

# Mindful marketing: A marketing strategy for lingkaran to support sustainability goals

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## Abstract

**Purpose:** This study explores the implementation of mindful marketing as a strategic approach to harmonize business objectives with social and environmental values. It focuses on Du Anyam, an Indonesian social enterprise, to understand how marketing practices grounded in awareness, ethics, and sustainability contribute to building long-term stakeholder relationships.

**Research methodology:** This study used a qualitative single-case approach, collecting primary data from in-depth interviews with internal stakeholders and secondary data from documents and digital platforms, analyzed thematically to explore Du Anyam's mindful marketing in communication, distribution, and internal practices.

**Results:** The study finds that Du Anyam implements mindful marketing through three main pillars—self-awareness, consumer-awareness, and impact-awareness—reflected in its storytelling, inclusive product design, and mission-aligned decision-making. However, challenges like digital distractions, workload pressure, and consumer price sensitivity hinder consistent mindful practices.

**Conclusions:** Mindful marketing serves as a strategic compass for social enterprises to navigate market complexities while staying true to ethical values. Its effective practice requires organizational commitment, cultural alignment, and ongoing reflection to create shared value with stakeholders.

**Limitations:** This study is limited to a single case within the Indonesian context, which may constrain the generalizability of its findings to other industries or cultural settings. Additionally, the analysis primarily reflects internal stakeholder perspectives and may not fully capture the diversity of consumer behavior.

**Contribution:** This paper contributes to the evolving discourse on ethical and sustainable marketing by offering a contextualized understanding of mindful marketing practices in emerging economies. It also proposes a practical framework for social enterprises seeking to align marketing strategies with their broader purpose.

**Keywords:** *Community Engagement, Consumer Trust, Ethical Consumption, Mindful Marketing, Organic Branding, Sustainable Business, Value-Based Marketing*

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## 1. Introduction

In recent years, marketing practices that contribute to overconsumption, environmental degradation, and erosion of ethical responsibility have been criticized (Ardley & May, 2020). The global climate crisis, rising inequality, and pressures for corporate transparency have driven consumers, especially younger generations, to demand that businesses adopt sustainable, transparent, and socially responsible behavior (Lozano, Guerra, & Sanagustin-Fons, 2024). Marketing strategies that once prioritized profit

and visibility are now being questioned regarding their long-term impacts on society and the planet (White, Habib, & Hardisty, 2019). Amidst these changing expectations, businesses that genuinely embrace sustainability often face dilemmas. While their core values call for conscious, ethical, and inclusive engagement with stakeholders, mainstream marketing practices are frequently incompatible with these ideals (Plangger et al., 2025). The challenge lies not only in producing responsibly but also in communicating and distributing products in a manner that reflects ethical integrity. This has led to the emergence of alternative marketing paradigms, such as mindful marketing, which aims to harmonize profit with purpose.

Mindful marketing offers a strategic and ethical approach grounded in awareness, empathy, and long-term thinking (Bahl, Milne, Ross, & Chan, 2013). Rather than stimulating artificial demand, it seeks to build authentic relationships with consumers through transparency, education, and value alignment (Kumar, Prabha, Kumar, & Saxena, 2024). It focuses on promoting behavior change, reinforcing ethical choices, and shaping sustainable consumption patterns (Yigil, 2020). In this context, the mindful marketing approach is highly relevant, particularly for value-driven enterprises seeking to align internal sustainability goals with external communication strategies (Offermann, Rohowsky, & Ziefle, 2024). This study explores mindful marketing not only as a communication strategy but also as a framework for resolving the marketing dilemmas faced by companies with strong sustainability values. By analyzing the case of Lingkar Organik, an Indonesian enterprise committed to organic farming and community empowerment, this study investigates how such businesses can maintain coherence between mission and market and how they can navigate the gap between ethical intention and consumer understanding (Powell & Osborne, 2015).

At the heart of the business problem lies a fundamental misalignment between the principles of conventional marketing and the values-driven, sustainability-oriented philosophy of Lingkar Organik (Boza, Kilipiri, & Papaioannou, 2025). Conventional marketing practices typically emphasize volume, visibility, and short-term performance, relying on persuasive tactics, urgency, and stimulation of consumer desire (Wang et al., 2023). These characteristics often contrast with Lingkar Organik's mission, which prioritizes education, reflection, transparency, and community welfare. Lingkar Organik, grounded in a mindful and organic philosophy, aims not merely to generate sales but to promote intentional, value-conscious consumption. However, traditional marketing channels and market norms rarely reward this positioning. Promotional strategies such as discounts, scarcity marketing, or aggressive persuasion conflict with the company's commitment to selling based on actual needs, stock availability, and ethical messaging (Hamilton et al., 2019). This creates a dilemma: maintaining ethical integrity may limit market competitiveness, whereas adopting conventional tactics risks compromising the company's foundational principles.

This structural tension is further reinforced by the company's internal and external market conditions. Internally, while employees show high awareness of the company's values, challenges such as workload pressure, digital distractions, and varying interpretations hinder consistent application (Cavicchioli, Demaria, Nannetti, Scapolan, & Fabbri, 2025). Externally, consumers resonate with the company's ethical narrative; however, practical considerations such as price, convenience, and habit prevent behavioral consistency (Arman & Mark-Herbert, 2024). Consumers may admire a brand for its values but not integrate its products into their everyday lifestyle. Together, these dynamics result in a sustained contradiction between market practices and organizational philosophy, placing Lingkar Organik in a difficult position where it must innovate marketing approaches that do not betray its values but can still engage the market effectively. In conclusion, the core problem identified is the misalignment between conventional marketing practices and the value-driven, sustainability-oriented nature of Lingkar Organik. To resolve this tension, companies require an alternative approach—mindful marketing—that can bridge internal purpose and external communication, translate ethical intentions into compelling narratives, and foster genuine relationships with consumers while preserving the company's social mission.

Grounded in stakeholder interviews and survey findings, this research aims to answer the following questions:

- How does Lingkar Organik's marketing reflect the principles of mindful marketing?
- What internal and external challenges hinder the application of value-based marketing?

### **1.1. Research Objectives**

- To develop and validate the concept of Mindful Marketing as an alternative strategy that is ethical, empathetic, and effective for sustainability-driven businesses in addressing the dilemma between commercial growth and socio-environmental responsibility.
- To analyze the implementation of Mindful Marketing through a case study of Lingkar Organik, by exploring the founders' values, marketing practices, and both internal and external challenges in aligning social mission with commercial activities.
- This study aims to demonstrate how Mindful Marketing bridges the gap between conventional marketing practices and sustainability principles.

