

Predicting the Indonesian sustainable marketing communication on 2023 trends

Prety Diawati^{1*)}, Islam C. Mutalov², Mauli Kasmi³,
Akmal Abdullah³, Hilda Yulastuti⁴

¹*Business School, Universitas Logistik dan Bisnis Internasional*
54 Sari Asih Street, Bandung, Indonesia

²*Tashkent Institute of Finance*
60A Amir Temur ko'chasi, Tashkent, Uzbekistan

³*Politeknik Pertanian Negeri Pangkep*
Km83 Poros Makassar- Pare Pare, Indonesia

⁴*School of Digital Business, Universitas Insan Cita Indonesia*
Graha Binakarsa, HR Said Avenue, Jakarta, Indonesia
Email: pretydiawati@ulbi.ac.id, Phone: +628112267778

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Abstract After being hit by the Covid 19 pandemic, Indonesia is still trying to rise from the economic downturn, especially with the many paralysed microbusinesses. Perspective updates have also weakened because of activity restrictions during the pandemic. Before the pandemic, the macro film industry was rapidly growing. Now, it is the turn of the microfilm industry to rise due to new ways of promotion without incurring expensive production costs. The role of sustainable marketing is needed to achieve this target for 2023. The Systematic Literature Review was used as the methodology to analyse the data in this research. The results show that the influencer marketing industry and the influencer agencies depend on social media.

Keywords: sustainable marketing communication; micro business; influencer; 2023 trends

INTRODUCTION

Now is the time for economic and social system recovery after the Covid 19 Pandemic (Daniel, 2020; De Leon et al., 2021; Kosack et al., 2021; Soekiman et al., 2021; Susilawati et al., 2020; J. M. Wibowo & Hariadi, 2022). Many restrictive policies from various countries have been eliminated or relaxed. Because many micro-businesses were paralysed during the pandemic, perspectives that help develop these small businesses are less developed. Meanwhile, big-name franchises, such as Spotify or Marvel, were able to use standard commercial advertisements (Akser, 2020; Iivari et al., 2020).

*) Corresponding Author

Regarding marketing advertisements, in the past, only certain sectors could market their products. However, nowadays, the direction of marketing and advertising itself has expanded to microeconomic segmentation (Briñol et al., 2004; Soar, 2000). Throughout the pandemic, micro-enterprises have been lacking, even though they can help human and economic recovery. They lack new perspectives and the commitment to sustain their business. The quality of human resources has also weakened the sustainability of some micro-enterprises. Therefore, there were many reports of micro-enterprises' struggles to survive through the pandemic and post-pandemic (Behl et al., 2022; Gao et al., 2023).

A small step we can start is to think about what kind of market pattern is more profitable at this time but with less cost. With more time and less cost, micro-enterprise developments have the potential to increase their quality. We can no longer think about building awareness in microenterprises, but we must start developing the future sustainability of the microenterprises (Müller-Pérez et al., 2022). What cannot be separated from this effort is exploring trends that large corporations welcome in 2023. Not infrequently, large corporations produce high-quality, solid, and academically supported annual reports so that the public can approve of the trends they create. This agreement could ultimately benefit them or even provide the economic evolution they are exploring and seeking.

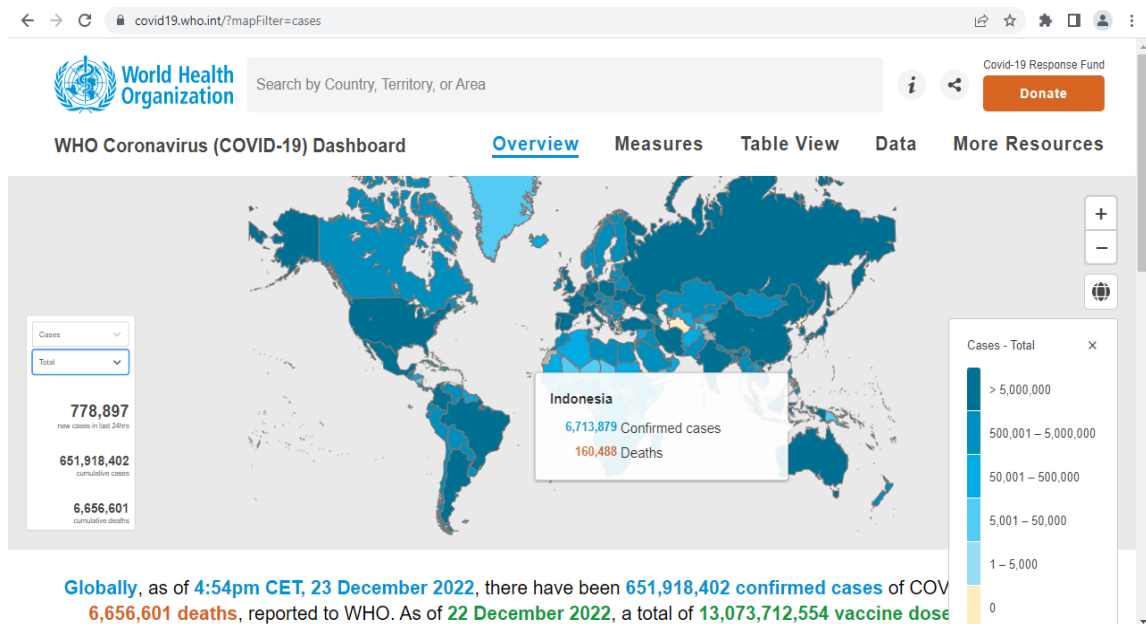


Figure 1. WHO Covid Case Data
Source: covid19.who.int (2023)

