



THE ROLE OF SCHOOL EDUCATION IN PROMOTING ENVIRONMENTALLY CONSCIOUS DIGITAL MARKETING

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Abstract:

The development of digital technology requires the world of education to equip students with digital literacy skills that are integrated with environmental sustainability values through green marketing-oriented digital marketing learning. This study aims to analyze the role of school education in promoting environmental awareness in digital marketing using the Asset Based Community Development (ABCD) approach. The research methods include community mapping, individual skill inventory, and priority scale determination to identify school potential, student digital literacy skills, and project-based learning design. Data collection techniques were carried out through observation, documentation, and reflection on activities, which were then analyzed through data reduction, data presentation, and conclusion drawing stages. The results of the study show that the utilization of school assets can improve digital literacy skills, creativity in creating digital promotional content, and student awareness in conveying marketing messages that are oriented towards environmental sustainability. The integration of digital marketing with the concept of green marketing makes learning more contextual, participatory, and capable of shaping students' characters to be adaptive to technological developments and caring for the environment. Thus, school education through the ABCD approach plays an important role in preparing a generation that is digitally competent and ecologically responsible.

Keywords: school education, digital marketing, green marketing, environmental awareness, ABCD.

INTRODUCTION

The development of digital technology in the era of the industrial revolution has brought significant changes to various aspects of life, including the field of marketing education. Digital transformation not only requires students to possess technological literacy but also encourages them to utilize digital media productively, creatively, and responsibly. In this context, digital marketing has become one of the key competencies that should be introduced as early as in school, as it is closely linked to entrepreneurial skills, communication, and the effective use of social media as a promotional tool. (Rohmatin & Sudarwanto, 2025).

On the other hand, increasingly complex environmental issues demand a shift in the mindset and behavior of the younger generation toward a sustainable lifestyle. Education plays a strategic role in instilling values of environmental stewardship through learning processes that are integrated into students' daily lives. The eco-pedagogical approach to learning has proven effective in raising environmental awareness and increasing student engagement in safeguarding environmental sustainability. (Isna Aulia Adzani et al., 2024). Therefore, the integration of education, digital technology, and environmental awareness is a necessity that cannot be ignored.

The use of digital media in education also provides opportunities to foster environmental awareness through innovative educational content. The use of interactive digital learning media has been shown to influence the development of students' environmental awareness because it presents information in an engaging, contextual, and easy-to-understand manner (Rohmatin &

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Sudarwanto, 2025). In addition, the synergy between education and digital campaigns can enhance Generation Z's knowledge, attitudes, and eco-friendly behaviors (Kesadaran & Generasi, 2025).

The concept of green marketing in digital marketing is one strategy that can be used to instill values of sustainability in students. By learning about the marketing of eco-friendly products, students not only gain knowledge of digital promotional strategies but also come to understand the importance of environmentally responsible consumption. Green marketing education has proven effective in raising awareness about selecting and promoting products that prioritize environmental sustainability (Afnina et al., 2025). In fact, integrating digital literacy with green marketing strategies in entrepreneurship education at school can help foster students who are creative, innovative, and environmentally conscious (Ayatullah et al., 2025).

As formal educational institutions, schools play a crucial role in fostering this awareness through their curriculum, learning environment, and educational activities that support the development of digital skills and environmental awareness. A supportive school environment and the integration of digital literacy into digital business education have been shown to enhance students' ability to understand technology-based marketing practices. (Rohmatin & Sudarwanto, 2025).

Based on the above discussion, it is clear that the integration of school education, digital marketing, and environmental awareness is a strategic step toward shaping a generation that is not only technologically literate but also environmentally conscious. Therefore, this study aims to analyze the role of school education in fostering environmentally conscious digital marketing awareness.

RESEARCH METHODOLOGY

The research methodology employed in this study is the ABCD (Asset-Based Community Development) method, an empowerment approach that focuses on developing the potential or assets already possessed by the research subjects. This approach positions the school community as subjects who possess the capabilities, experience, and resources that can be optimally developed within the learning process. The application of the ABCD method in this study is aimed at fostering environmentally conscious digital marketing awareness through the utilization of assets found within the school environment, including human resources, learning facilities, and a supportive school culture.

The initial phase of implementing the ABCD approach involves a process of school community mapping. During this phase, the study identifies the school environment, school programs related to entrepreneurship and environmental awareness, and student activities involving the use of digital media. This mapping aims to assess the school's potential for integrating digital marketing education focused on environmental sustainability.

Next, an individual skills inventory (mapping of individual assets) was conducted for students and teachers. This mapping assessed digital literacy skills, experience using social media as a promotional tool, creativity in creating digital content, and understanding of eco-friendly marketing concepts. Additionally, students' experience in project-based activities, school entrepreneurship, and environmental initiatives was also identified. This stage aims to identify initial

potential so that the learning program can be tailored to the needs and abilities of the students.

Once the assets have been identified, students and teachers are encouraged to formulate the learning expectations and objectives they wish to achieve. At this stage, there is a need to develop the ability to utilize digital media as a promotional tool that is not only visually appealing but also capable of conveying messages of environmental awareness. These expectations are then directed toward strengthening digital marketing awareness that integrates sustainability values.

Based on the results of the asset identification and the formulation of these expectations, project-based learning activities were designed that focus on the practical creation of environmentally conscious digital marketing content. These activities include designing digital promotional materials, introducing eco-friendly products, crafting marketing messages that convey environmental education, and utilizing digital platforms as a means of publication. All activities are tailored to the school's capabilities, potential, and available facilities.

