

Study of consumer perceptions of ecolabel 365 superindo cooking oil products in implementing SDGs sustainable market and product principles

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Abstract. This research is related to Superindo's strategy in carrying out cognitive persuasion of cooking oil consumers in Indonesia in understanding the conditions of sustainable products and markets to maintain the sustainability of the earth. Consumer involvement in protecting the environmental ecosystem becomes an educational resource for understanding and behavior in everyday life. The research method used in this research is a case study by collecting interview data with Superindo consumers and employees in the Serpong Tangerang Banten area. The research results show that the cognitive understanding of consumers and employees is related to eco-label 365 as a cooking oil based on environmental sustainability at a low level of awareness, at the affective level of understanding consumers are doubtful about purchasing eco-label products because Super Indo (employees) do not explain the value contained. in the label. At the conative level, consumers are still low in transferring information to family members and the environment where they live and still purchase cooking oil products from well-known brands. Thus, the pattern of consumer cognition in supporting the Sustainable Development Goals (SDGs) program carried out by Superindo is still an information awareness program but is not yet supported by a systematic information communication system.

1. Introduction

The sustainable development goals (SDGs) framework launched and compiled by member countries of the United Nations (UN) in 2015 and aimed at being achieved by 2030 includes 17 main goals (www.kompas.com), while the National Development Planning Agency (Bappenas.go.id) states that SDGs are a joint commitment to achieve the welfare of society in a country and at the same time the programs implemented by that country are committed to environmental preservation. The 17 goals include a program without poverty, a community program without hunger [1], a physically healthy and prosperous community life, quality education, gender equality, clean water and adequate sanitation, clean and affordable energy, decent work and an economic growth system, industry, innovation and infrastructure, reduced inequality, sustainable cities and settlements, responsible consumption and production, addressing climate change, marine ecosystems, land ecosystems, peace, justice and strong institutions and partnerships to achieve goals.

As one of the main parts and derivatives of the SDGs program, consumption and production of products that are responsible for ecosystems, both land and sea [1] and the climate change process, Superindo supports government policy efforts in implementing the SDGs program [2] as proof of the commitment of supermarkets tasked with implementing distribution and product sales systems that are committed to sustainable products. The idea of cooking oil as a sustainable product (www.superindo.co.id) as a superior commodity, palm oil has a vital role in everyday life in realizing the application of sustainability principles which can have a positive impact not only on the economic sector but also on legal, social and environmental aspects. Data published by MarkPlus (info.brand.id) shows that 82% of consumers are willing to switch to products that use sustainable palm oil, so Superindo offers palm.

It was cooking oil products that have sustainable certification to build sustainable supply chains and industrial solutions with ecolabel 365. Launching of 365 ecolabel palm cooking oil products produced from certified sustainable plantations and supporting consumers to purchase and disseminate information on cooking oils that carry an environmentally friendly commitment. According to 2019 USDA data, Indonesia is the largest consumer of cooking oil, reaching 13,110 thousand metric tons (katadata.co.id). In 2017, cooking oil consumption in Indonesia reached 11,000 metric tons, in 2018 it reached 12,050 metric tons and in 2019 it reached 13,110 metric tons. Consumption of palm cooking oil at the household level in 2015 reached 10.33 liters/capita/year, 2016 reached 10.65 liters/capita/year, 2017 reached 11.00 liters/capita/year, 2018 reached 11.27 liters/capita/ year and in 2020 it reached 11.58 liters/capita/year (kompas.com). Thus, household consumption of cooking oil in Indonesia is very large and influences the marketing system and conditions as well as efforts to improve communication strategies in achieving the SDGs. Sustainable development goals were ratified as part of a framework foundation that was implemented for 15 years starting in 2015 and the 2030 goals as an extension of the Millennium development goals [3] to shape and accommodate all changes oriented towards a sustainable system and in the context of community welfare world [4] . The basic concept of world community development through the SDGs is an agreement between members of the United Nations which involves 193 countries [5] to address poverty gaps, climate change and a sustainable economic system.