This momentum coincides with the end of restrictions related to Covid-19. These restrictions are being lifted so that Indonesia can fully resume micro-business development. By following trends and adapting to the local environment, the strengthening of micro-enterprises can increase post-pandemic. Taking steps forward to face trends in 2023 is

not only the responsibility of the business world and government but also of various parties. Many possibilities and ways are prepared to achieve targets by micro businesses.

This problem started with the emergence of the 2019 Covid Pandemic. Panic spread when people were prohibited from leaving their homes. During this panic, not only did narratives about handling the pandemic emerge, but also hoaxes about Covid were widespread (Susilo et al., 2021). Lack of understanding causes a weak sense of community vigilance resulting in many violations of health protocols, such as not wearing masks or avoiding vaccinations. The lack of vigilance has also made the Covid-19 case in Indonesia one of the largest in WHO global data (Figure 1).

The lack of mastery of technology and literacy makes various hoaxes rampant, the number of Covid-19 cases increases, and small businesses are increasingly paralysed (Alkhowailed et al., 2020; Baker et al., 2020; Singh et al., 2020; Tosepu et al., 2020). Small businesses with customers in office areas are forced to sell with mobile carts because, during the Covid-19 pandemic, there were not enough customers to meet their needs. This does not include family members or key buyers being laid off. The small businesses they run are increasingly suffocating or dying. Strengthening public confidence in vaccine hoaxes also undermines the development of a sustainable market strategy. The weakening of the market means that more and more micro businesses have collapsed. With so many micro-businesses failing, when the pandemic's difficulties end, the easiest thing to revive micro-businesses is a market strategy. By implementing an effective market strategy, microeconomic improvement can be attempted.

This research uses the Sustainable Marketing research method (Trivedi et al., 2018). Due to Indonesia's complex economic structure and ambiguous market mecca, small businesses have the potential to be closer to broad-reaching market strategies. This strategy is called a sustainable marketing strategy.

We know the micro businesses that focus on developing brand awareness scale (Priyatna et al., 2020), so much funding and research is focused on product introduction. However, the previous introduction paid less attention to the target market's familiarity with the marketed product. This phenomenon does not have a negative connotation because there is always a shortage in the market, but it is important to know that brand and product recognition alone is not enough to reach the target. The Sustainable Marketing Method has several characteristics. The first feature is Green Marketing, where sustainable marketing has the principle of concern for environmental improvement, as data from Ottman (2017) in Figure 2.

8 The New Rules of Green Marketing

Figure 1.2 Top consumer environmental behaviors

% U.S. adult population indicating they regularly (daily/weekly/monthly) do the following:

	2009 %	2006-09 % change
Conserve energy by turning off lights	95	NC
Turn off electronics when not in use	90	-1%
Conserve water	85	+2%
Recycle all or most plastic bottles, jars, etc.*	65	+9%
Recycle all or most paper (e.g., newspapers)*	61	+3%
Take own bag to the grocery store	48	+30%
Boycott a brand or company that has practices I don't like	46	+17%
Walk or ride bike instead of driving a vehicle	31	+5%
Compost kitchen scraps and garden waste	27	+2%
Carpool	23	+8%

Figure 2. Environmental Issue Data from Ottman
 Source: Ottman (2017).

From these data on Figure 2, one area of concern is paper and plastic recycling. The concern is about the safety of human life from environmental threats. This principle is the basis for starting a viable micro business. Therefore, the author developed a concept to reduce the use of paper and plastic. One of the problems is the excessive printing of advertising brochures or posters. This problem can be overcome by using influencers in digital media. By promoting using influencers instead of physical advertising promotions, advertising becomes easier. Currently, there are many content creators on Instagram, such as @sibungbung, @louisaoxtrieni, and @yudhapangestu24. The author believes that using these influencers can benefit product marketing.

Many MSME owners experience difficulties in marketing their products due to the age factor (Ardiansyah, 2021). Weak product marketing during the pandemic was exacerbated by the absence of digital penetration, making marketing difficult. The use of influencers allows for faster marketing and provides great potential for creating trends. Of course, this trend had already been predicted and evaluated by the masters of the system. Micro-business owners and influencers can achieve a win-win solution.

