

ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) producing crafts from recycled materials play a vital role in supporting the creative economy and sustainable environmental management. However, marketing efforts for recycled-based products often face challenges in effectively communicating environmental values to consumers. The limited public awareness of green marketing messages and the communication capacity of MSME actors are key issues that require further investigation, especially in assessing the effectiveness of green marketing communication in boosting sales.

This study aims to analyze how green marketing communication is applied by recycled craft MSMEs, how consumers perceive such communication, and its impact on marketing and sales. In addition, the study identifies supporting and inhibiting factors in the communication process. This research adopts a qualitative approach using a case study method. Data were collected through in-depth interviews with four MSME actors and four consumers selected through purposive sampling. Data analysis followed the stages of open coding, axial coding, and selective coding based on Strauss and Corbin's model, and incorporated Miles and Huberman's techniques through data reduction, data display, and conclusion drawing.

The findings reveal that MSMEs communicate green marketing through various techniques such as storytelling, personal approaches, and education via social media and community workshops. Consumers generally have a positive perception of environmental value, especially when accompanied by added value such as unique design and functional benefits. Effective communication was found to strengthen customer loyalty and product image, although it does not always directly affect sales. Supporting factors include the creativity of business actors and collaboration with communities, while inhibiting factors involve limited production capacity, communication skills, and consumer skepticism toward recycled products. This study provides practical implications for MSME actors and policymakers to improve the effectiveness of green marketing communication strategies in driving sustainable business growth.

Keywords: *green marketing communication, MSMEs, recycled products, consumer behavior, eco-friendly marketing.*