The relationship between corporate social responsibility and SDGs in the field of competitive advantage which is motivated by the spirit of SDGs [6] and the relationship between education level with poverty and health [7], integration of SDGs with the health system and the spirit of the third goal of SDGs [8] healthy and prosperous life for welfare for all people and all ages [9], government efforts to improve the quality and welfare of society through education [10] . This research focuses on how Superindo's trading and promotion system as a supermarket participates in efforts to preserve nature through the sale of cooking oil in accordance with the SDGs program pursued by the Indonesian government. The research uses a case study approach to look at field problems related to how private companies are carrying out eco product campaigns to perceive housewives in using products oriented towards the SDGs program as a communication strategy for supermarket consumers in various circles in Indonesia. This research was conducted in the Serpong area, Tangerang, Banten.

2. Methods

This research uses method study qualitative with approach studies nature case _ descriptive. According to Miles et al (2014) steps analysis qualitative started with data condensation, the process of presenting data and business For interesting conclusion [11]. Opinion Ardhianta et al Technique Deep data collection do survey perception use questionnaire [12], data analysis used is descriptive with presentation of data is characteristic table And proportion [13]. Selected respondents _ in data collection is respondents who have shop at Superindo supermarkets in the area Serpong, South Tangerang Banten with refers on period study. Questionnaire given _ to respondents chosen directly on location research [14], dissemination questionnaire done with total of 30 respondents with consider crowds in supermarkets. Collected questionnaire data _ during period study is 51 questionnaires, researchers do sort the considered data capable represent condition completeness answers reached 30 questionnaires.

Data from 30 questionnaires were collected Then obtained with Excel 2022 tools for obtain completeness description perception from customer oil fried at superindo in the area Serpong, South Tangerang. Perception is interpreted as stimuli from a process that is organized and interpreted into meaningful information [15], perception is interpreted as positive and negative possibilities obtained by consuming consumers [16], perception is influenced by the level of promotion, price and product [18], perception is a person's response to a given stimulus.

The subject in study qualitative is humans run it behavior life, deep this thing is customer oil fried at Superindo supermarkets in the area Serpong, South Tangerang. Instrument study is man as tools or instrument (Netral), or called Also with secondary data collected-through spread questionnaire, meanwhile instrument support is results observation and interviews, opinions Gulo (2002) secondary

data collection done to use obtain objective research (netral). Studies case interpreted as study for read A capable phenomenon _ give bait back (Ridlo). Creswell stated that studies case use various source information that includes observations, interviews, audio-visual materials, documentation and report, questionnaire (sri) capable describe condition cases in the field. With thereby all data obtained good through questionnaires, observations, interviews are described in report study and expected capable give essence condition and situations that occur in the field related with perception public Serpong, South Tangerang, Banten.

3. Results and Discussion

3.1. Consumer Cognitive Understanding of 365 Superindo Serpong Cooking Oil Eco-Label

Consumer understanding of the eco-label of cooking oil products in an effort to support government programs in achieving the SDGs in a cognitive way or knowledge in various efforts carried out by Superindo in the field is as follows:

