various art elements (Syafrizal et al., 2022). Various types of performing arts such as dance, music, theater, and so on, are always related to society as an "audience" (Hadi, 2012). Sunaryo argues that performing arts is not just an event, but an activity of performing a work of art in which ideas and values are consciously realized in a symbol to be communicated to the audience (Alhazmi, 2023).

## 3. Research Methods

This research was conducted on the wayang sampah performance performed by the Wayang Sampah (Wangsa) Community. Wayang Sampah (Wangsa) Community was formed in 2014 by Muhammad Sulthoni Sastrowijoyo, or familiarly called Mas Toni Konde. Campaigning for environmental awareness through art is the vision and mission of this community. Their creative ideas produce environmentally friendly performance art products.

A descriptive qualitative case study approach was chosen as the method in this research. The main focus of the research lies on the performances produced by Wayang Sampah Community as a sustainable product and service. The object of the research is the application of sustainable marketing principles to the performances produced by the Wayang Sampah Community. In order to get a more thorough understanding of this case, observations were made of the performance through photo and video documentation which will then analyze the marketing process used by the Wayang Sampah Community. In addition, the researcher also conducted a literature study to find the motivation underlying the vision and mission of the Wayang Sampah Community.

The main source of information for this research is previous documentation in the form of articles, theses, Youtube, and Instagram. Written sources were used to observe general sustainable marketing cases. Photo and video documentation were used as data sources to observe the performing arts produced by Wayang Sampah Community. Observations on video documentation containing Wayang Sampah Community interviews are also a source of data in this research.



Data were collected through observation and documentation. Unstructured observation was conducted on the Wayang Sampah performance that was watched live at the "Opera-Si Plastik" performance held at Padepokan Seni Bagong Kussudiardja on October 28, 2023. Furthermore, data collection was carried out with existing documents from October 28 to November 30, 2023. Furthermore, the data analysis process uses analysis (Creswell, 2013) through three stages of data analysis, namely data reduction, data verification, and data presentation. Data reduction is done by summarizing data and selecting things that are the subject of discussion. Data verification is done by drawing preliminary



conclusions that are temporary and will change when finding evidence in the field. Data presentation is done with descriptions that are strengthened with pictures, video transcripts, and audio transcripts as important findings in this study.

## 4.Result

### 4.1 Sustainable Performance Elements

Performing Wayang Sampah (Wangsa) is a wayang golek show whose supporting elements are made from used items that are no longer used or often referred to as garbage. Wayang golek as the main medium is made from a series of unused items such as used bottles, used plastic, and used rapia. These used items are transformed into characters in a world of trash puppets. In addition to the wayang golek puppets made from garbage, the gamelan instruments that accompany the puppet show are also made from garbage. Trash from pipes, used barrels, glass, gallons, and gas cylinders have been successfully repurposed into instruments in the gamelan. Here are some of the supporting elements of the trash puppet show

No	Element	Function	Image
1	Golek Puppet	As a puppet character	
2	Gamelan Instruments	As a performance accompaniment	

3	Dance Costume	As a puppet	
4	Performance Artistic	As a performance atmosphere enhancer	

#### 4.2 Sustainable Performance Narratives and Stories

The stories in the Wayang Sampah performance do not present stories from the Mahabharata or Ramayana epics, but stories within the world of Wayang Sampah itself. The discourse raised in the story focuses on environmental issues. The performance titled “Opera-Si Plastik” at Galeri Indonesia Kaya, for example, tells a story about the satire of urban communities who always blame waste when a disaster occurs, but do not realize that the disaster is the result of the community's own actions.

*“...kayak ada dua makna gitu ya, “opera” dan juga “operasi”. Jadi dari sampah-sampah itu beroperasi menjadi barang yang berguna.... Selain itu juga itu kami maksudkan sebagai sindiran kepada masyarakat urban yang sering kali penuh kepura-puraan, manusia selalu nyalahin sampah, sebenarnya salah manusia sendiri...”* (Dokumentasi Live Streaming Instagram, 2020)

*“...it seems like there are two meanings, “opera” and also “operation”. So from the trash, it operates into useful items.... In addition, we also mean it as a satire on urban society that is often full of pretense, humans always blame the trash, actually it is humans themselves...”* (Instagram Live Streaming Documentation, 2020)

In addition to the story of the show, wayang sampah also conveys its discourse through its song. The song “Arti Kesenian” conveys a profound message to the artists as a society that is not only cultured but must also care for the environment. Here are the lyrics of the song “Arti Kesenian”:

*“Tempat pembuangan sampah  
 Sampai ke tempat pembuangan akhir  
 Sampah semakin menggunung  
 Menumpuk persoalan  
 Bicara tentang sampah ingat pemulung  
 Sampah dapat bermanfaat  
 Bila jadi benda seni  
 Bumi surge nusantara  
 Antar nusa samudramengitari  
 Menjulang beribu gunung  
 Mata air melimpah  
 Apa arti kesenian  
 Bila pada lingkungan tak peduli  
 Maka anda perlu tahu  
 Mengenal wayang sampah  
 Sarana memupuk kesadaran hidup  
 Bersama alam lingkungan  
 Nyaman damailah di bumi”*  
 (Dokumentasi Youtube, 2020)

From the lyrics of this song, it can be seen that the social message to be conveyed is that as a cultured and artistic person, you must care about the environment if you don't want to cause a lot of problems in the future.

