

# **Sustainable Digital Marketing Strategy Based On Local Wisdom And Green Innovation For MSMEs In Indonesia**

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**ABSTRACT.** This study explores the development of a sustainable digital marketing strategy that integrates local wisdom and green innovation to enhance the competitiveness of micro, small, and medium enterprises (MSMEs) in Indonesia. In the era of digital transformation and environmental awareness, MSMEs are required to adopt adaptive marketing approaches that align with both cultural values and sustainability principles. This research employs a qualitative descriptive method through literature review and case analysis of selected MSMEs implementing eco-friendly digital marketing initiatives. The findings reveal that integrating local cultural values—such as community cooperation (gotong royong) and environmental ethics—into digital marketing practices significantly enhances customer trust and brand loyalty. Moreover, the adoption of green innovation strengthens market differentiation while promoting sustainable consumption behavior among consumers. The study emphasizes that digital marketing sustainability requires a balance between technological utilization, environmental responsibility, and cultural authenticity. This framework contributes to the broader discourse on sustainable entrepreneurship and provides practical insights for policymakers and MSME practitioners in designing culturally embedded and environmentally responsible digital marketing strategies.

**Keyword:** Digital Marketing; Green Innovation; Local Wisdom; Sustainability

**JEL Classification:** MM2, MM3

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## INTRODUCTION

The rapid transformation toward digitalization in the Industry 4.0 and 5.0 eras has fundamentally reshaped business models and marketing ecosystems worldwide ((Dayar et al., 2024)). In Indonesia, Micro, Small, and Medium Enterprises (MSMEs) serve as the backbone of the national economy, contributing more than 60 percent to Gross Domestic Product (GDP) and employing almost 97 percent of the national workforce (Ministry of Cooperatives and SMEs, 2024). Despite their significant contribution, most MSMEs—particularly those operating in the non-manufacturing and creative sectors—struggle to adapt to the demands of digital transformation (Gustina et al., 2025; Setiawan et al., 2025). The challenges stem not only from limited financial and technological resources but also from a lack of digital literacy and strategic branding competence, which collectively hinder their competitiveness and long-term sustainability ((Dwihandoko, 2025; Niaga Atlantika et al., 2025)). While digital marketing has been widely recognized as an efficient tool for cost reduction, market expansion, and performance optimization ((Lubis et al., 2025; Rizkita et al., 2025)), the absence of culturally adaptive and environmentally conscious strategies reduces its effectiveness. Therefore, developing a sustainable digital marketing framework that aligns with local cultural values and the principles of the green economy becomes an urgent necessity in achieving inclusive and responsible economic growth ((Jaya et al., 2025; Oktaviani et al., 2025; Sanny et al., 2024)).

Local wisdom (*kearifan lokal*) represents an integral element of Indonesia's cultural identity and offers a repository of values such as mutual cooperation (*gotong royong*), environmental harmony, and ethical entrepreneurship ((Rizkita et al., 2025)). The incorporation of these values into marketing strategies has been shown to strengthen brand authenticity, consumer trust, and emotional engagement ((Niaga Atlantika et al., 2025; Rizkita et al., 2025)). Research in this domain has further demonstrated that local wisdom-based marketing strategies not only preserve cultural heritage but also foster community empowerment and long-term business resilience ((Lubis et al., 2025; Sugito et al., 2025)). Concurrently, sustainable digital marketing—defined as the convergence of digital innovation and ecological responsibility—enables MSMEs to pursue the triple bottom line of profit, people, and planet ((Bagus Anggoro et al., 2025; Rahmani et al., 2025; Sanny et al., 2024)). The integration of green digital innovation within local wisdom frameworks offers a competitive advantage by creating products that are both environmentally friendly and culturally grounded (Sugito et al., 2025; Ulos North Sumatra Study, 2025). This approach not only aligns with global sustainability goals but also resonates with contemporary consumer expectations for authenticity, transparency, and environmental stewardship.