## **2. Literature review**

### **2.1. Mindful Marketing**

Mindful marketing is an approach grounded in full awareness of decision-making and marketing execution (Newar & Chetry, 2024). It is built on three pillars: self-awareness (awareness of the business actor), consumer awareness (understanding consumer needs, values, and aspirations), and impact awareness (awareness of the social and ecological impacts of business activities) (Ji, Pongsakornrungrungsilp, Pongsakornrungrungsilp, & Kumar, 2025). Through this framework, companies are expected to drive sales and respect the balance between economic growth and sustainability. According to Kumar, Prabha, Kumar, and Saxena (2023), mindful marketing reflects the integration of empathy, ethical values, and long-term vision in marketing activities. It emerged as a response to conventional marketing practices that are often manipulative and sales-focused. In contrast, mindful marketing encourages companies to act as agents of positive change by creating shared value for consumers and other stakeholders (Le & Giang, 2025).

Malhotra, Lee, and Uslay (2012) highlighted the role of mindful marketing as a significant mediator between market orientation and quality orientation. Their findings suggest that value- and awareness-based strategies bridge the gap between market demand and product offerings that reflect true quality and social responsibility. Thus, mindful marketing is not just about delivering appealing messages but also about designing interactions that build trust and generate a positive impact (Stedham & Skaar, 2019). Furthermore, mindfulness-based consumption encourages more meaningful consumer engagement (Manchanda, Arora, Nazir, & Islam, 2023). Consumers are no longer positioned as passive targets but as active participants in a broader social movement toward sustainability. This approach emphasizes the alignment between internal company values, external communication processes, and public perception of the brand (Theocharis & Tsekouropoulos, 2025).

### **2.2. Conceptual Framework**

Based on the theoretical foundations described above, this study adopts an integrative approach combining Mindful Marketing, the Mindful Matrix 2×2, the SHIFT Framework, and the Sustainable Customer Journey as the main conceptual framework. The synergy among these four components produces a marketing strategy model that is not only responsive to market needs but also proactive in creating a broad, positive impact.

1. Mindful Marketing provides the value-based orientation for shaping company direction, messaging, and communication principles.
2. Mindful Matrix 2x2 provides a typology to assess the ethical and awareness orientation of marketing practices.
3. The SHIFT Framework offers tools to understand and influence consumer behavior from psychological and social perspectives.

These components reinforce each other, creating a comprehensive marketing approach. Marketing strategies designed using this framework will be more relevant, empathetic, and impactful because they connect internal company values with the expectations and awareness of modern consumers. In this

study, the framework was applied to examine how Lingkar Organik shapes a marketing approach that is mindful, strategic, and aligned with its long-term sustainability vision. Ultimately, this study aims to provide deeper insights into how a social entrepreneurial company can implement a communication and market relationship strategy consistent with ethical values, sustainability, and consumer engagement in sustainable ecosystems.

### **3. Research methodology**

#### **3.1. Data Collection Methods**

This study adopted a qualitative approach with an exploratory case study design. The primary focus is to explore how mindful marketing practices are implemented by Lingkar Organik, a value-driven company that integrates sustainability into every aspect of its marketing strategy. This study was designed to uncover the in-depth meanings, experiences, and perceptions of various stakeholders directly involved in the company's marketing and consumption activities. A qualitative approach was selected for its ability to capture complex and subjective social realities, particularly in the context of ethical value implementation in business strategy. The case study design allows the research to describe the phenomenon at a particular point in time and trace the development and internal dynamics within the company. This approach enables the researcher to understand mindful marketing not merely as a communication or promotional strategy but as a comprehensive philosophy that binds internal values, business processes and community relations.

This method also facilitates a comprehensive exploration of context, including internal organizational dynamics, social interactions between employees and customers, and reflections on the strategic decisions made by the company in its pursuit of sustainability. Data were collected through a triangulation method consisting of in-depth interviews, structured and semi-structured questionnaires, observations, and documentation. This triangulation aims to increase the validity of the findings by comparing data from multiple sources.

- **In-depth Interviews:** Interviews were conducted with two key informants: the founder and director of Lingkar Organik. These interviews aimed to gain a comprehensive understanding of the company's foundational values, business philosophy, marketing approach, and challenges in implementing value-driven strategies. The interviews were semi-structured, allowing for flexible yet focused exploration (Ferdian, 2024). The results reflect key mindful marketing principles, such as honesty, production limitations, and impact awareness.
- **Internal Questionnaire:** Questionnaires were distributed to Lingkar Organik employees to explore their understanding of and attitudes toward the company's values, particularly those related to sustainability and mindfulness. The instrument evaluated the depth of value internalization, how daily practices reflected these principles, and the challenges and support encountered while working in a value-oriented environment.
- **External Questionnaire:** Questionnaires were distributed to Lingkar Organik customers to capture consumer experiences and perceptions. These included questions regarding purchase motivations, awareness of sustainability narratives, perceptions of transparency, and the emotional and identity-related impact of the products. Consumer responses are vital for evaluating the extent to which mindful marketing influences consumption behavior.

#### **3.2. Data Analysis Method**

Data were analyzed using a thematic content analysis approach, focusing on exploring meanings and patterns in qualitative data. The analysis followed a multi-stage process to ensure systematic interpretation.

- **Open and Thematic Coding:** The process began with a thorough review of all interview, questionnaire, and documentation data. Meaningful units were identified and labeled with recurring themes such as transparency, resistance to overconsumption, value-based segmentation, open communication, and organizational learning.
- **Categorization Based on Theoretical Framework:** The emerging themes were then categorized and mapped against the four main frameworks underpinning the research: the Mindful Matrix 2×2 and the SHIFT Framework. The Mindful Matrix 2×2 (Hagenbuch & Mgrdichian, 2020) adds a strategic

dimension for positioning observed practices along the axes of awareness and ethics, allowing the researcher to assess whether actions reflect truly mindful marketing or tend toward more conventional or self-serving approaches. This approach enabled the analysis to be thematically grounded and theoretically relevant. This approach enabled the analysis to be thematically grounded and theoretically relevant.

- Data and Source Triangulation: Validation was performed by comparing data consistency across sources between respondents and data types (interviews, questionnaires, documentation). This triangulation enhances the reliability of the findings and reduces interpretive bias (Mas'adah, Asngadi, & Hirmantono, 2021).
- Narrative Interpretation and Contextualization: The final results were analyzed in a narrative form, describing how Lingkar Organik internalizes and practices mindful marketing at every operational level. This interpretation also considers the cultural, social, and ecological contexts influencing marketing and consumption processes, as well as critical reflections on dilemmas in sustaining business values.