#### 4.3 Educational Actions as Sustainable Actions

In line with the various performances and works that have been made by wayang sampah, the group also continues its campaign through educational activities such as workshops. Workshops and trainings that have been conducted by wayang sampah include training in making puppets from waste, music instruments from waste, and playing gamelan from waste. These actions have resulted in the continued inspiration of students and community groups to work with waste.

*...anak-anak lebih ke artwork dari bahan bekas, terutama wayang. Tujuannya sih anak itu gk Cuma bisa bikin tapi juga bisa mentasin. Kita ajarin juga gimana bikin skrip sederhana, trus bikin iringan yang sederhana. Senangnya sih ternyata dari itu timbul cikal bakal beberapa grup baru yang akhirnya membawakan tema lingkungan seperti yang di Pacitan itu, yg di jogja, terus ada juga beberapa guru yang pernah kita kasih workshop itu lalu make media wayang untuk ngajar...”* (Dokumentasi Youtube Himanoiska, 2021).

*...children are more into artwork from used materials, especially wayang. The goal is that children can not only make but also perform. We also teach them how to make simple scripts, then make simple accompaniments. The good thing is that from that, several new groups emerged which eventually brought environmental themes like the one in Pacitan, the one in Jogja, and there are also several teachers who we have given workshops to who then use wayang media to teach...”* (Himanoiska Youtube Documentation, 2021).

### 5. Discussion

The concept of sustainable marketing that is oriented towards the needs of the present without ignoring the needs of the future can be seen from the supporting elements of the performing arts produced by the Wayang Sampah Community. The art products produced in the form of wayang golek, gamelan

instruments, dance costumes, and art that utilizes unused items have successfully applied the concepts of reuse, recycle, and reduce to waste management. Producing art products while applying the concept of waste management is an indicator that the Wayang Sampah Community can be said to be a community that has implemented sustainable marketing in its performing arts products.

The discourse displayed in the story of the waste puppet show provides a lot of learning through its messages both explicitly and implicitly. From the title of the show, it can be said that the double message is interesting and clearly conveyed. Narratives that provide awareness about the dangers of not caring for the environment for the sustainability of future life make the waste puppet show have a value of caring for social life. The social messages conveyed through the story make the Wayang Sampah Community has implemented the concept of sustainable marketing.

In addition to its performances, the Wayang Sampah Community also educates the community through workshops and training activities. Training in making performance tools such as puppets and musical instruments provides new creative space for the next generation to continue the struggle and vision and mission of the Wayang Sampah Community. This is evident from the existence of new communities with the concept of caring for the environment, and the emergence of innovations from teachers to utilize puppets as teaching media for their students. Through its workshop activities, Wayang Sampah Community was also invited several times to the same training and performance events. This proves that there is customer satisfaction with the Wayang Sampah Community's services. This recurring interaction certainly generates its own benefits for the Wayang Sampah Community when viewed from an economic perspective. Some well-funded foundations have also become interested in Wayang Sampah's performances. This of course provides its own financial benefits for the Wayang Sampah Community when viewed from the capital spent with the results obtained by Wayang Sampah. Seeing the results that have been obtained from this economic side, displays a more holistic indicator of the implementation of sustainable marketing in the Wayang Sampah Community's performing arts.

Starting from a mission that cares about the environment and is applied to other fields of interest, resulting in an environmentally friendly art product. Concern for the environment automatically leads to good social relations with others through workshops and training. A marketing concept that not only focuses on economic benefits, but also cares about the environment and social needs makes the Wayang Sampah Community can be said to have applied sustainable marketing to its performing arts products.

The Wayang Sampah Community's sustainable marketing strategy provides its own uniqueness and attractiveness in the performing arts scene. Although the concept of caring for the environment in Wayang Sampah is not a new concept. However, with its consistent attitude to continue to innovate, Wayang Sampah is able to implement sustainable marketing strategies as a whole so as to increase its value in the eyes of consumers. Based on the results of this analysis, sustainable marketing strategies in the performing arts can be used as an alternative strategy in an effort to increase the value of performing arts products to consumers.

## **6. Conclusion**

This research has produced some important findings that sustainable marketing strategies can be implemented in the performing arts as an alternative or innovative strategy in the world of performing arts. Based on the concept of caring for the environment and caring for social life, it will produce its own profit for artists and performing arts communities.

This research also seeks to complement studies on wayang in particular and performing arts studies in general. So far, there is a lack of studies on performing arts marketing that can answer the problems faced by artists and performing arts communities. This knowledge can be reviewed or added to

with further research. Performing arts artists and communities can also utilize this information for more sustainable self and community development.

The limitation of this research is the lack of direct interviews with the Wayang Sampah Community to find out the current updated information about the community more deeply. In addition, this research still focuses on one type of performing arts only, namely wayang. Further research is needed on sustainable marketing in other performing arts such as music, dance, and theater. Other performing arts have different media from wayang, so it will be a challenge for future researchers.

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