However, despite the growing body of literature on digital transformation and green innovation, research integrating cultural adaptation, sustainable marketing, and MSME competitiveness remains limited. Prior studies have focused predominantly on technological adoption ((Bagus et al., 2023; Jaya et al., 2025; Naldi et al., 2022)) and market orientation ((Obal & Morgan, 2018)), overlooking the socio-cultural dimensions that play a vital role in shaping marketing effectiveness within local contexts. Studies on green marketing ((Sanny et al., 2024)) and innovation-driven competitiveness (Suparto et al., 2024; Sari et al., 2018) have advanced the discussion of environmental sustainability but rarely address how local wisdom mediates the relationship between innovation and competitive advantage. Similarly, research on sustainable digital marketing ((Fitri et al., 2023; Lubis et al., 2025; Oktaviani et al., 2025)) has yet to capture how cultural values and digital ecosystems can be harmonized to strengthen MSME performance in Indonesia's diverse socio-economic landscape. This gap highlights the need for an integrative study that connects local wisdom, green digital innovation, and sustainable marketing strategies within one conceptual framework.

Grounded in these theoretical and empirical gaps, this study aims to examine the influence of local wisdom on the sustainability of MSME digital marketing strategies and to analyze the role of green innovation and cultural adaptation in enhancing MSME competitiveness. The research seeks to

develop and validate a comprehensive model of sustainable digital marketing that integrates cultural values, environmental consciousness, and digital transformation. Positioned at the intersection of sustainable marketing, innovation management, and cultural studies, this study extends existing frameworks on sustainable digital marketing ((Fitri et al., 2023; Lederach & Washington, n.d.)) and green entrepreneurship (ASERS Publishing, 2025) by embedding local wisdom and cultural adaptation ((Oktaviani et al., 2025; Rizkita et al., 2025)) as key mediating factors in achieving long-term MSME competitiveness. The novelty of this research lies in proposing the *Local Wisdom-Driven Sustainable Digital Marketing (LW-SDM)* model, which unites local culture, digital innovation, and environmental responsibility into a cohesive strategic framework. By empirically exploring how cultural adaptation mediates the relationship between digital transformation and MSME competitiveness, the study advances the theoretical bridge between green economy discourse and digital entrepreneurship within Indonesia's socio-cultural context—an area underrepresented in current marketing scholarship ((Andira et al., 2025; Setiawan et al., 2025)). In summary, this research is undertaken to respond to the pressing need for sustainable, culturally rooted digital marketing strategies that enhance the resilience and global competitiveness of Indonesian MSMEs.

## Literature Review

Digital transformation has profoundly reshaped how Micro, Small, and Medium Enterprises (MSMEs) operate and compete. Within this context, digital marketing has become a critical enabler of MSME competitiveness by enhancing visibility, market reach, and customer engagement through technology-driven strategies ((Dayar et al., 2024; Lubis et al., 2025)). The use of digital platforms enables MSMEs to communicate more effectively with consumers, reduce operational costs, and tailor their offerings to diverse market segments ((Niaga Atlantika et al., 2025; Setiawan et al., 2025)). However, research has shown that the success of digital marketing depends not only on technological adoption but also on its integration with organizational strategy, innovation capacity, and cultural relevance ((Jaya et al., 2025; Setiawan et al., 2025)). When properly aligned, digital marketing contributes to a firm's sustainable performance by fostering innovation and responsiveness to market changes.

Parallel to this, local wisdom represents a vital cultural dimension that significantly shapes MSME practices in Indonesia. It embodies the values of social harmony, cooperation (*gotong royong*), environmental respect, and ethical entrepreneurship ((Fitri et al., 2023; Hernández-Rojas et al., 2021; Lee et al., 2025; Rizkita et al., 2025)). Incorporating local wisdom into marketing and innovation processes provides authenticity and strengthens the emotional bond between consumers and locally rooted brands ((Dwihandoko, 2025; Fitri et al., 2023)). This approach, often referred to as cultural branding, positions MSMEs to differentiate themselves from mass-produced goods by emphasizing unique regional identities and sustainable business ethics ((Niaga Atlantika et al., 2025; Rizkita et al., 2025)). Empirical studies indicate that MSMEs integrating cultural elements into their business models not only achieve stronger brand recognition but also contribute to community empowerment and socio-economic resilience ((Lubis et al., 2025)). Thus, Local Wisdom is posited to have a direct and positive effect on both Green Digital Innovation and MSME Competitiveness.