The next concept is transformation, which is always needed in sustainable marketing. If micro-business products focus too much on brand awareness, then the ads displayed are no longer to build awareness but instead transform from a growth orientation to a sustainable one. Meanwhile, achieving sustainable marketing requires efficiency (Kelleci & Yildiz, 2021). With transformation, we do not just

need awareness because awareness is just validation. Thus, the greater profit potential is to use an effective and sustainable marketing strategy. Then how about the previous literature? According to Kumar et al. (2013), mainstream marketing, by showing attention to the environment or Green Marketing, is the most widely used technique by the public to become the basic foundation for opening a business. Marketing methods involving environmental activists are a topic that is widely discussed by the public, starting from fandom, social media, films, advertisements, and other creative works. Green marketing has also become a measure of support for a company. The use of Green Marketing proves that a broad perspective and reach are needed for a sustainable marketing strategy. Therefore, influencers concerned about environmental issues can also reduce costs and waste, according to trends in 2023.

This transformation is validated by various literature on marketing evolution. Furthermore, Kumar et al. (2013) also discuss why sustainable marketing is important as shown in Figure 3.

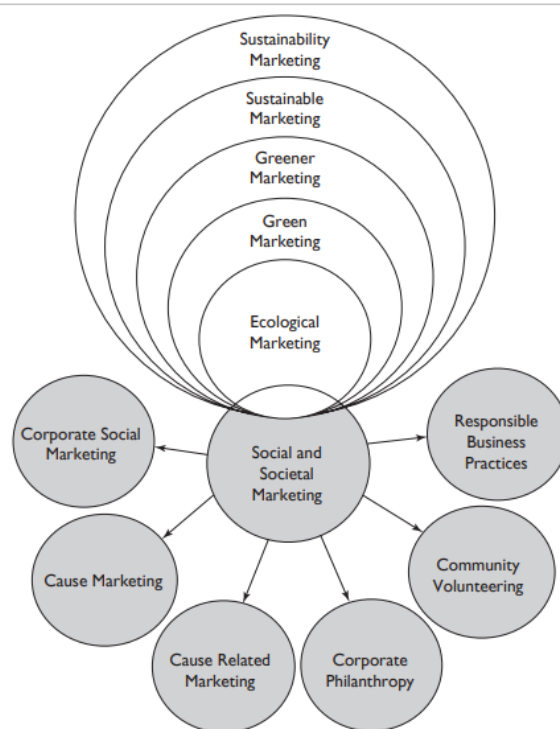


Figure 3. Visual of the Evolution of Sustainable Marketing
Source: Kumar (2013)

In this way, we can see that the concept of sustainable marketing has developed into a concern for the environment. From the concept that originally used physical media, physical objects that produce waste or damage the environment, we come to digital systems that help reduce environmental pollution. The chart below shows that sustainable marketing generates philanthropy, volunteerism, and business responsibility, which the author mentions as the basic principle of caring for the environment before starting a business. Businesses also provide

power other than money, provide exposure other than money, and increase economic class besides money. So, if you have power, exposure and an increase in economic class, caring for the environment becomes a small problem for business people.

On the other hand, unfortunately, Indonesia only has a small contribution in this area. The ease of believing in hoaxes, for example, being paranoid about vaccines, also impacts the low contribution of the evolution of Indonesian marketing. After knowing that we need the role of influencers in developing sustainable marketing, the next literacy exploration we need to consider is how to develop this trend. Previous research has shown that developing a trend can be done with textual and visual literacy through content produced by influencers.

In order to develop trends, we must look at the lens of young people and their digital activity or content consumption. 67.2 million people, or 50.7% of young people, access the internet via smartphones or PCs (Susilo & Putranto, 2018). With the use of this digital infrastructure that is evenly distributed, the urgency of developing content literacy is validated, especially for the development of micro-enterprises. Most young people interact with more meaning, quality symbols, and other expressive content. This expressive content and exploration of meaning make Influencers' effectiveness of traditional advertising for micro-businesses likely to increase in 2023. These various concepts form a line of thinking that will help simplify the problem and aim of this research.