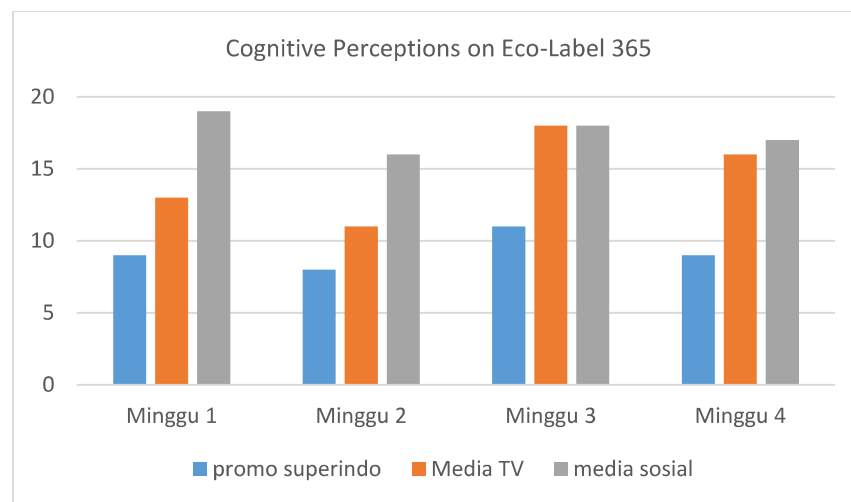


Figure 1. Cognitive Perceptions of Superindo Consumers

The data above shows that the promotion carried out by Superindo in order to influence public perception regarding efforts to socialize the 365 cooking oil eco-label product as a superior product in the sales system at Superindo supermarkets did not increase from week to week, in the third week it was able to increase community perceptions but in the fourth week it decreased again. Exposure to mass media, especially television, is able to provide information related to the government's SDGs program in efforts to maintain nature or a sustainable earth, but they never know about the eco label products initiated by Superindo as an effort to fulfill the SDGs program. This perception places a lack of connection with the information obtained. through exposure to television media with the 365 cooking oil program which is promoted and sold at Superindo outlets in the Serpong area. Regarding the perception of information regarding SDGs initiated by the government, many people get it through social media such as Instagram, TikTok and YouTube, but are not familiar with the 365 eco-label cooking oil products sold by Superindo. This condition shows that the promotion of the eco-label 365 cooking oil sold in Superindo supermarkets has not increased from week to week due to the lack of promotion and outreach about the eco-label program with information about SDGs programs carried out by the government as a green economic effort. initiated by the United Nations.

Consumers' Affective Understanding of the Eco-Label of 365 Superindo Serpong Cooking Oil. Affective perception is related to purchasing interest as an exposure and continuation of cognitive

perceptions with consumers that are different from previous data. The perceptions obtained in terms of consumer purchasing interest are as follows:

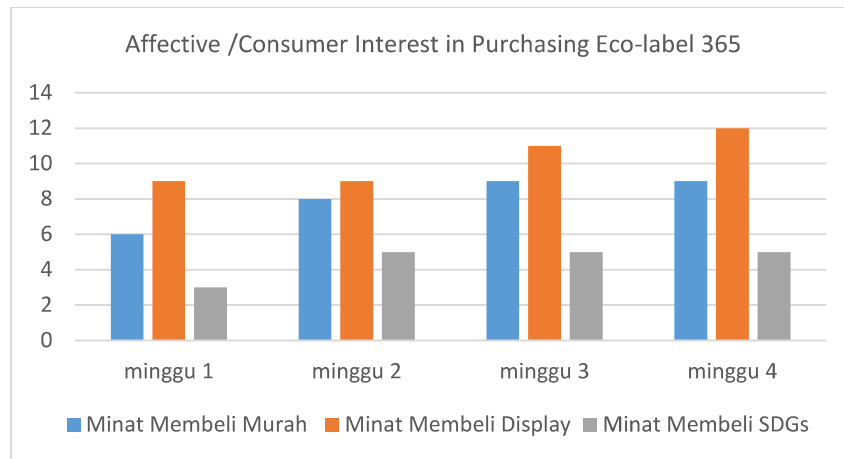


Figure 2. Affective Perceptions of Superindo Consumers

This data shows that consumer interest in buying eco-label products in the first week is influenced by the display position of eco-label commodities which are easy to reach by consumers, in the second week buying interest is also influenced by displays of eco-label products which are easy to get by consumers, in the second week third and fourth, consumer buying interest is influenced by the layout of the display of cooking oil products, influenced by the position of the display of goods that is close to consumers and easy to get consumers to reach. Consumer buying interest based on cheap or affordable prices in the first week was 6 consumers and continued to increase in the second, third and fourth weeks. Perceptions related to purchasing interest due to exposure to knowledge regarding SDGs issues socialized by the government are very low, namely 4-5 consumers who understand the relationship between 365 cooking oil products as environmentally friendly products and the idea of a green economy in accordance with the SDGs program being worked on by the Indonesian government.

