

DIGITAL MARKETING COMMUNICATION MODEL BASED ON AQUA SUSTAINABILITY PRODUCTS

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Abstract

Aqua is mineral water product that has been friendly with Indonesians since long ago. They provide interesting nature promotion since Indonesian loves anything close to nature, it makes them trust the product of Aqua. As a trusted product with long sustainability, it will be an important data to analyse about Aqua. This paper used content analysis by Krippendorff to analyse the digital marketing communication from Aqua. The concept used by Aqua brand, that they use the Masaru Emoto product at branding their water being finding of the research. Water is plain, but with the nature aesthetic and famous Emoto's pseudo-science, it attracts their audience to put long trust on them.

Keywords: Aqua, Masaru Emoto, Crystal of Water, Content Analysis, Sustainability Marketing

INTRODUCTION

Sustainability marketing has emerged as a crucial strategy for businesses and organizations worldwide. It encompasses the integration of environmental, social, and economic considerations into marketing practices which serves as related field. This approach recognizes that sustainable development is essential for long-term success and addresses the pressing challenges of our time, such as climate change, resource depletion, and social inequality. In this 700-word piece, we will explore the importance of sustainability marketing and its positive impact on businesses, consumers, and the planet (Rakic & Rakic, 2021).

First and foremost, sustainability marketing helps businesses build a positive brand image and enhance their reputation. In today's socially conscious and environmentally aware world, consumers are increasingly drawn to companies that demonstrate a commitment to sustainability. By implementing sustainable practices and effectively communicating them through marketing campaigns, businesses can differentiate themselves from competitors and attract a growing segment of eco-conscious consumers as their sustainability concept (Liu & Dong, 2021). Studies have shown that consumers are more likely to support brands that prioritize environmental and social responsibility, leading to increased customer loyalty and brand trust. Moreover, sustainability marketing can drive innovation and improve operational efficiency (Lloveras et al., 2022). Embracing sustainable practices often requires businesses to evaluate their processes, products, and supply chains critically to improve further. This assessment often leads to the identification of inefficiencies and the development of innovative solutions that can reduce resource consumption, waste generation, and emissions. By integrating sustainability into their marketing strategies, companies can showcase these improvements to consumers, highlighting their commitment to environmental stewardship and creating a competitive advantage in the marketplace as their good standard.

Sustainability marketing also plays a pivotal role in fostering positive societal change. Through targeted campaigns and messaging, businesses can raise awareness about pressing social and environmental issues, encouraging consumers to make more informed and sustainable choices (Kemper & Ballantine, 2019). By promoting sustainable behaviors and lifestyles, marketing can contribute to the broader goal of shaping a more sustainable society and better sustainable society. It empowers consumers to become agents of change and demonstrates that individual actions, when multiplied, can make a significant impact on the environment and society as a whole. Furthermore, sustainability marketing helps businesses manage risks and adapt to evolving market dynamics. As sustainability concerns continue to gain prominence, companies that fail to address them may face reputational damage and increased regulatory scrutiny. By proactively integrating sustainability into their marketing efforts, organizations can mitigate risks associated with non-compliance, product controversies, or negative public perception. This proactive stance allows businesses to stay ahead of changing market expectations and regulations, positioning them for long-term success and resilience which means good business.

In addition to its benefits for businesses, sustainability marketing also has a profound impact on consumers. It empowers individuals by providing them with information and choices that align with their values and sustainability aspirations. By effectively communicating the environmental and social impact of products and services, marketing enables consumers to make more conscious purchasing decisions that could impact the brand and society (Fuxman et al., 2022). This increased awareness helps drive demand for sustainable products and services, creating market incentives for businesses to adopt more responsible practices throughout their value chains. Lastly, sustainability marketing is essential for the planet and future generations of mankind. By promoting sustainable consumption patterns and responsible production, marketing can contribute to the preservation of natural resources, reduction of greenhouse gas emissions, and protection of biodiversity as their sustainability elements. It encourages businesses to adopt circular economy principles, promote renewable energy, and minimize waste generation. Through sustainability marketing, we can work towards a more sustainable and equitable future, ensuring that the needs of current and future generations are met without compromising the planet's ability to sustain life and the future.

In conclusion, sustainability marketing is of utmost importance in today's world. It offers numerous benefits for businesses, consumers, and the planet. By integrating sustainability into marketing practices, businesses can build strong brands, drive innovation, and manage risks while contributing to positive societal change. Consumers benefit from increased awareness and access to rich sustainable choices, enabling them to make more informed decisions that empower people. Ultimately, sustainability marketing is vital for addressing global challenges, promoting responsible consumption, and building a more sustainable and resilient future for all.