Through this approach, this study aims to uncover the relational dynamics between organizational structure, communication strategy, and consumer responses to a business model rooted in awareness and sustainability.

## 4. Result and discussion

### 4.1. Qualitative Research

The qualitative component of this study draws on interviews with both the founder and director of Lingkar Organik to extract recurring themes, intentions, challenges, and reflections that underpin the company's marketing. Through this coding process, five major themes were identified.

- Values and Awareness – Reflecting the deep internalization of ethical principles and environmental awareness that guide strategic decisions and daily operations.
- Initial Social Motivation – Highlighting the founding vision to create social change through food systems and regenerative agriculture.
- Sustainability Strategy: Encompassing unique branding, product development, and community-based marketing approaches that emphasize resilience and long-term impact.
- Organizational Transformation – Documenting organizational learning and adaptation from early operational losses to a more value-driven growth strategy.
- Implementation **Barriers** – Revealing internal constraints, such as limited resources, low market literacy, and the challenge of maintaining value alignment during scale-up.

From the founder's interview, themes such as "deep concern for intergenerational justice," "long-term ecological impact," and "resistance to market-driven commodification" were prominent. This illustrates that the company's foundation is deeply embedded in social consciousness, which frames marketing not merely as a transactional activity but as a medium for shaping collective well-being.

For instance, the founder stated, *"If we can help people understand that by purchasing this product, they are contributing to regeneration and the farming process, then that's what sustainability means"* (Wiji, 2025). This quote exemplifies the internal framing of marketing as a social act anchored in mindful awareness.

The director's perspective complemented this by providing an operational viewpoint of how these values were interpreted and implemented. Through axial coding, connections were found between early stage marketing struggles and evolving awareness of branding and customer segmentation. One statement exemplifies this transformation: *"From 2009 to 2014, we often operated at a loss. We endured because we believed in the values we carried"*. Perseverance in the face of market resistance highlights how ethical alignment takes precedence over short-term gains.

Furthermore, coding revealed the organization's cautious stance on growth. Marketing is deliberately framed not to push overconsumption but to advocate conscious lifestyle choices, as seen in statements like: *"Even organic consumption, if done excessively, is not good either. That is why our marketing emphasizes a healthy lifestyle"* (Sheth, Sethia, & Srinivas, 2011). These insights were crucial in forming

an analytical base for subsequent framework applications. They reveal not only the conceptual underpinnings of Lingkar Organik's mindful marketing stance but also the operational and cultural dynamics that shape the extent to which those values are realized in practice.

#### 4.2. Mindful Marketing Matrix 2x2

The Mindful Marketing Matrix is structured around two dimensions: degree of awareness and level of ethical concern. These intersect to form four distinct quadrants, each representing a different orientation toward marketing behavior.

Tabel 1. Mindful Matrix 2 x 2

	High Awareness	Low Awareness
High Ethics	Mindful Marketing	Simple Responsibility / Well-meaning Marketing
Low Ethics	Exploitive Enlightenment / Self-serving Marketing	Mindless Marketing
Mindful Marketing	: Strategically sound and ethically guided.	
Simple Responsibility	: Ethical but lacks clarity or strategic effectiveness.	
Exploitive Enlightenment	: Strategically driven but lacking ethical consideration.	
Mindless Marketing	: Manipulative, Profit-Centric, and Irresponsible.	

Based on the collected data and the two-axis criteria of ethical concern and marketing awareness, Lingkar Organik can be positioned in the “**Mindful Marketing**” quadrant of the matrix. Lingkar Organik consistently applies the principles of mindful marketing by ensuring that its promotional efforts are not solely profit-driven, but also contribute positively to the environment and society. The organization clearly integrates consumer education as a central component of its marketing strategy, aiming to deepen public awareness of sustainability. This demonstrates a marketing approach that is ethical and strategically effective.

However, during the early stages of Lingkar Organik's operations, their marketing efforts exhibited tendencies of what can be categorized as Simple-Minded Marketing. While ethically driven in both intent and approach, these efforts faced significant effectiveness challenges when attempting to penetrate the market and gain traction. This is reflected in the financial losses experienced during the initial period. The difficulties stemmed from a limited understanding of the market landscape at that time, as well as the resource-intensive nature of educating consumers, both of which required substantial time and effort to overcome.

#### 4.3. Internal Analysis

The internal analysis conducted in this study aimed to assess whether Lingkar Organik's organizational values, capabilities, and operational practices were aligned with its sustainability-oriented marketing goals. This analysis is essential for identifying structural gaps, cultural barriers, and opportunities that influence the success of mindful marketing implementation. Four analytical tools were used to evaluate the internal environment.

- **STP Analysis:** This analysis was conducted to assess Lingkar Organik's segmentation, targeting and positioning strategies. It examines how the company identifies and categorizes its audience (segmentation), chooses specific customer groups to serve (targeting), and differentiates its brand in the minds of those groups (positioning). STP helps clarify whether a company's messaging and value propositions align effectively with the right audience segments.
- **VRIO Analysis:** This framework assesses the value, rarity, imitability, and organizational capacity of Lingkar Organik's ethical branding, production processes, and community engagement strategies.
- **Culture and Values Alignment Check:** This assessment explored the extent to which organizational values are understood, internalized, and consistently practiced by employees across functions using insights from staff interviews and survey data.
- **7P Marketing Mix (Product, Price, Place, Promotion, People, Process, Physical Evidence):** A full 7P evaluation was conducted to assess how Lingkar Organik applies the extended marketing mix in

alignment with its values. 'Product' was examined for its uniqueness and purpose, 'Price' in relation to ethical value and affordability trade-offs, 'Place' for distribution accessibility, and 'Promotion' for education-oriented strategies. 'People' assessed staff alignment, 'Process' reviewed operational sustainability, and 'Physical Evidence' evaluated packaging and brand presence. Through this combined internal analysis, the study identifies the organizational enablers and limitations that either support or hinder the delivery of mindful, values-based marketing practices.

### 1) Positioning

Lingkar Organik positions itself not merely as a brand but as a living ecosystem and a social-environmental movement. Its unique positioning includes the following:

- a. More than a product—an embodiment of values  
Products are not just functional commodities, but vessels of ethical stories, practices, and regenerative intent. *"Our products are not only for sale... they represent the values we fight for."* – Wiji Suprayogi
- b. A lifestyle movement rooted in conscious living  
Lingkar Organik represents an alternative way of being—a mindful, connected, and intentional life through the lens of food and consumption. *"We're not just selling organic products... we're building a way of life."* – Wiji Suprayogi
- c. Authenticity through process, not packaging  
Rather than scaling aggressively, Lingkar Organik scales authentically through education, relationships, and ecosystem building.