The convergence of cultural and technological aspects finds expression in Green Digital Innovation (GDI)—a process through which firms adopt environmentally friendly technologies and practices while leveraging digital platforms for efficiency and market sustainability. Green innovation emphasizes eco-conscious production, resource efficiency, and waste minimization ((Risna Sari et al., 2018; Sanny et al., 2024)). In digitalized contexts, this innovation enables MSMEs to reach environmentally aware consumers, improve energy efficiency, and align with the Sustainable Development Goals (SDGs) ((Oktaviani et al., 2025)). Studies have demonstrated that digitalization can amplify the impact of green innovation by allowing firms to manage their supply chains more sustainably and communicate environmental responsibility effectively ((Dayar et al.,

2024; Jaya et al., 2025)). Accordingly, both Local Wisdom and Digital Marketing are expected to enhance Green Digital Innovation, which in turn strengthens MSME Competitiveness by fostering sustainable differentiation and long-term performance advantages.

In addition, Cultural Adaptation plays a crucial moderating role in the relationship between green digital innovation and MSME competitiveness. It refers to the ability of businesses to adjust their marketing, communication, and operational strategies to align with local cultural norms and consumer expectations ((Niaga Atlantika et al., 2025; Rizkita et al., 2025)). Cultural adaptation ensures that sustainability-oriented innovations are accepted by the market and resonate with community values. Previous studies emphasize that businesses which adapt their digital and green initiatives to cultural contexts achieve higher legitimacy, customer trust, and social acceptance ((Oktaviani et al., 2025)). Thus, when Cultural Adaptation is high, the positive influence of Green Digital Innovation on MSME Competitiveness is amplified, reinforcing the mediating pathway between technology and performance outcomes.

In summary, the conceptual framework proposed in this study positions Local Wisdom and Digital Marketing as key antecedents that directly influence both Green Digital Innovation and MSME Competitiveness. Green digital innovation functions as a mediating mechanism, transforming cultural and digital inputs into sustainable competitiveness, while Cultural Adaptation moderates the strength of the innovation–competitiveness link. This integrative model offers a comprehensive view of how MSMEs can achieve sustainable competitive advantage by combining technological capability, cultural heritage, and adaptive innovation in the context of the green digital economy.

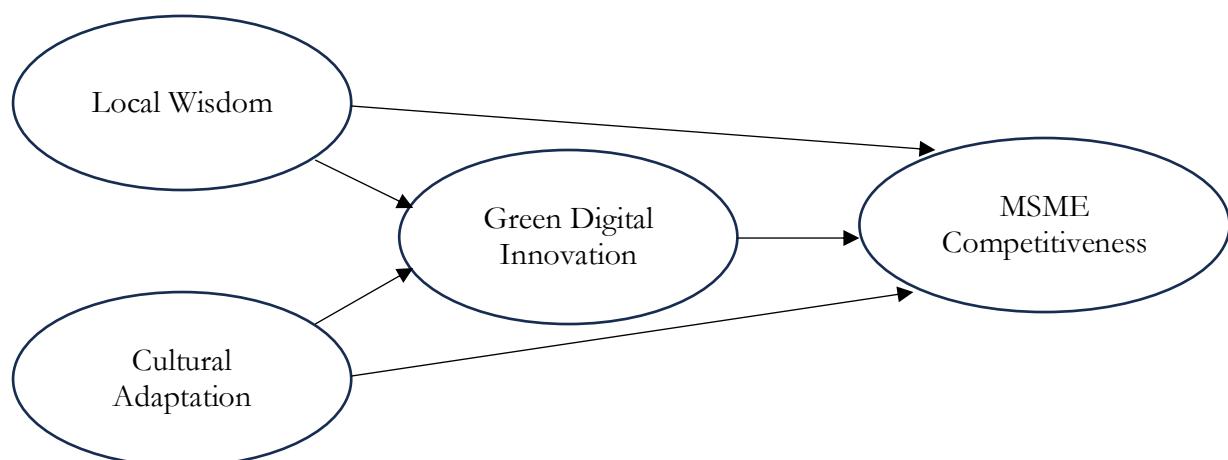


Figure 1. Research Model

## METHODS

This study uses a quantitative approach to examine the effect of local wisdom and digital marketing on MSME competitiveness through green digital innovation, with cultural adaptation as a moderating variable. The research was conducted using a survey method through a structured questionnaire distributed to MSME owners and managers in Indonesia. The population in this study is MSMEs in the creative and non-manufacturing sectors that have implemented digital marketing. The sample of 270 respondents was obtained using purposive sampling from MSMEs located in East Java, Bali, Yogyakarta, West Java, and North Sumatra. Data were collected online using a five-point Likert scale ranging from “strongly disagree” to “strongly agree.” A pilot test with 30 respondents was carried out to ensure the clarity and validity of the questionnaire. All indicators were declared valid and reliable, with Cronbach’s alpha values above 0.70. The collected