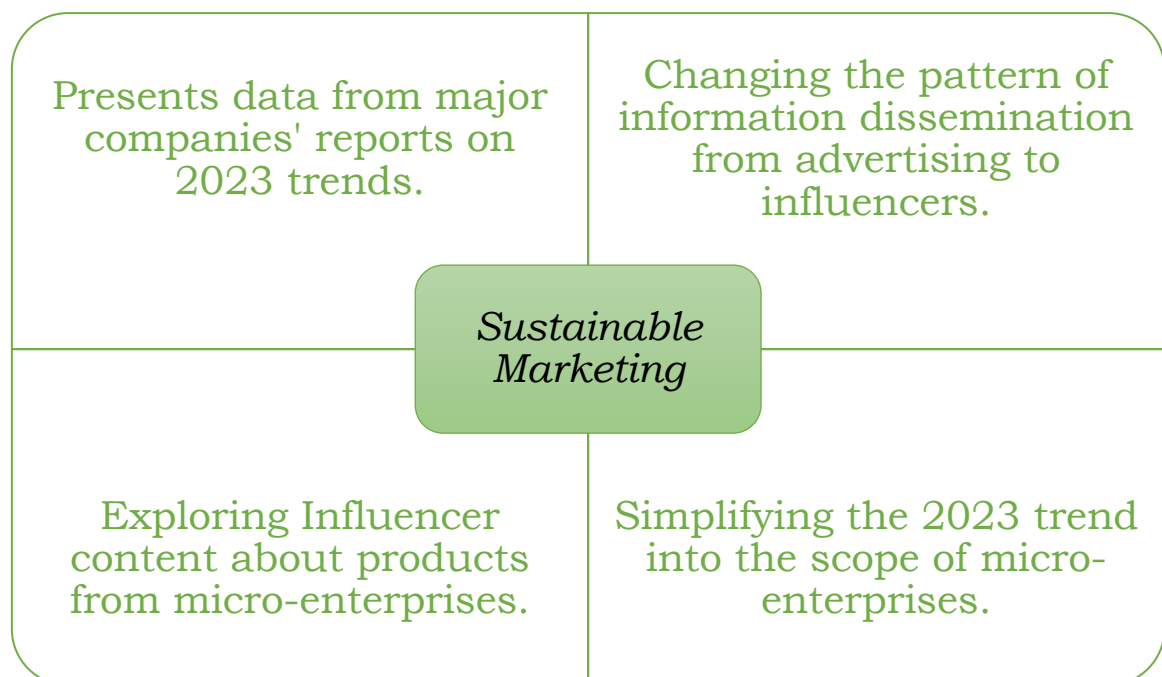


Figure 4. Research Model Roadmap
Source: Author (2023)

The four ideas above will become the basis for sustainable marketing in 2023 trends. Cultural and country differences mean that

the data presented by the author needs to be simplified in the local context and aimed at micro-enterprises because the literacy gap is still real in Indonesia. In addition, the author believes that trends built with big data are not only for macro businesses that are only used by the elite in the end but for smaller areas, including the concept of continuous marketing evolution resulting from large-scale marketing and reaching a wider audience. This simplification will help business people and audiences to map their business developments more easily without thinking that marketing efforts are too grandiose or difficult to achieve. The authors will then explore a sustainable marketing model from the collected data.

METHODOLOGY

Current research assumptions are based on Sustainable Marketing in Marketing Communications. The research question for this paper is "how will Sustainable Marketing trend in 2023?" To answer research questions, the authors conducted a Systematic Literature Review (Adjei-Bamfo et al., 2019; Li et al., 2020; Yung & Khoo-Lattimore, 2019). The first step in conducting a systematic literature review is to develop a search strategy. The search strategy for this paper includes the following databases: Google Scholar, PubMed, Business Source Complete, and Scopus. Keywords to use in the search include "sustainable marketing," "2023 trends," "green marketing," "green marketing," "marketing communications," and "sustainable marketing."

Inclusion criteria for this paper include articles published between 2008-2023, articles written in English and Indonesian, articles that focus on sustainable marketing in general, and articles that provide insight into sustainable marketing trends. Exclusion criteria will include articles not related to sustainable marketing, articles not written in English and Indonesian, and articles published before 2008.

Search results were filtered based on inclusion and exclusion criteria. The first screening stage is based on the title and abstract of the article. Articles that pass this screening are read in full to determine their relevance to the research question. Data extraction involves identifying and recording key information from each article, such as author, year of publication, research methodology, key findings and trends in sustainable marketing. The data collected from these articles were then analysed using a thematic analysis approach which involved identifying themes and patterns in the data and organising findings based on these themes. Findings from data analysis are synthesised to provide insight into sustainable marketing trends in 2023. The insights are then organised into categories and subcategories to provide a comprehensive trend picture.

RESULTS AND DISCUSSION

Threat of Recession

The first data that the author obtained was a report from the World Economic Forum (Figure 5). Before designing and developing 2023 trends, we need to know the subtleties of the 2023 recession threat. So, not only trends are considered, but also the threat of recession.