### 2) VRIO Analysis

VRIO analysis is a widely adopted strategic management tool used to evaluate the internal capabilities and resources of an organization, particularly in determining its potential to deliver a sustainable competitive advantage. Developed by Barney (1991), the framework examines four key criteria: Value, Rarity, Imitability, and Organization. This tool was applied in this study to analyze how Lingkar Organik's internal assets—particularly its ethical branding approach, community-driven distribution model, and operational structure—contribute to its overall strategic positioning within the sustainable food and marketing ecosystem. The VRIO Framework is a strategic tool used to assess a company's internal resources and capabilities to determine whether they can be a source of sustained competitive advantage. VRIO stands for Value, Rarity, Imitability, and Organization. If a resource or capability meets all four criteria, it is considered a key strength that can drive long-term success and differentiation in the marketplace. The following is the VRIO Analysis of Lingkar Organik, complete with relevant interview quotes and explanatory paragraphs for each element:

#### 3) Value

Does the resource provide value or a competitive advantage?

Lingkar Organik's value proposition is deeply rooted in long-term community engagement and social commitment. The company evolved from a trauma-healing initiative post-2006 earthquake into a structured social enterprise supporting organic farmers: *"We were initially a social foundation... our work began with trauma healing for children."* – Kris

Their educational approach and emphasis on co-learning with farmers enhance community capacity and strengthen the farmers' position in the supply chain. Moreover, their marketing avoids typical, sales-driven tactics. Instead, they use content and storytelling to educate consumers: *"We produce educational content... on how to choose products wisely and be mindful of what we buy."* – Kris

This reflects a Mindful Marketing approach that combines ethical concerns with consumer empowerment, delivering value far beyond the product.

#### 4) Rarity

Is the resource owned by few or no competitors?

What makes Lingkar Organik rare is its deep lifestyle alignment between internal culture and the product. Employees are expected to **live** the values of organic consumption and environmental mindfulness: *"I stopped consuming MSG... I've become more aware since joining Lingkar Organik."* – Yuni

Their refusal to participate in aggressive expansion and their critical view on mass retail illustrates a rare market stance: *"We don't even sell in supermarkets... we don't want to be trapped in a system that causes farmers to lose control."* – Wiji

Moreover, their consumer relationships are based on personal trust and social credibility rather than traditional branding: *"Maybe because I know the wives of the people there... so I just trust them."* – Jeanny

## **5) Imitability**

Is it difficult for competitors to imitate because of social, cultural, or historical complexity?. The origin story and evolution of Lingkar Organik are embedded in real social struggles and philosophical insights that cannot be easily copied. Their team culture fosters role flexibility and hands-on learning: *"Everyone takes on multiple roles, from production to marketing... because the team is still small."* – Kris

Their perspective on nature is rooted in a spiritual relationship rather than utility: *"I learned from nature... life has its rhythms, there is a time to harvest and a time to rest."* – Wiji Suprayogi

This worldview is integrated into both internal training and external messaging, creating a deep cultural barrier.

## **6) Organization**

Has the company strategically organized resources to support value?

Lingkar Organik ensures that its core values are institutionally embedded through structured internal routines. Every three months, the team conducts a plenary review to reflect on both business goals and value alignment: *"We hold plenary meetings every three months, not only to discuss sales targets but also to check whether we are still aligned with our values."* – Kris

Rather than a top-down structure, the organization uses a collective model where team members take on multiple roles: *"I handle almost everything... from mentoring to selling."* – Yuni

In marketing, they reject manipulation and use product labels and content as tools to cultivate consumer awareness: *"We want consumers to buy not just because it's cheap, but because they understand why this product was made."* – Kris

Lingkar Organik demonstrates a sustainable competitive advantage by fulfilling all the elements of the VRIO framework. Its value-rich, rare, inimitable, and strategically organized assets are not simply operational features; they are deeply embedded in the organization's DNA and social mission. This allows Lingkar Organik to thrive without sacrificing its ethics or long-term vision.

## **7) Culture & Values Alignment**

This analysis explores Lingkar Organik's organizational culture and values based on five key themes: the structure begins with elements of organizational culture and transformation (Culture), followed by value systems and social orientation (Values). Understanding culture and values is essential because Lingkar Organik not only runs a business but also consistently lives out a social and ecological mission from the community to the marketplace.

### **A. Culture (Organizational Culture)**

#### **1. Organizational Transformation**



The transformation from an NGO to a dual structure (PT and Foundation) was carried out without losing its core value. The work culture continues to prioritize participation, community facilitation and advocacy. This structure allows for flexibility and a clear distinction between business and social activities without compromising the organization's original goals and purpose. This transition demonstrates the adaptation of the work culture from volunteerism to professionalism while maintaining strong community roots. *"We established a limited company for sales and a foundation for community support."* – Kris

## **2. Sustainability Strategy**

Lingkar Organik's sustainability culture is manifested through regenerative agricultural practices, local farmer empowerment, and value-based consumer education. Daily activities reflect a sustainability ethos, not only in the products produced but also in how an organization treats its partners and natural resources. Market segmentation is also targeted not only at health-conscious consumers but also at those who are aware of the social and ecological impacts of their consumption. *"We try to embody these values not merely through selling products."* – Wiji

## **3. Implementation Barriers**

Lingkar Organik's internal culture remains consistent despite facing market challenges such as lack of consumer education, high price perceptions, and certification demands that do not align with their philosophy. The commitment to organic farming principles is maintained, even though this reduces price competitiveness in conventional market. This demonstrates a strong organizational culture that prioritizes value integrity over market compromises. *"The challenge is... we are up against the labeling regime."* – Wiji

## **B. Values (Organizational Values)**

### **1. Values and Awareness**

Lingkar Organik embodies regenerative values, spirituality toward nature, and social responsibility as the foundation of its operations, communication, and innovation. These values are not merely declarative but are collectively practiced in decision making, partner selection, and consumer interactions. The regenerative values upheld also imply that every activity must improve—not just maintain—the environmental and social conditions. *"Our organic approach isn't about the label... it's something we've lived as a way of life."* – Wiji. *"When you buy this, it means you are contributing to regeneration."* – Wiji

### **2. Initial Social Motivation**

The organization's primary motivation was born from post-disaster emergency situations and efforts to improve the welfare of farming families. This makes the social mission not merely an added attribute but the core of the organization's existence. The initial drive to help children affected by earthquakes led to an awareness of the importance of farmers' family economies in supporting education and improving quality of life. Empathy and commitment to vulnerable groups continue to be embedded in Lingkar's operations and strategic planning. *"We started our activities with trauma healing... then we realized: parents also need to prosper."* – Kris

In conclusion, Lingkar Organik's culture is shaped by regenerative values, strong social relationships, and long-term commitment to community transformation. All of these aspects are thoroughly integrated into the organization's structure, way of working, and their definition of success, not merely in terms of sales figures but in creating tangible social change.