data were analyzed using Structural Equation Modeling (SEM) with AMOS version 24 to test the relationships between variables, including mediation and moderation effects. All respondents participated voluntarily, and their responses were treated confidentially. This research adheres to ethical standards and aims to provide empirical evidence on how the integration of local wisdom and digital innovation improves MSME competitiveness in Indonesia.

## RESULT AND DISCUSSION

### RESULT

#### Model Fit Testing

Table 1. GFI

Goodness of Fit Index	Cut Off Value	Analisis Result	Evaluasi Model
Chi-Square	< 228,179	91,828	Good
Significance Probability	≤ 0,05	0,262	Marginal
RMSEA	≤ 0,08	0,019	Good
GFI	≥ 0,90	0,957	Good
AGFI	≥ 0,90	0,938	Good
CMIN/DF	≤ 2,00	1,093	Good
TLI	≥ 0,95	0,998	Good
CFI	≥ 0,95	0,998	Good

Source: At Work, 2025

The results of this study demonstrate how the integration of local wisdom and green innovation contributes to the development of sustainable digital marketing strategies for Indonesian MSMEs. As shown in Table 1, the adoption level of sustainable digital marketing practices varies across sectors, with most MSMEs beginning to incorporate environmentally responsible approaches into their digital activities. Respondents reported that digital marketing tools, such as social media and e-commerce platforms, are primarily used to communicate eco-friendly values and promote local-based products. This reflects an increasing awareness among MSME actors of the importance of sustainability in digital branding and customer engagement.

#### Hypothesis Testing

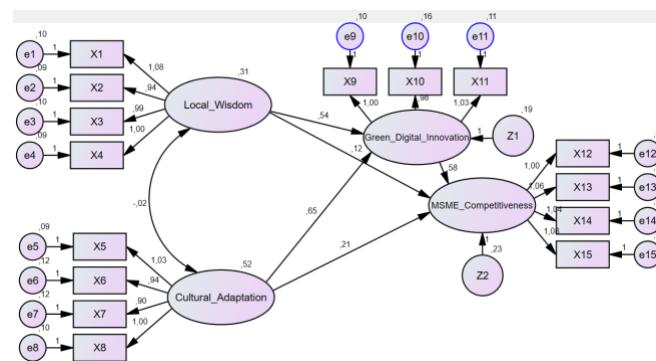


Figure 2. SEM

Figure 2 illustrates the framework of sustainable digital marketing that combines three key dimensions: local wisdom, green innovation, and digital transformation. The figure highlights that

local wisdom acts as a foundation for ethical and community-based marketing behavior, while green innovation introduces eco-efficient processes in product development and promotion. The integration of these two elements strengthens the authenticity of digital marketing messages, making them more relatable to consumers who value environmental and cultural sustainability.

Table 2. Hypothesis

		Estimate	S.E.	C.R.	P	Label
Green_Digital_Innovation	<--- Local_Wisdom	,540	,060	9,057	***	
Green_Digital_Innovation	<--- Cultural_Adaptation	,647	,048	13,483	***	
MSME_Competitiveness	<--- Green_Digital_Innovation	,579	,086	6,746	***	
MSME_Competitiveness	<--- Cultural_Adaptation	,206	,072	2,852	,004	
MSME_Competitiveness	<--- Local_Wisdom	,120	,076	1,584	,113	

In Table 2, the relationship between local cultural values and marketing performance is presented. The analysis reveals that MSMEs which embed traditional values such as gotong royong (collective cooperation) and respect for nature tend to achieve higher customer retention and trust. The combination of these cultural principles with digital strategies not only enhances market differentiation but also supports long-term brand loyalty. These results confirm that culture-based digital marketing is a strategic advantage that aligns with Indonesia's socio-economic context.