The research was conducted using community mapping, individual inventories, and priority scaling as data collection techniques to determine the development of students' awareness of environmentally conscious digital marketing. The data obtained consisted of observation results, documentation of learning activities, and students' reflections on the activities that had been carried out. This data was then analyzed through the stages of data reduction, data presentation, and drawing generalizations to interpret the role of school education in fostering awareness of environmentally conscious digital marketing.

RESULTS AND DISCUSSION

The implementation of the Asset-Based Community Development (ABCD) approach in a school setting demonstrates that every member of the school community possesses assets that can be developed to foster environmentally conscious digital marketing awareness. The initial phase, through community mapping, reveals that the school already possesses various potentials, such as the availability of information technology facilities, students' use of social media, as well as the existence of entrepreneurship programs and environmental awareness activities. The existence of these assets serves as a crucial foundation for integrating digital marketing education that is not only economically oriented but also focused on environmental sustainability. This aligns with the findings (Rohmatin & Sudarwanto, 2025) which states that the school environment and digital literacy influence the improvement of students' competencies in the digital business course.

The results of the individual skills inventory indicate that most students already possess basic skills in using digital media, particularly social media, as a means of communication and information sharing. However, these skills have not yet been fully channeled into productive and educational activities. After receiving guidance through project-based learning, students began to be able to create simple digital marketing content promoting eco-friendly products. These findings are consistent with research (Hidayanti et al., 2018) which indicates that the use of interactive digital media can enhance students' environmental awareness due to the presentation of information in a more engaging and contextual manner.

In addition, the process of formulating shared goals between teachers and students highlights the need for digital marketing skills that focus not only on promotional aspects but also on educational value related to the environment. Students have shown interest in promoting eco-friendly products and creating simple digital campaigns that address sustainability issues. This supports the research findings (Wuryandari et al., 2025) which explains that the synergy between education and digital campaigns can enhance Generation Z's environmental knowledge, attitudes, and behaviors.

The implementation of project-based learning that integrates concepts of digital marketing and green marketing has a positive impact on enhancing students' creativity. Students not only learn about digital marketing strategies but also understand the importance of choosing products that do not harm the environment and crafting promotional messages that incorporate sustainability values. This reinforces the findings (Ayatullah et al., 2025) that integrating digital literacy and green marketing strategies into the learning process can help foster students' creativity, innovation, and environmental awareness.

As part of the learning process, students are also trained to create visual communication designs such as digital posters, logos for eco-friendly products, and social media-based promotional content. These activities demonstrate an improvement in digital literacy skills as well as an understanding of sustainable marketing concepts. These findings are consistent with research (Faturahman et al., 2023) which emphasizes that digital marketing can be used as a strategy to raise awareness of the concept of a green environment through the delivery of creative and persuasive messages.

Furthermore, students' growing awareness of the importance of environmental sustainability is evident in their changing perspectives on product promotion. Students are beginning to emphasize the use of eco-friendly materials, the reduction of packaging waste, and the importance of consumer education through digital media. This aligns with the findings of the study (Afnina et al., 2025) which states that green marketing education can raise awareness regarding the selection and promotion of environmentally sustainable products.

The ABCD approach also shows that the success of a program is determined not only by the learning materials but also by the active involvement of the entire school community. Teacher support in providing guidance, the use of school facilities, and the presence of an environmentally conscious school culture are factors that contribute to the program's success. This is in line with the concept of eco-pedagogy proposed by (Isna Aulia Adzani et al., 2024) Education that integrates environmental values into the learning process can increase students' engagement with and awareness of sustainability issues.

Based on the results of data analysis through the stages of data reduction, data presentation, and drawing conclusions, it can be concluded that school education plays a highly strategic role in fostering environmentally conscious digital marketing awareness. Schools serve not only as venues for knowledge transfer but also as spaces for character building, fostering creativity, and cultivating behaviors oriented toward sustainability. The integration of digital literacy, entrepreneurship education, and environmental education constitutes an effective learning model for preparing a

generation that is adaptable to technological advancements while maintaining a commitment to environmental stewardship.

Overall, the research findings indicate that the implementation of the ABCD approach can optimize the school's resources to foster environmentally conscious digital marketing awareness. Through potential mapping, strengthening of individual skills, and the establishment of learning priorities, students not only acquire digital marketing competencies but also develop an awareness of promoting sustainable products and lifestyles. Thus, school education plays a crucial role in shaping a generation that is not only digitally literate but also holds a sense of responsibility toward environmental sustainability.

CONCLUSION

Based on the research findings, it can be concluded that school education plays a strategic role in fostering environmentally conscious digital marketing awareness through the optimization of assets owned by the school community. The application of the Asset-Based Community Development (ABCD) approach demonstrates that mapping the school community, identifying individual potential, and setting priorities can guide the learning process to become more contextual, participatory, and grounded in existing strengths. Through this approach, students not only acquire skills in utilizing digital media as a marketing tool but are also able to integrate environmental sustainability values into every promotional content they create.

The research findings indicate an improvement in students' digital literacy skills, creativity in creating digital promotional media, and a shift in perspective toward marketing products that place greater emphasis on environmental sustainability. Integrating digital marketing education with the concept of green marketing fosters students' awareness to focus not only on economic gains but also on their responsibility toward environmental conservation. This underscores that schools serve not only as venues for knowledge transfer but also as spaces for character development and the cultivation of a culture of sustainability.

In addition, the success of the program is influenced by the support of the school environment, the active role of teachers as facilitators, and the utilization of available digital infrastructure. The synergy between digital literacy, entrepreneurship education, and environmental education serves as an effective learning model for preparing students who are adaptable to technological advancements and possess ecological awareness. Thus, school education through the ABCD approach has proven to be an effective strategy for shaping a generation that is competent in digital marketing while also demonstrating a commitment to the environment.

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