## **8) Process**

The work processes at Lingkar Organik reflect the principles of sustainability, regeneration, and community participation. The production process begins with farmer accompaniment, raw material curation, and collective quality control training. The standard operating procedures (SOPs) used are not generic but are self-developed, flexible, and context-based.

*"We have SOPs based on the Business Model Canvas... our SOPs can't be the same as others."* – Wiji

*"We continue to implement quality control even though our production base is community-based." – Kris*

In addition to distribution through partner outlets, Lingkar provides flexible ordering services via online channels and manual shipping for out-of-town customers. Although still limited in scale, this flexibility reflects an adaptation to customer needs without compromising sustainability.

*"We can deliver to other cities—we have customers in Jakarta and Bandung—but we haven't used major online systems yet." – Kris*

Lingkar Organik maintains a transparent and regenerative operational **process**. From farm to packaging, each stage is designed to reflect fairness, ecological balance and shared responsibility.

Key aspects of their process include the following:

- Regenerative agriculture techniques, avoiding monoculture, pesticides, and chemical fertilizers.
- Implementation of an Internal Control System (ICS) to monitor farming practices and product quality.
- A responsive and transparent customer experience, where stock availability and delivery times are clearly communicated.

Wiji Suprayogi explained their ecological philosophy: *"We don't use pesticides, even if grasshoppers eat the leaves, we let them—we share."* Desk research affirms that process integrity—from transparent supply chains to clear product information—is a key differentiator and competitive advantage in the organic industry (AOI and WWF Indonesia, 2021).

## 9) Physical Evidence

Lingkar Organik places significant emphasis on the physical elements that serve as the first representation of the values they embody. Product packaging is not only functional as a protective medium but also serves as a communication tool regarding the philosophy and production process. Labels and designs are consciously developed to reflect the principles of simplicity, honesty, and social commitment.

*"To get into Mirota, we needed a brand, packaging, and labeling... That's where we learned." – Kris*  
*"The packaging may look simple, but it always makes people ask: who made this?" – Laela (Employee)*

Lingkar adds value to the consumer service process by embedding social and environmental narratives into its products. The service is not merely about product delivery but is positioned as an educational experience that makes consumers feel that they are part of a broader change.

*"We must become storytellers and meaning-bearers... so it's not just about the product." – Wiji*

They use environmentally friendly materials and visual designs that showcase information about farmers, farming processes and community stories. This reinforces the product's identity as part of a social movement, rather than just a market commodity. Packaging is not merely aesthetic; it is a window of meaning.

*"We don't want to appear luxurious... but it must still be decent and carry the message we stand for." – Wiji*

Furthermore, Lingkar's physical presence is strengthened by its active participation in bazaars, community festivals, and public education activities. Their presence in physical spaces is not just for selling products but as a means of building interaction, reinforcing values, and shaping collective perceptions of Lingkar Organik as an agent of social and ecological change.

The physical manifestation of Lingkar Organic's brand is rooted in authenticity, simplicity and transparency.

- Product packaging is minimalist yet informative, often featuring messages about sustainable use, origin, and nutritional content.
- Customers are invited to visit farms and production sites, encouraging participatory understanding and building trust.
- Visual storytelling is central to their social media and website, with photos and videos that highlight farmers, production processes, and community activities.
- Certifications such as BPOM, Halal, and Organic are clearly displayed as tangible proof of integrity.

Jeanny, a loyal customer, noted: *"I was once invited to see the farm and production directly—it made me feel more involved and confident in their work."*

The AOI & WWF Indonesia (2021) report stressed the importance of visual and experiential evidence in building consumer trust in organic claims, especially in a market where greenwashing and misinformation are prevalent.

The Marketing Mix 7P analysis of Lingkar Organik illustrates how marketing can be an extension of ethics, community engagement and environmental stewardship. Every "P" is aligned with the larger mission of creating a mindful, regenerative, and fair food system. By choosing quality over quantity, participation over persuasion, and transparency over spectacle, Lingkar Organik builds long-term relationships that are rooted in trust and shared values. Their application of Mindful Marketing demonstrates that it is not only feasible but also necessary to address the growing tension between economic growth and sustainability. In doing so, Lingkar Organik transcends the conventional role of a business and steps into a broader social role.

- **Educating the public,**
- **Empowering communities, and**
- **Leading systemic change through food:**

#### **4.4. External Analysis**

The external analysis conducted in this study consists of four key frameworks: SHIFT, PESTEL, Porter's Five Forces, and Competitor Analysis. Each of these methods contributes to a holistic understanding of Lingkar Organik's positioning within its market, the environmental factors influencing its operations, the industry forces it faces, and how its strategies compare with those of similar organizations. These tools were used to identify opportunities and threats in the external environment and to contextualize Lingkar Organik's mindful marketing approach within broader market dynamics.

##### **1) SHIFT Framework Analysis**

This section applies the SHIFT Framework to analyze how consumers perceive, engage with, and behave toward Lingkar Organik's brand, products, and narratives. Developed by White et al. (2019), the SHIFT Framework is a behavior change model that identifies five key levers for influencing sustainable consumption: Social Influence, Habit Formation, Individual Self, Feelings and Cognition, and Tangibility. These elements offer a structured lens for interpreting customer experience survey results in relation to the effectiveness of mindful marketing. This analysis is especially relevant for understanding how Lingkar Organik's customers interact with the brand's value of sustainability. By breaking down the behavioral levers in the SHIFT framework, we can identify which aspects of customer behavior are already aligned with the company's mindful marketing philosophy and where gaps exist. This is highly beneficial for Lingkar Organik, as it provides practical directions for developing communication, product strategies, and engagement campaigns that not only resonate with consumer identity and values but also increase behavioral consistency and emotional loyalty.

##### **S – Social Influence**

Each customer—Jeanny, Ela, and Joyce—was introduced to Lingkar Organik through distinct but trusted social pathways. Jeanny learned about the brand directly through her personal relationship with Pak Wiji, the founder. This type of social influence is highly intimate and creates a strong foundation

of trust among users. Her decision to engage with the brand was significantly shaped by personal loyalty and firsthand knowledge of the people behind the brand: *"I knew Lingkar Organik through Pak Wiji because he used to be my research colleague."* – Jeanny

Joyce was influenced through her social circle, a network of individuals already committed to eco-conscious living and ethical consumption. Her peers introduced her to Lingkar Organik as part of a shared commitment to sustainability: *"Actually, I am not just looking for organic, but also eco-friendly... I believe in 'know your farmer.' That's my principle."* – Joyce

This diversity of social influence, ranging from direct trust and organizational exposure to community-driven endorsement, demonstrates the power of interpersonal networks and social alignment in driving brand discovery and adoption.