LITERATURE REVIEW

The History of Aqua

The history of Aqua Mineral Water dates back to its inception in the early 1980s. It has since become a leading brand in the bottled water industry, recognized for its purity and high-quality standards. The story of Aqua Mineral Water is one of dedication, innovation, and commitment to providing consumers with a refreshing and reliable source of hydration. The journey of Aqua Mineral Water began when a group of entrepreneurs recognized the growing demand for clean and safe drinking water (- & Paryanti, 2019). They aimed to create a brand that could cater to the needs of health-conscious individuals who sought a convenient and reliable alternative to tap water. With this vision in mind, they embarked on a mission to develop a water purification and bottling process that would ensure the highest quality standards that would please the consumers.

The founders invested in state-of-the-art technology and built a modern facility dedicated to water purification (Siti Munawaroh, 2020). They sourced water from natural springs known for their pristine quality, ensuring that Aqua Mineral Water would be a product of nature's best where it is loved widely by people with nature aesthetics. The water went through a rigorous filtration and purification process, eliminating impurities and contaminants while preserving its natural mineral content. By the mid-1980s, Aqua Mineral Water had gained recognition for its exceptional quality and became a trusted name in the market. The brand's commitment to maintaining the highest standards of purity and freshness led to its widespread popularity among consumers who care about sustainability marketing. In the following years, Aqua Mineral Water expanded its operations, increasing production capacity and distribution networks. It focused on improving its packaging and introduced innovations such as lightweight bottles and ergonomic designs, making it more convenient for consumers to carry and consume their water on the go. As environmental awareness grew, Aqua Mineral Water took steps to reduce its ecological footprint (Deviana et al., 2018). The brand introduced eco-friendly packaging materials and implemented recycling initiatives to promote sustainability. By advocating responsible water usage and environmental stewardship, Aqua Mineral Water became a symbol of conscious consumption.

Aqua Mineral Water's success continued into the 21st century. The brand adapted to changing consumer preferences by introducing flavored and functional water variants, providing options beyond traditional still water (Meliyanti & Susila, 2021). These innovations aimed to cater to diverse tastes and lifestyles while maintaining the brand's commitment to quality and purity. Throughout its history, Aqua Mineral Water has also actively participated in social initiatives and community development programs. The company has supported projects related to water conservation, education, and health, aiming to make a positive impact on society (Wicaksana et al., 2020).

Today, Aqua Mineral Water is a globally recognized brand, available in numerous countries around the world. Its success can be attributed to its unwavering commitment to quality, continuous innovation, and a deep understanding of consumer needs. As the demand for safe and healthy drinking water continues to grow, Aqua Mineral Water remains

dedicated to providing consumers with a reliable source of hydration. Its rich history and reputation make it a preferred choice for individuals seeking a refreshing and pure drinking water experience. In conclusion, the history of Aqua Mineral Water is a testament to the brand's commitment to quality and excellence. From its humble beginnings to its global presence, Aqua Mineral Water has evolved into a symbol of purity, reliability, and environmental responsibility. As consumers increasingly prioritize their health and well-being, Aqua Mineral Water continues to provide a refreshing and trustworthy choice for hydration.

Aqua and Sustainability Marketing

In today's rapidly changing world, sustainability has become a crucial aspect for businesses across various industries. As consumers become more aware of environmental issues and their impact on the planet, companies are increasingly focusing on sustainability initiatives to meet consumer expectations and contribute to a greener future. One such company that has made significant efforts in sustainability marketing is Aqua. Aqua, a leading beverage company, has recognized the importance of sustainability and has taken proactive measures to incorporate it into its marketing strategies. By aligning its brand values with sustainability, Aqua has not only created a positive image but has also gained a competitive edge in the market.

One of Aqua's key sustainability initiatives is its commitment to reducing plastic waste. Plastic pollution is a global environmental concern, and Aqua has made significant strides in addressing this issue. The company has introduced eco-friendly packaging options, such as recyclable and biodegradable bottles, to reduce its carbon footprint. By promoting these packaging alternatives through its marketing campaigns, Aqua has positioned itself as a responsible and environmentally conscious brand, appealing to consumers who prioritize sustainable choices (Bouras et al., 2022; Hodnik et al., 2016). Another area where Aqua has shown dedication to sustainability is water conservation. As a beverage company that relies heavily on water resources, Aqua understands the importance of preserving this vital natural resource. Through its marketing efforts, Aqua educates consumers about water conservation practices and the importance of responsible water usage. By highlighting its own water management practices, such as efficient water usage in production and investing in water conservation projects, Aqua showcases its commitment to sustainability and encourages consumers to join in the effort (T. Askham, 2019).