Consumer Conative Understanding of the Eco-Label of 365 Superindo Serpong Cooking Oil
The conative behavior or behavior of Superindo consumers in Serpong Tangerang Banten who apply the consumption of 365 cooking oil as an eco-label in household life and other needs is determined by the following behavior:

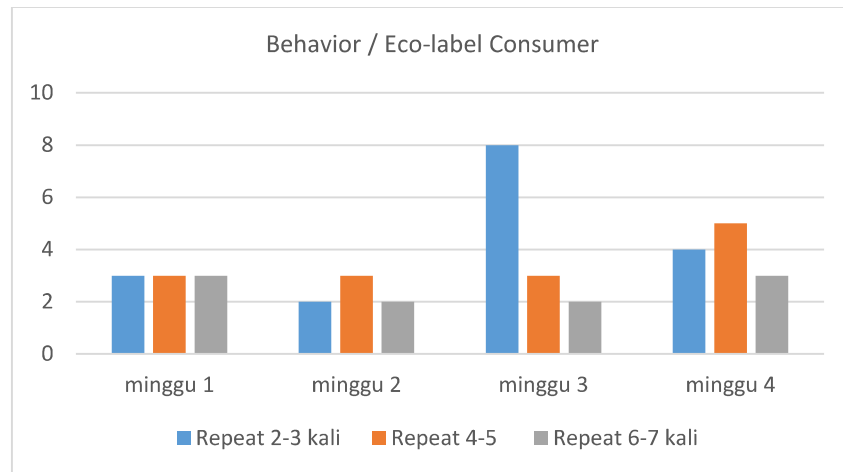


Figure 3. Perception of Superindo Consumer Behavior

The data above provides a description of how consumers made the highest repeat purchases or repeat orders in the third week, namely the use of 2-3 times in cooking oil consumption as part of supporting the green economy and commitment to environmental preservation, while in the first, second and fourth weeks it did not exceed perceptions. normal. Meanwhile, the reuse of Superindo eco-label products 4-5 times sequentially in household consumption is very low because commodity prices are almost the same as other cooking oil products, especially during the discount season at the beginning of the month. Reusing 6-7 times from week to week is still very low due to price competition with cheap government subsidized cooking oil so that people in Serpong Tangerang Banten prefer government subsidized cooking oil, even though the quality of the subsidized cooking oil is not good and unhealthy.

3.2. Discussion

The ecolabel cooking oil market principle implemented by Superindo in order to support the achievements of the government's SDGs program to maintain nature conservation and a green economy is perceived by the public as an ordinary program, this is influenced by the lack of promotion and information obtained by the public regarding the relationship between ecolabel packaging and the SDGs program. Serpong people know a lot about SDGs information from television and social media but do not understand the relationship and existence of ecolabel cooking oil products with the SDGs program, people only buy products without further information from Superindo, both cashiers, employees and others, the position of ecolabel products the same as other cooking oil products in the minds of consumers' perceptions. Consumers only buy cooking oil at affordable prices, especially during the discount season without needing information about the product. Market principles like this make it possible for consumers to choose other products more than the ecolabel products initiated for the government's SDGs socialization campaign program.

On the other hand, the role and position of the product in the supermarket room display area provides the role of cognitive perception from consumers and just knowing that there is a new product initiated by Superindo but not increasing sales because promotion of ecolabel products is felt to be lacking and rarely carried out by Superindo employees to explain the relationship. products with SDGs programs. The idea of the relationship between ecolabel 365 products and the government's SDGs program is still minimally promoted, thus influencing further perceptions, namely perceptions of interest, the people of Serpong experience an increase in buying interest in similar products that are being discounted rather than ecolabel products. In conative perception or behavior, consumers only use ecolabel products a lot and reuse (repeat orders) at the level of 2-3 times and rarely do more than that, there are some consumers who reuse products 4-5 times and 6-

7 times due to awareness factors due to additional information obtained outside the Superindo area, namely through television and social media.