### **H – Habit Formation**

Habitual behavior was observed in all three groups. Jeanny uses a just-in-time restocking habit: *"I usually order 12kg, and when it's down to 4kg, I reorder. I don't stockpile."* – Jeanny

Joyce maintains a monthly rhythm but avoids overstocking: *"I usually buy enough for one month, that's already a lot for me... I don't stock more than that."* – Joyce

Convenient ordering via WhatsApp reinforces continuity, whereas non-accumulative consumption aligns with mindful values.

### **I – Individual Self**

For all three, consumption reflects their personal ethics and lifestyle. Jeanny sees it as charity and ethical support: *"...those who work there are underprivileged youth... so it feels like doing charity as I go about my life."* – Jeanny

Joyce frames it as a lifestyle and worldview: *"Organic life is not just about what you eat; it's a whole lifestyle of caring for nature."* – Joyce

Lingkar Organik aligns with personal identity, ideals, and philosophical commitments.

### **F – Feelings and Cognition**

All customers expressed emotional satisfaction and cognitive approval. Jeanny highlights quality and trust: *"The service is great... I don't even have to think... plus, the quality is good... and apparently, it helps the farmers too."* – Jeanny

Joyce challenges pricing myths with rational arguments: *"Organic is not expensive. Fake food is cheap because it is fake. The price of organic is the real price."* – Joyce

Their decisions are based on trust, reasoned beliefs, and positive feelings.

### **T – Tangibility**

Each respondent valued physical aspects such as packaging, sourcing, and logistical transparency. Jeanny relies on firsthand knowledge: *"I'm sure it's still from around Jogja... and it's always tested in UGM's lab."* – Jeanny

Ela values reliable delivery: *"Every month I just WA Lingkar, and the product is delivered to my house. I pay via bank transfer."* – Ela

Tangibility reinforces credibility and assurance through visible practices and high product quality.

## **2) PESTEL**

PESTEL (Political, Economic, Social, Technological, Environmental, Legal) analysis is used to understand the external context that influences the business strategy and operations of Lingkar Organik. As a value-based organization focused on sustainability and local community empowerment, Lingkar Organik operates within a landscape full of challenges and opportunities. External factors, such as government policy, economic conditions, social shifts, technological developments, environmental issues, and legal regulations, shape how Lingkar Organik formulates strategies and implements the principles of Mindful Marketing. This analysis was compiled based on triangulated data from in-depth interviews with the founder, director, employees, and customers of Lingkar Organik, as well as secondary data from relevant market studies and research reports.

### 3) Political

**Government support for organic agriculture:** Political stability and government support in Indonesia are relatively favorable for developing the organic sector. The government has demonstrated its commitment through various regulations and programs. For example, Ministerial Regulation No. 64/2013 governs the organic farming system and mandates organic certification according to SNI 6729:2016, which means that Lingkar Organik and its competitors must meet strict organic standards—something that becomes a selling point ("verified organic guarantee"). Programs such as Nawacita (100 Organic Villages) and the Organic Village initiative help expand organic farming communities. In Yogyakarta, regional governments have actively supported this agenda, with districts such as Sleman and Kulon Progo adding dozens of hectares of organic farmland from 2021 to 2022.

#### **However, regulation has become a growth barrier.**

"There are many regulations, both for distribution licenses and for organic certification... this has become a turning point in our values too." – *Kris, Director of Lingkar Organik*

Kris also mentioned that regulations requiring packaging to be done at the brand owner's location hinder partnership models, especially for producers with a diverse product range, such as Javara.

### 4) Economic

**Organic product prices are relatively high,** and Indonesia's macroeconomic conditions directly affect consumer purchasing power and pricing strategies for organic products. Although the economy has been growing in recent years—despite temporary pressure during the pandemic—this has led to a rising middle class that is concerned about health. However, food inflation can make consumers sensitive to the high prices of organic goods. For example, organic rice can cost approximately twice as much as conventional rice (Rp23,000/kg vs. Rp10,000/kg), making it vulnerable to substitution during economic downturns. The digital economy also plays a key role. The rise of e-commerce has broadened the market access for organic products. Lingkar Organik, for example, captured a 7.3% market share in a particular e-commerce period. Utilizing online platforms reduces traditional marketing and distribution costs. Overall, while organic products remain a premium niche, their growth aligns with increasing affluence and consumer willingness to invest in their health.

However, consumers are willing to pay more when they understand the value: *"I think it's worth it and still affordable for me. Also... the quality is good."* – *Jeanny, Lingkar Organik Customer*

Investment in product legality as economic differentiator: *"In the past two years, we've heavily invested in licensing... all our products are certified, and we've completed BPOM distribution permits."* – *Kris*

### 5) Social

**Rising awareness of healthy lifestyles and social ethics:** Indonesia's sociocultural environment strongly supports Lingkar Organik's sustainability strategy. Public awareness of health and environmental concerns has grown significantly, especially after the COVID-19 pandemic, leading consumers to be more cautious in selecting safe and healthy food. A Snapcart survey in 2024 found that 84% of Indonesians have purchased sustainable (eco-friendly) products, highlighting a strong trend toward eco-conscious consumption. "I also know that the workers at Lingkar Organik are young people who are less fortunate in education. So it's like shopping while doing charity." – *Jeanny*

Lingkar Organik positions itself not only as a healthy product, but also an ethical one—supporting farmers and underprivileged youth.

**Consumer trends are aligned with these values.** Rakuten Insight (2023) reported that 91% of Indonesian respondents prefer organic food for health reasons, and 62% are willing to pay more for eco-friendly and sustainable products.

## 6) Technological

**Technology and digital transformation:** Technological advancements impact both the production processes and marketing strategies at Lingkar Organik. On the upstream side, tools such as weather information systems, modern organic farming techniques, and digital traceability platforms can enhance crop yield and build consumer trust. Lingkar Organik has the opportunity to implement accessible innovations such as farmer data apps and online training for organic practices.