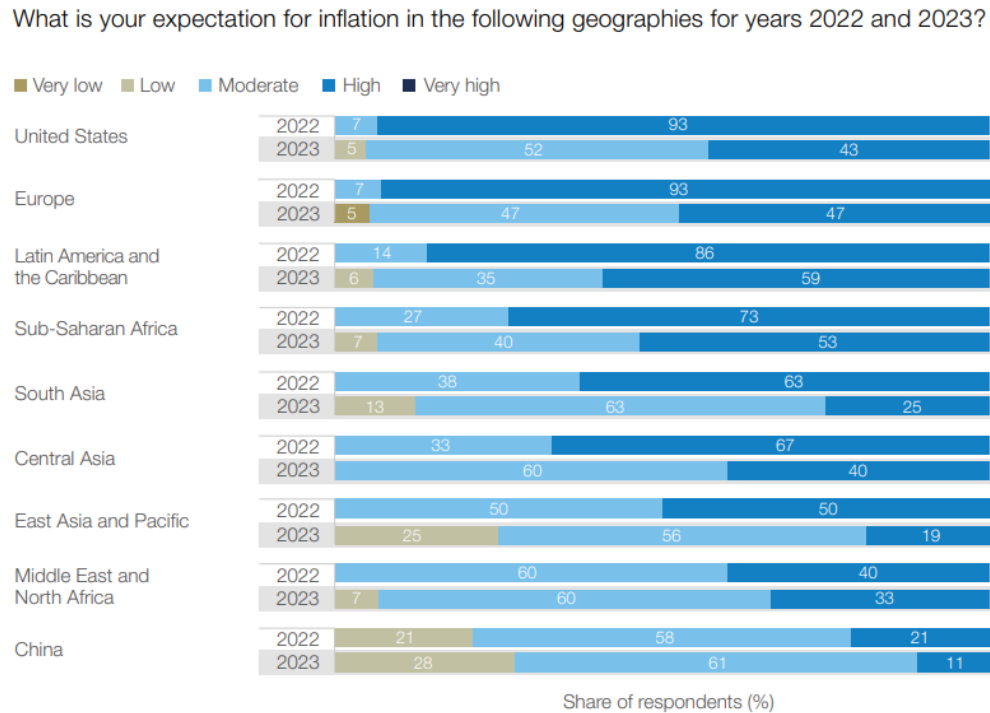


Figure 5. WEC Recession Expectation Data
 Source: World Economic Forum (2022)

The absence of Southeast Asia in the above data means that Southeast Asia has little chance of getting out of the recession or not being affected by it. Instead of being an invisible concern, this data can be considered good news. This means that the economic recovery in Southeast Asia, especially Indonesia, is getting stronger after the Covid-19 pandemic. By avoiding the risk of a recession, the development trend for 2023 will be even stronger and most likely suitable for implementation in Indonesia, especially in micro businesses. However, this does not necessarily keep Indonesia from economic threats because WEC continues to explain that US rivalry with China has more of an impact on the local economy. With this, we can see that the potential for experiencing the same difficulties still exists. After looking through the lens of recession risk, the next thing we need is economic integration (Figure 7).

What is your expectation for global economic integration in the next three years in the following areas?

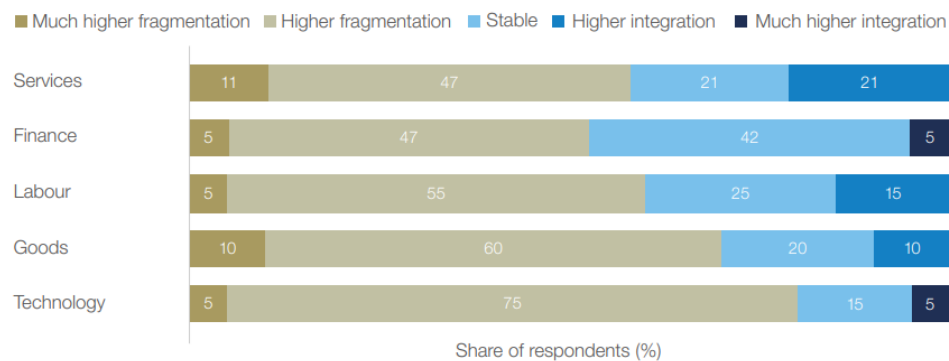


Figure 6: Economic Integration
 Source: World Economic Forum (2022)

Economic integration is the removal of economic barriers between countries so that countries can coexist economically with one another. The highest economic integration is in the technology sector. Of course, the most equitable and integrated digital infrastructure is in the technology sector. This is yet another fact that supports the use of influencers as an effective way to increase sustainable marketing for micro businesses. If the threat of recession and economic crisis still exists, then economic integration is the right way to reduce the threat of recession. If the government wants to lower its ego and integrate more, risks can be avoided, and our micro-economic growth will improve in line with the trend in 2023.

Influencer Condition

China is seen as one of the benchmark consumers to determine the next market trends, even for small sectors from America and Japan, such as the Visual Novel and Game creation sector. The data that will be used is published by Real Consumers, which discusses influencers. This report discusses the key concept of this research, how Influencers are promoters of a product or service. As a promotion and concept, this cost-effective fact makes it key to helping the development of micro-businesses that cannot afford commercial advertising with large capital. This data is included in the report data deposited to face the trend in 2023.

The first thing we must look at is the influencer marketing industry and the influencer agencies themselves. In terms of the industry itself, China's national data show that their citizens spend a total of 7 hours using social media applications or watching other content to find information about the world. This data indicates that influencers not only play a role in building awareness or disseminating information but also help target markets decide to buy a product. Indeed, influencers are not only those who own capital but also those who are Social Entrepreneurs and activists (Enthoven & Thelken, 2023).