4. Conclusion

From the presentation of the research results and discussion above, consumer perceptions of the 365 Superindo cooking oil ecolabel product are as follows: first, consumers' cognitive perception of the 365 Superindo cooking oil ecolabel product is still very weak due to the lack of information obtained by consumers from Superindo supermarket employees. Second, affective perceptions related to purchasing interest are also still low as a result of a lack of knowledge of the relationship between ecolabel products and the SDGs program promoted by the government as an effort to maintain and promote nature and the green economy. Third, perceived behavior as the essence of consumer perception regarding household behavior is also still low at 2-3 times reuse. The three perceptions above are a series of information received by consumers, interest in purchasing ecolabel products and behavior and use of ecolabel products as part of daily life in the family environment.

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TOPIC 2 “Socio-economic Aspects”

Room 5 : 14.50 WIB until 15.50 WIB



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| <i>Topic 2 : Socio-economic Aspects</i> | | | | | |
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| No | TIME *) | CODE | PRSESENTER | TITLE | AFFILIATION |
| ROOM 5 (Moderator : Prof Dr Ir Suria Darma Tarigan) | | | | | |
| 1 | 14.50 - 14.55 | VO 02 10 | Mohammad Iqbal Irfany | Community Development of a Business Ecosystem in Sacha Inchi Products, Case Study Of Purwakarta Farmers Through The One Village One CEO Program | IPB University |
| 2 | 14.55 - 15.00 | VO 02 11 | Marudut Bernadtua Simanjuntak | Ecological, Socioeconomic, and Economic Factors Shaping Vegetable Oil Production in the Batak People Community of North Sumatera | Doctoral Program, Postgraduate Degree, State University of Jakarta (UNJ), Indonesia |
| 3 | 15.00 - 15.05 | VO 02 24 | Reflinaldi, M.Hum. | Vegetable Oils Marketing Strategies: Multimodal Discourse Analysis of Advertising on Indonesian Television | Universitas Islam Negeri Imam Bonjol Padang |
| 4 | 15.05 - 15.10 | VO 02 26 | Andi Sri Wahyuni | Community empowerment issue on sunflower oil production: systematic review | Doctoral School of Economics, University of Szeged, Hungary |
| 6 | 15.10 - 15.20 | <i>Discussion Session</i> | | | |
| 7 | 15.20 - 15.30 | <i>Break</i> | | | |

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PRESENTATION TIME SCHEDULE – ONLINE SESSION

TOPIC 4 “Sustainable Production Aspects”

Room 5 : 15.30 WIB until 16.05 WIB



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| <i>Topic 4 : Sustainable Production Aspects</i> | | | | | |
|--|---------------|--|---------------------------------------|--|---------------------------------|
| <i>No</i> | <i>TIME</i> | <i>CODE</i> | <i>PRSESENER</i> | <i>TITLE</i> | <i>AFFILIATION</i> |
| ROOM 5 (Moderator : Prof Dr Ir Suria Darma Tarigan) | | | | | |
| 1 | 15.30 - 15.35 | VO 04 11 | Ahmad Toni | Studies Eco-label Products 365 Oils Fry Super indo In Application Principle Market and Product Sustainable and Achievement of SDGs | Universitas Budi Luhur |
| 2 | 16.35 - 15.40 | VO 04 12 | Atfi Indriany Putri S.Hut., M.Si | Exploring the Malapari (Pongamia pinnata (L.) Pierre) in Eastern part of Indonesia | IPB University |
| 3 | 15.40 - 15.45 | VO 04 22 | TRI EDI ERSANTO | Making bioethanol from cempedak fruit seeds (Artocarpus champedan.) by fermentation using Saccharomyces cerevisiae | UNIVERSITAS MULAWARMAN |
| 4 | 15.50 - 15.55 | VO 04 24 | Surya Bagus Mahardika, S.Hut., M.Agr. | The Sustainable Production of Soybean Oils in China: A Critical Review | Northwest A&F University, China |
| 5 | 15.55 - 16.05 | <i>Discussion Session</i> | | | |
| 6 | 16.05 | <i>Break and Back to Main Room for Closing Statement</i> | | | |

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