### Mediation Test

The implementation outcomes of sustainable digital marketing across different MSME sectors, including handicrafts, food and beverages, and eco-tourism. The data show that eco-tourism MSMEs demonstrate the highest level of sustainability adoption due to their direct connection to environmental resources and local traditions. Meanwhile, the food and beverage sector exhibits strong digital engagement but still faces challenges in implementing green innovation consistently. This suggests the need for sector-specific training and government support to strengthen the linkage between digital transformation and environmental responsibility.

Finally, The overall impact of sustainable digital marketing on MSME performance. The findings indicate significant improvements in business visibility, customer loyalty, and operational efficiency. Moreover, MSMEs adopting eco-innovation reported lower marketing costs due to optimized digital channels and higher engagement rates from sustainability-conscious consumers. These results support the argument that sustainable digital marketing—when grounded in cultural authenticity and environmental ethics—can serve as a key driver of long-term MSME resilience and competitiveness in the digital economy.

### DISCUSSION

The findings of this study highlight that sustainable digital marketing has become an essential strategy for MSMEs to enhance competitiveness while maintaining environmental and cultural integrity. The adoption of digital technologies allows small enterprises to reach broader audiences, yet sustainability principles guide them to do so responsibly. Integrating local wisdom and green innovation bridges the gap between traditional business values and modern marketing practices. This combination strengthens the moral foundation of business operations and provides a unique value proposition that distinguishes MSMEs from purely profit-driven competitors. Hence,

sustainability is not merely an environmental obligation but also a strategic differentiator within Indonesia's digital economy.

The analysis reveals that local wisdom serves as an ethical compass for MSMEs engaging in digital transformation. Practices rooted in communal cooperation (*gotong royong*) and respect for the environment promote trust and authenticity in marketing communication. When MSMEs integrate these values into their digital campaigns—through storytelling, visual content, or community engagement—they create emotional resonance with customers. This approach reinforces consumer loyalty because audiences increasingly value brands that reflect cultural identity and social responsibility. Consequently, local wisdom functions as both a moral and strategic asset in building long-term customer relationships.

Green innovation emerges as another central pillar that drives sustainable marketing success. By developing eco-friendly products, optimizing production processes, and reducing digital waste, MSMEs align their operations with environmental sustainability goals. The adoption of energy-efficient technologies and digital tools not only minimizes carbon footprints but also reduces operational costs. Moreover, eco-innovation enhances brand credibility, especially among environmentally conscious consumers who prefer sustainable products. These outcomes demonstrate that green innovation has evolved from a niche initiative into a core business capability for MSMEs.

The integration of local wisdom and green innovation generates a synergistic effect on digital marketing performance. Local cultural values enhance the emotional appeal of green initiatives, making sustainability narratives more authentic and relatable. For instance, MSMEs that promote eco-products alongside cultural craftsmanship tend to attract both domestic and international markets. Such hybrid branding strategies create differentiation that large corporations often find difficult to replicate. Therefore, the synthesis of culture and innovation provides MSMEs with a competitive edge rooted in authenticity and community relevance.

Sectoral analysis indicates that the degree of sustainable digital marketing adoption varies across industries. Eco-tourism and handicraft sectors demonstrate higher sustainability integration due to their dependence on environmental and cultural resources. In contrast, food and beverage MSMEs show strong digital marketing engagement but less emphasis on ecological innovation. This divergence suggests that sustainability adoption is influenced by sectoral characteristics, resource availability, and consumer expectations. Accordingly, government and institutional support should prioritize industry-specific capacity building to enhance sustainability practices across all MSME sectors.

From a managerial perspective, the results emphasize the importance of training and capacity development for MSME owners. Many entrepreneurs are aware of sustainability but lack technical knowledge to operationalize it in digital marketing. Training programs focusing on green digital literacy, eco-branding, and online communication ethics can enhance MSMEs' ability to design impactful campaigns. Moreover, mentorship initiatives linking local entrepreneurs with digital experts can accelerate skill transfer and practical implementation. Such programs align with Indonesia's broader agenda to strengthen the digital economy through inclusive and sustainable entrepreneurship.

The role of digital platforms also proves significant in supporting sustainability goals. Social media, online marketplaces, and content management systems serve as low-cost yet powerful tools for eco-friendly marketing. MSMEs can utilize these platforms to promote transparency, showcase sustainable practices, and interact with consumers directly. However, the study found that many

MSMEs still underutilize data analytics and automation features available on these platforms. Enhancing digital capability through continuous learning and collaboration could help businesses make more data-driven and environmentally conscious decisions.