Ironically, internet users deliberately seek influencer content rather than commercial advertisements that cost much money but are avoided by internet users themselves (Cocker et al., 2021; Glucksman, 2017; Haenlein et al., 2020; Ong & Ito, 2019). So the reality is that internet users prefer to see influencer content rather than advertisements, and the production costs for using influencer services are more cost-effective and effective than commercial advertisements. At this point, the author found a marketing model that can be considered to develop sustainable marketing as seen at Figure 7.

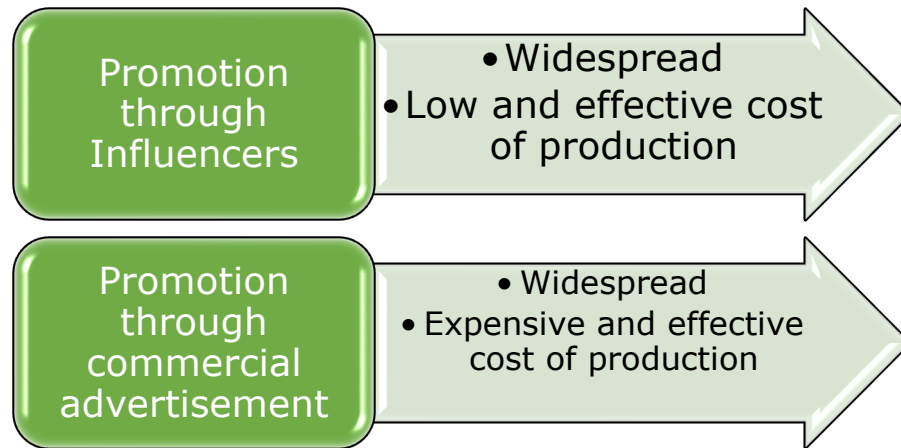


Figure 7. Promotion Comparison
Source: Author (2023)

The influencer marketing industry and influencer agencies can be integrated by designing shared content that can engage more internet users so that product promotion through influencers is more effective (Coco & Eckert, 2020; Haenlein et al., 2020; S. Jin et al., 2019; Kapitan et al., 2021; Lê Giang Nam, 2018; Pick, 2021; Ye et al., 2021; S. Zhou et al., 2021). The main platforms are social media-type platforms, video applications, and online stores. However, due to the duration factor and simpler UI design, social media is the easiest application for micro businesses to learn. If you go to YouTube, you will find long videos about product promotions. If you browse online stores, you will feel the effect of slow UI design. So, the easiest application to learn is social media. Instagram, for example, provides search references under its search bar, making it easier for buyers to decide what to search for or even what to buy (Al-Kandari et al., 2019; Faßmann & Moss, 2016; Kang & Wei, 2019; Putranto et al., 2021; Sugihartati & Susilo, 2019; Watkins & Lee, 2017). This is what the author calls as influencers on social media helping consumers make decisions on what products to buy. When we talk about influencers, we have to look at what their priorities are so that they can produce effective content for continuous marketing. The highest priority is measuring and reporting, with the conversion category as the highest data. By measuring and reporting regularly, the influencer marketing industry can make predictions, update the way of working, or

correct mistakes, and this aspect can increase the effectiveness of influencer marketing.

What about the agencies themselves? Since agencies manage many talents, they must monitor the work through workflows. On the other hand, the agency may not need workflow if it only has a few talents or even just one talent. It all depends on each agency and its managerial. So how can this data validation be worth considering to develop sustainable marketing and influencer marketing? Because Chinese consumers are found to be more mature in assessing a product and more rational in their choices (Chu & Chen, 2019; S. Jin et al., 2022; X. (Cathy) Jin et al., 2022; L. Zhou & Wong, 2004). It can be seen from the increasing demand and more critical so that the quality of their products increases in line with their promotion. We can see that creative industry countries from America and Japan are confident not because of market value alone but also the criticality of their product assessment.

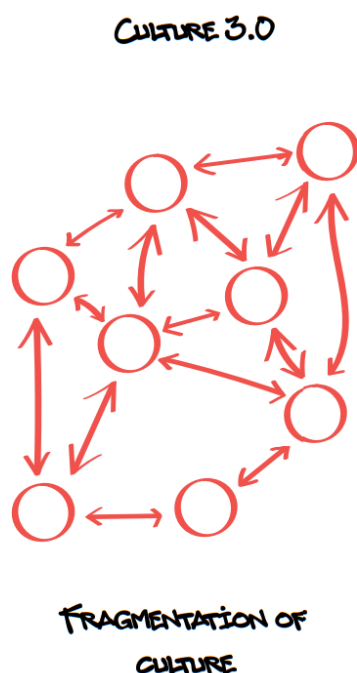


Figure 8. Culture 3.0 AMARU
Source: Author (2023)