“We use simple tools... but the results are still high-quality and organic.” – *Anton, Lingkar Organik Employee*

Lingkar Organik also uses vacuum packaging to maintain rice quality, though improvements can be made in sustainable packaging: “The new model is vacuum packaging now... but it still uses plastic packaging.” – *Jeanny*

In line with the increasing demand for environmentally responsible packaging, 50% of consumers now pay attention to eco-friendly packaging, and investments in sustainable materials could add value. Overall, Lingkar’s ability to adopt agricultural and digital innovations will be critical to its long-term competitiveness and sustainability.

### Digital transformation through consumer education: Acknowledgments

“We produce educational content... on how to properly choose products.” – *Kris* “We use simple tools... but the results are still high-quality and organic.” – *Anton, Lingkar Organik Employee*

“The new model is vacuum packaging now... but it still uses plastic packaging.” – *Jeanny*

### Digital transformation through consumer education: Acknowledgments

“We produce educational content... on how to properly choose products.” – *Kris*

## 7) Environmental

**Deep ecological values underpin Lingkar Organik:** Environmental aspects are at the core of Lingkar Organik. Their green marketing strategy is grounded in the ecological reality that organic farming is more environmentally friendly; it avoids chemical fertilizers and pesticides, preserves soil health, and protects biodiversity. Public concern regarding climate change and environmental degradation has made Lingkar’s products increasingly relevant. Eco-conscious consumers evaluate products based on their environmental impact; for instance, organic rice contributes to reduced groundwater pollution and supports local food resilience.

The company also innovates with environmentally sustainable products, such as cultivating organic pepper on marginal land and turning underutilized bananas into flour—solutions that reduce agricultural waste and boost on-farm biodiversity. From a marketing perspective, Lingkar can continue to emphasize eco-friendliness in its campaigns, including the use of recycled packaging and prominent display of organic certification logos as proof of environmental compliance.

“We don’t aim to conquer nature, but to live in harmony and take care of it.” – *Wiji Suprayogi, Founder*

### Nature is considered the company’s greatest asset:

“Our biggest capital is nature... we are indebted to the sun.” – *Wiji Suprayogi*

## 8) Javara Indonesia

**Business Model & Products:** Javara is one of Indonesia’s pioneering local food social enterprises on a global scale. Founded in 2008, Javara works end-to-end to preserve Indonesia’s food biodiversity and

empower farmers, food artisans and fishers in remote areas. Its product portfolio is vast, with hundreds of natural, organic, and artisanal food products (e.g., local rice varieties, gluten-free flour, organic coconut sugar, spices, and superfoods), many of which are SNI-certified organic. Javara serves both the premium domestic market and exports to over 23 countries, packaging its products with exclusive Indonesian cultural storytelling.

**Marketing Approach:** Javara emphasizes uniqueness and authenticity in its marketing. They highlight local wisdom as branding—each product carries a narrative about its origin and tradition (e.g., local rice varieties come with stories about the variety and the farmer). Globally, Javara targets the organic gourmet segment and participates in international trade fairs and fair-trade networks. Domestically, they are active in health and culinary communities and highlight farmer partnerships through social media. Founder Helianti frequently appears in the media to explain the company’s vision, building a brand image as purpose-driven. Their premium educational packaging reinforces the perception that local products can be world-class.

**Sustainability Position:** Sustainability is at the core of Javara’s identity. They ethically partner with farmers who practice traditional and organic agriculture to produce healthy and environmentally friendly food. Javara openly communicates fair trade principles and supply chain transparency (e.g., sharing needs and profits with farming communities). Their sustainability focus spans biodiversity (preserving local varieties from extinction), responsible consumption (SDG 12), and economic empowerment in remote areas (SDG 8). Javara is seen as one of the most visionary Indonesian brands in sustainability, competing globally while championing social and environmental missions.

#### 9) Fukumi & Other Innovative Competitors

**Business Model & Products:** Fukumi is an innovative competitor that does not sell traditional rice but “rice” made from porang tuber (konnyaku). Fukumi’s model focuses on healthy lifestyle products—targeting the low-calorie, gluten-free diet market. Their main product is instant Porang rice (pioneer category). Leveraging local ingredients (porang is widely cultivated in Indonesia for export), Fukumi creates new value. The product is portioned into single-serve sachets, targeting busy urban consumers. Other innovative brands include Lokalet (corn rice) and local quinoa producers, although these are smaller in scale.

**Marketing Approach:** Fukumi leverages innovation to market its products. Their marketing emphasizes education—porang rice as a substitute for white rice with dietary benefits (low calorie, high fiber). They are active on fitness and diet social media and collaborate with health influencers. Sampling strategies with sachets likely encourage first-time trial. In e-commerce, Fukumi has been successful, ranking #1 in the online rice category (June 2023), proving that their digital strategy works. The sachet packaging itself is part of the marketing: unique and curiosity-driving.

**Sustainability Positioning:** Fukumi’s main sustainability message is health (social sustainability: healthy living). Porang is environmentally friendly—it grows on marginal lands and prevents erosion. However, Fukumi does not highlight environmental impact in its promotions, focusing instead on lifestyle changes. The use of single-use sachets raises environmental concerns. Unlike Lingkar Organik, Fukumi does not claim to be organic or community-based, and its sustainability branding is weaker. Nonetheless, healthy substitutes like this remind Lingkar to innovate holistically—not just organic, but also practical and trend-aligned (e.g., ready-to-eat organic products that are also environmentally friendly).

#### 4.5. SWOT Analysis

This SWOT analysis integrates the entire set of findings from internal and external analyses, including qualitative interviews, VRIO analysis, Culture & Values Alignment, STP, Marketing Mix 7P, SHIFT Framework, PESTEL, Porter’s Five Forces and Competitor Analysis. It offers a synthesized strategic lens for understanding Lingkar Organik’s positioning in the sustainable and ethical-marketing landscape.

### Weakness as Conscious Limitation

In the conventional approach, weakness refers to internal deficiencies that must be improved to become competitive. However, in the organic and mindful approach, weaknesses are not something to be combated, but rather:

- Ethical or natural boundaries that are *intentional and accepted* to preserve the integrity of the mission.
- Natural rhythms shape Lingkar Organik's way of working.
- Indicators of balance, not of failure.

Examples at Lingkar Organik:

Weaknesses in this context are not devaluing factors but elements that **protect and preserve value**.

### Threats as Disruptive Forces

In mindful principles, threats are understood not merely as external risks to market position but as factors that:

- Disrupt the alignment between values and practices,
- Pressure the company into compromising its principles,
- Risk forces unsustainable adaptation.

Examples at Lingkar Organik:

In this approach, threats are tests of value consistency, not merely external dangers.

In Lingkar Organik's framework, both *Weaknesses* and *Threats* are not seen as enemies to be eliminated but as reflections of limitations and temptations that can derail the business from its sustainability path if not handled with awareness. Hence, Mindful Marketing positions SWOT not merely as a competitive tool but as a reflective instrument to preserve the company's integrity.