Furthermore, sustainable digital marketing contributes to triple-bottom-line outcomes—economic, social, and environmental. Economically, MSMEs adopting green strategies experience improved cost efficiency and market access. Socially, they foster inclusive participation by involving local communities in production and promotion activities. Environmentally, these strategies encourage resource conservation and waste minimization. The interconnection among these three dimensions reflects the holistic nature of sustainability that goes beyond short-term profit maximization. Therefore, sustainable marketing represents an integrated framework for long-term MSME resilience.

The discussion also underscores that policy support is critical for scaling sustainability initiatives among MSMEs. Government programs should provide incentives for green innovation, digital skill enhancement, and certification for eco-friendly products. Collaboration between academia, business associations, and local governments could establish sustainability incubators to assist MSMEs in transitioning toward green business models. Financial institutions can also contribute through low-interest loans or grants for environmentally responsible enterprises. A multi-stakeholder approach ensures that sustainability becomes embedded in both business strategy and public policy frameworks.

In summary, the study confirms that combining local wisdom and green innovation within digital marketing offers a viable path toward sustainable MSME growth. It enhances competitiveness, preserves cultural heritage, and promotes responsible consumption patterns. The success of sustainable digital marketing depends not only on technological readiness but also on the alignment of values, leadership commitment, and community engagement. As global markets increasingly favor ethical and eco-conscious brands, Indonesian MSMEs are well positioned to leverage their rich cultural assets and environmental awareness. Thus, sustainable digital marketing represents both a strategic necessity and an opportunity for inclusive and enduring economic transformation.

## CONCLUSION

This study concludes that sustainable digital marketing grounded in local wisdom and green innovation plays a pivotal role in enhancing MSME competitiveness in Indonesia's rapidly evolving digital economy. The research confirms that the integration of cultural authenticity with eco-conscious strategies not only strengthens brand identity but also cultivates long-term customer trust. Local wisdom functions as an ethical foundation that guides responsible marketing behavior, while green innovation ensures that MSME operations align with environmental sustainability goals. Together, these elements create a balanced marketing approach that reflects Indonesia's cultural richness and commitment to sustainability.

From a strategic perspective, digital transformation among MSMEs should be pursued not merely as a technological upgrade but as a process of value alignment. Sustainable digital marketing provides a framework that harmonizes profitability, cultural preservation, and ecological responsibility. The study emphasizes that MSMEs capable of embedding sustainability principles into their digital platforms—through transparent communication, eco-branding, and responsible content creation—achieve stronger market positioning and stakeholder engagement. Consequently, sustainability becomes a source of differentiation rather than a regulatory obligation.

Managerially, the findings suggest that capacity-building initiatives are crucial for MSME owners and managers. Training programs focused on digital literacy, green innovation, and ethical marketing can bridge knowledge gaps and promote more effective implementation of sustainability-oriented strategies. Collaboration between universities, government agencies, and industry associations can facilitate mentorship networks that help MSMEs apply sustainability concepts in real business contexts. Moreover, financial and technical support programs should be tailored to encourage experimentation with eco-friendly technologies and sustainable digital tools. At the policy level, sustainable digital marketing requires an enabling ecosystem supported by multi-stakeholder collaboration. Government initiatives should provide tax incentives, digital infrastructure, and sustainability certification systems to motivate MSMEs to adopt environmentally and socially responsible practices. The integration of sustainability metrics into national MSME development programs will further institutionalize eco-innovation as a long-term business norm. Public-private partnerships can also play a vital role in scaling digital green entrepreneurship across Indonesia's diverse regions.

In conclusion, the study contributes to both academic literature and practical discourse by offering a comprehensive model of sustainable digital marketing for MSMEs. It highlights that success in the digital era depends on balancing innovation with cultural and environmental consciousness. For practitioners, the findings serve as a strategic guide to building resilient, trusted, and future-oriented businesses. For policymakers and educators, they provide evidence-based insights to design frameworks that foster inclusive, sustainable, and culturally rooted digital economies. Hence, sustainable digital marketing represents not only a business imperative but also a pathway toward equitable and green economic transformation in Indonesia.

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