Culture and Expression

When it comes to brands, an inherent aspect is their culture and how it is expressed. For micro enterprises, understanding culture is very important. Due to the weakness in developing sustainable marketing, training them requires knowledge of their culture and action patterns in the community. The data used is from the Amaru company (Figure 8). Nowadays, knowing the changes in culture and also the changes in technology, we have arrived at Culture 3.0. What is the concept of Culture 3.0? Culture 3.0 is a concept where culture is decentralised. Cultural decentralisation is the fragmentation or spotlighting of many

emerging cultures that can integrate to create an ecosystem of collaboration rather than competition. So far, we know we have experienced a period of colonisation by colonial soldiers from Europe. We experienced cultural exploitation by superpowers, so with the two bad cultural changes in the past, the concept of culture 3.0 is needed to make room for cultural differences for each culture to grow and synchronise.

So far, we only know about cultural differences but do not know how integration can be created. Integrity is not only mutually existing but between fragments with each other providing feedback, so this is why products that initially looked like MSMEs like KFC have now grown to be large. KFC served in America differs from KFC served in Indonesia in how it is served and seasoned. This is what is called cultural integrity or cultural fragmentation. Then what about something authentic? Rather than being used for continuous marketing, authenticity is more suitable for temporary curiosity, trying products in other branches, in other cities, or at different times.

Another phenomenon of cultural fragmentation has also occurred in the post-pandemic Indonesian film world. However, it is said that only a quarter of the released films can reach one million viewers (B. S. Wibowo et al., 2022). One unique case is the "*KKN Desa Penari*" movie, which beat Doctor Strange: Multiverse of Madness to take first place as the highest-grossing movie in Indonesia. Many netizens expressed wanting to experience watching movies in theatres again after being confined to their homes for two years during the pandemic. Excited and blasphemous comments emerged, making this KKN Desa Penari both hated and loved into chaos. This phenomenon is both a cultural fragmentation and an expression of Indonesian culture. Word of Mouth technique (Coritama & Susilo, 2022) is a technique similar to continuous marketing that also influences other content creators to create the same content. The popularity of this story is based on the expression of Javanese cultural mythology that both young and old locals favour.

The keyword that explains this fragmentation comes from identity: different races, different languages, different geographies, different habits, and different histories. However, this democratisation of culture is not just about being free. This democratisation of culture is expressing it with the form of social media platform algorithms. So we are not only limited to translating one expression to another but also how to convert that expression to the point of view of social media. This challenge is for micro-businesses, as many small businesses are not tech-savvy. The ultimate outcome is to respect other cultures while still learning how to sell on social media and promote through influencers, including being open to broader concepts of gender and sexual orientation to increase the value of their products. This type of content is unique from old-school media; memes and shitposts are examples of effective content to change products, such as Mixue dominating social media topics.

It can be seen that culture 3.0 is about decentralising culture and understanding cultural fragmentation. To be able to embrace cultural fragmentation, we must be able to embrace chaos, where this chaos comes from the cultural fragmentation model. To be able always to give feedback to other cultures, we must coexist with the concept of chaos. The concept of chaos is not in a negative connotation, but the fragments of cultures that are side by side and have this feedback have no broken thread, so the reconstruction of the meaning of chaos for sustainable marketing is the absence of broken threads between cultures, accepting logical and magical elements into one.

However, what the author finds the biggest challenge to the dissemination of information and the growth of marketing itself is the synchronisation of cultural fragments due to the history of the human ego, which is difficult to provide integration as well as synchronisation of one culture with another considering that there is still a war between Russia and Ukraine or the rivalry between the US and China. One of the inherent cases is the case mentioned by Sandiaga Uno about the miscommunication of tourists in the village of Sade Lombok, calling the cloth selling scam. The possibility of cultural collisions like this will be one of the phenomena of sustainable marketing constraints through influencers (Pahrudin et al., 2022).

Cyber Threats

After knowing about cultural challenges, the threats in the 2023 trend may come in the form of cyber threats. This cyber threat data is taken from Fortiguard Labs, where the first threat mentioned is cyber-attacks through hardware and software called OT System attacks. This attack is predicted to increase and become a trend in 2023 because their data reports that 83% have experienced cyber-attacks. The second is the rise of ransomware attacks (DeFord, 2022). The ransomware attack has attacked various campuses and hospitals in Indonesia, asking for ransom through bitcoin currency transfers. The third threat is money laundering, or it could also be a strategy to weaken marketing itself (Velinov et al., 2022). As we know, when there is a cyber threat or data leak, the perpetrator always asks for ransom with a bitcoin transfer.

This case is reminiscent of the Bjorka case, the perpetrator of the cyber hack that caused an uproar in the Indonesian government. The currency used was bitcoin, and as explained by Fortigard Labs, it is used to launder money and can be preserved by the owner, so using it does not bring risk to the owner of the attack. Last time this type of attack made several intelligence agencies, the United States and the European Union, work together to close down an illegal data sales site called RaidForum—another case. Not only economic and cultural risks, but cyber becomes a platform that channels these two risks when continuous marketing is developed.