## 4.6. Proposed Business Solution

The proposed business solution targets both external engagement strategies and internal operational alignment to ensure that Lingkar Organik's marketing practices reflect its sustainability-driven mission. This dual approach reinforces the organization's commitment to Mindful Marketing principles while addressing operational challenges that hinder consistent value delivery.

Key Components of the Business Solution

### 1. Mindful Marketing Strategy

- Apply the Mindful Marketing Matrix 2x2 as a continuous decision-making framework to guide all communication and promotional efforts.
- The transition from promotional narratives to co-creative storytelling is centered on regeneration, mutual care, and systems thinking.
- Develop multimedia educational content grounded in real farmer stories, social justice and environmental action.

### 2. Value-Based Internal Training Program

- Integrate value-alignment assessments into onboarding, performance evaluations, and leadership development.
- Establish a peer-to-peer learning system to reinforce an organic, mindful work culture.
- Internal KPIs for mindful practice, including storytelling involvement and value adherence metrics, should be introduced.

### 3. Sensory and Emotional Branding

- Redesign packaging, digital interfaces, and in-person events to include visual metaphors, community voices, and sensory cues.
- Emotional elements, such as farmer letters and seasonal stories, are included to deepen the relational bond with customers.
- Empower internal teams and community members to co-create emotional narratives and participate in brand embodiment activities.

## 4.7. Implementation Plan



The implementation plan outlines a sequential and integrated approach for executing both external marketing enhancements and internal operational alignments at Lingkar Organik. Each step is designed to reflect and reinforce the company's commitment to Mindful Marketing principles, ensuring a balance between sustainability values and practical business outcomes.

### **Phase 1: Internal Capacity Alignment (Months 1–6)**

- Launch the Value-Based Internal Training Program across all departments, focusing on internalizing Lingkar Organik's values, mindful communication, and storytelling practices.
- Internal KPIs for mindful marketing, including ethical messaging standards, empathy metrics, and narrative involvement, are introduced.
- Initiate peer-to-peer learning sessions to foster a culture of continuous reflection and alignment among teachers.
- Begin an internal audit to map the gaps between declared values and operational implementation across departments.

### **Phase 2: Emotional & Sensory Branding Rollout (Months 6–12)**

- Execute brand redesign to include visual metaphors, sensorial design elements and community voices.
- Emotional narratives are embedded in packaging (e.g., farmer quotes, harvest stories, and cultural insights).
- They train teams and select customers to co-create and share brand stories, ensuring authenticity and relatability.
- Launch the "Stories Behind the Soil" multimedia campaign, including short videos and interactive storytelling on social media.

### **Monitoring & Evaluation**

- Quarterly reviews should be implemented using reflective SWOT check-ins and customer feedback tools.
- Establish impact metrics for brand perception, customer loyalty, internal alignment, and regenerative outcomes.

This step-by-step implementation ensures that Lingkar Organik's marketing transformation is not only strategic but also grounded in operational reality and cultural continuity.

## **5. Conclusion**

### **5.1. Conclusion**

This research was driven by two main questions: (1) How does Lingkar Organik's marketing reflect the principles of mindful marketing? (2) What internal and external challenges hinder the application of value-based marketing?. To address these questions, the study employed in-depth interviews, employee and customer surveys, and comprehensive analysis using frameworks such as the Mindful Marketing Matrix 2×2, SHIFT Framework, VRIO, STP, 7P Marketing Mix, PESTEL, Porter's Five Forces, and Competitor Analysis. The findings reveal that Lingkar Organik exhibits many core characteristics of mindful marketing, particularly its commitment to value-driven messaging, regenerative agriculture, and community-centric distribution models. The internal analysis highlighted a high level of alignment in leadership values but also pointed to the need for deeper organizational integration of mindful principles, particularly at the operational and consumer communication levels. External analysis revealed market constraints such as consumer price sensitivity, greenwashing, and low public understanding of organic standards, all of which inhibit the full potential of mindful-marketing practices. This study validates that mindful marketing is a viable, ethical, empathetic, and effective alternative strategy for sustainability-driven businesses. It bridges the gap between commercial objectives and socio-environmental missions, providing a framework for harmonizing internal integrity and external impact. Lingkar Organik serves as a compelling example of how mindful marketing can be applied, iterated, and adapted within the constraints and opportunities of a developing market context.

## 5.2. Recommendation

Based on the research findings and in pursuit of the following objectives:

1. To develop and validate the concept of Mindful Marketing as an alternative strategy that is ethical, empathetic, and effective for sustainability-driven businesses in addressing the dilemma between commercial growth and socio-environmental responsibility.
2. To analyze the implementation of Mindful Marketing through a case study of Lingkar Organik, by exploring the founders' values, marketing practices, and both internal and external challenges in aligning social mission with commercial activities.
3. This study aims to demonstrate how Mindful Marketing bridges the gap between conventional marketing practices and sustainability principles.

The following strategic recommendations are proposed.

1. Institutionalize Mindful Marketing as a Strategic Core
  - Integrate mindful marketing as a guiding philosophy across all departments.
  - Use the Mindful Marketing Matrix 2×2 for strategic planning to ensure coherence between brand messaging and organizational values.
2. Reinforce Ethical Narratives in Brand Communication
  - Shift communication from product-based benefits to value-driven narratives.
  - Elevate consumer awareness of production ethics and social impact through transparent messaging.
3. Deepen Stakeholder Co-creation
  - Engage community members, producers, and consumers in the marketing process through participatory content, dialogue, and co-branding initiatives.
  - Build platforms for mutual feedback and shared knowledge creation.
4. Strengthen Internal Alignment
  - Training in mindful principles and sustainability ethics should be provided to all employees.
  - Foster cross-functional collaboration to ensure that values are reflected in product development, service delivery, and customer interactions.
5. Implement Impact-Oriented Metrics
  - Complement traditional KPIs with indicators related to awareness, behavioral change, and stakeholder trust.
  - Regularly assess brand alignment with mindful values through qualitative evaluations.
6. Normalize Mindful Consumption Culture
  - Campaigns should be used to shift cultural perceptions toward moderation, ecological responsibility, and shared values.
  - Highlight stories that show the personal and collective benefits of making mindful choices.

By acting on these recommendations, Lingkar Organik and similar enterprises can deepen their authenticity, sustain market relevance, and contribute to the cultural shift toward conscious consumption. Mindful Marketing emerges not only as an ethical imperative but also as a resilient strategy for long-term brand and ecosystem sustainability.

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