Other cyber threats include catfish and identity fraud. These fraudsters do not use data hacks but emotionally manipulate their

victims to take their money or important documents slowly. From the author's data, the scammer claimed to be a doctor, thus luring the victim to consider their closeness through the mentioned profession. During the relationship, the victim was asked for money to help him fly to Indonesia and marry her. However, when the reception was held and guests had arrived at the venue, the bride-to-be did not show up and took away the money given to her.

In some cases, the victim of this manipulation is usually not only tricked by money but also emotionally tricked through gaslighting and harsh words into believing him. This demand for trust varies from believing he is a doctor, owns a house, has relatives, is male/female, or other false stories. Unfortunately, at the moment, the eradication of this fraud has not been carried out massively, even though the development of marketing in our macro economy is growing rapidly and on a good scale (Kuzior et al., 2022; Wilson et al., 2023).

The next cyber threat is self-harm terror. The user will intentionally hurt themselves and then send pictures of their wounds to the target of terror. For some people, this method is just a normal way or a child's way, but the target tends to self-harm and will be aroused to do the same activity after receiving the visual of the wound sent by the terrorist. Some people with this psychological disorder will also have difficulty resisting their desire to hurt themselves. The connection is that social media as a platform for marketing development often triggers unusual social phenomena, so due to cultural chaos, unusual social phenomena are born from the marketing process.

Implications

The results found are still in accordance with Tiktok's trending data, that the 2023 trend is built on the era of self-confidence. This self-confidence is converted into an impetus for the creativity of influencers who spread and create content to promote small business products. With self-confidence, identity and expression are easier to produce in work and content.

Instagram accounts like Brojabro are an example of strong self-confidence that frames the content it produces not from a selling point of view but from a storytelling point of view. His videos position him as a fried food seller who grumbles at the buyer for not buying much and asking for speedy service. The content tells a story as if he is the seller, creating a sense of entertainment that makes internet users laugh. However, it is unclear who sells the fried foods, the content positions itself as an influencer who markets products from small businesses. This promotion caused a chain reaction which occasionally promotes fried foods sales. This is a good example of sustainable marketing: no need for large production costs, the content creator can express freely, and cultural fragments are integrated between progressive and traditional. Since then, many other influencer accounts have copied Brojabro's styles by promoting small businesses.

In principle, there are always clashes with progressive culture in Indonesia, but just one summary of the content covers all the data that has been described. These complex concepts, which may be difficult for micro-entrepreneurs to understand, can be understood only by telling stories through the content presented. The result of this channelled understanding is the result of embracing the chaos. Chaos in cultural fragmentation does not have a broken thread, but chaos helps cultural fragmentation go hand in hand. The perspective that the author gets through the effectiveness of influencer promotion rather than advertising is the equalisation of promotion, where business owners no longer need to burn big money to increase the value of their products or build product awareness. However, business actors get indirect promotion from storytelling content.

What about the threat of cyberattacks and the recession itself? With the ease of sustainable marketing for micro businesses, despite being able to avoid recession and crisis, this business class will be vulnerable to cyber-attacks, although not in the form of physical attacks such as being beaten or killed, the cyber threat is the exploitation of micro businesses' data to manipulate the trends of the Indonesian market. If the government is still overwhelmed by attacks like Bjorka's, then micro businesses will be even more vulnerable, considering that the wrongful arrest case also targeted micro businesses. So from the data collected and results of the discussion, the sustainable marketing model that the author found for the 2023 trend can be seen in Figure 9.



Figure 9. Model of 2023 Tren of Marketing Communication
Source: Author (2023)

This model is the most appropriate model to align with the 2023 trend. This research aims to provide a sustainable marketing model to face the 2023 trend so that the workflow of this marketing model can have a positive domino effect for one product and other products of the same type. This increase in storytelling content will help small businesses recover from the pandemic slowly or, if not expected, experience rapid growth like the results of the Indonesian film market.

The simplifications made are, of course, not just a one-off. With many trends emerging in 2023, further simplifications will remain aimed at making it easier for micro businesses to develop this marketing technique after being hit by the Covid-19 pandemic crisis for two years. As a developing country, it would be an honour for Indonesia to go through this at the micro-enterprise level.

CONCLUSION

The uncertain world economy impacts the view of the marketing sector to be more pessimistic. To create sustainable marketing, advertisement and the internet can be collab to create impactful sales. Internet users favour influencer material over commercials, and the production costs for using influencer services are less expensive and more effective than those for commercial advertisements. Hence, the author has discovered a marketing model that can be considered for the development of sustainable marketing. For product promotion through influencers to be more effective, the influencer marketing business and influencer agencies must produce shared content that can interest more internet users.

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