In addition to its own sustainability initiatives, Aqua actively supports and collaborates with environmental organizations and initiatives. By partnering with reputable nonprofits and environmental advocacy groups, Aqua not only demonstrates its commitment to sustainability but also extends its reach to a wider audience. Through cause-related marketing campaigns, Aqua raises awareness about environmental issues and encourages consumers to contribute to the cause (T. M. Askham & Van der Poll, 2017). This collaborative approach not only enhances Aqua's brand reputation but also inspires consumers to make sustainable choices. Aqua also leverages digital marketing platforms to spread its sustainability message. Through social media campaigns, blogs, and other digital

channels, Aqua engages with its audience and provides valuable information on sustainable living, recycling, and environmental conservation. By utilizing these platforms, Aqua effectively reaches a broader demographic, including younger consumers who are highly engaged with digital media and are particularly passionate about sustainability.

Furthermore, Aqua ensures transparency and accountability in its sustainability efforts. The company regularly publishes sustainability reports that outline its progress, goals, and initiatives. By sharing this information with consumers, Aqua establishes trust and credibility, reinforcing its commitment to sustainability and enabling consumers to make informed choices. Aqua's sustainability marketing efforts have not only contributed to its brand reputation but have also resulted in tangible benefits for the company. By aligning its values with those of its target audience, Aqua has attracted a loyal customer base that values sustainability (Suriyanto et al., 2020). This has translated into increased sales, as more consumers actively choose Aqua over competing brands due to its sustainable practices. In conclusion, Aqua's effort on sustainability marketing demonstrates its dedication to making a positive impact on the environment while driving business success. By incorporating sustainable practices into its packaging, water management, partnerships, and digital marketing efforts, Aqua has positioned itself as a responsible and environmentally conscious brand. As sustainability continues to gain importance in consumer decision-making, Aqua's focus on sustainability marketing ensures its relevance in a changing marketplace, while also contributing to a greener and more sustainable future (Arief, 2017; Hartini, 2021).

Aqua's Digital Branding Characteristics

Aqua Mineral Water is a popular brand known for its refreshing and pure drinking water. When it comes to digital branding, Aqua Mineral Water's characteristics can be leveraged to create a compelling and engaging online presence. In this article, we will explore how Aqua Mineral Water's characteristics can be incorporated into digital branding strategies (Arif Abdillah et al., 2019).

Purity:

One of the primary characteristics of Aqua Mineral Water is its purity. This attribute can be translated into digital branding by emphasizing transparency and trustworthiness. Through a clean and minimalist website design, clear and concise product information, and authentic customer testimonials, Aqua Mineral Water can communicate its commitment to providing pure and high-quality drinking water. Utilizing visuals that showcase pristine natural water sources and rigorous purification processes can further enhance the brand's message of purity.

Refreshment:

Aqua Mineral Water is synonymous with refreshment, and this characteristic can be effectively portrayed through digital branding. The brand can create visually appealing and vibrant digital content that evokes a sense of coolness and rejuvenation. Utilizing videos, animations, or interactive elements on the website and social media platforms can engage

the audience and convey the refreshing experience of consuming Aqua Mineral Water. The brand's online presence should exude energy, vitality, and a feeling of quenching thirst, leaving the audience with a sense of revitalization within our body or feeling our health is enhanced.

Hydration:

Aqua Mineral Water is known for its hydrating properties. Digital branding can highlight this characteristic by educating the audience about the importance of staying hydrated and the benefits of Aqua Mineral Water in maintaining optimal hydration levels. The brand can develop informative blog posts, social media content, or even a dedicated hydration-focused section on its website. Collaborating with influencers or experts in the field of health and wellness can further strengthen Aqua Mineral Water's position as a trusted provider of hydration.

Lifestyle:

Aqua Mineral Water can leverage digital branding to position itself as more than just a beverage brand but also a lifestyle choice. Through social media platforms, the brand can curate content that aligns with a healthy and active lifestyle. This can include sharing fitness tips, promoting outdoor activities, or collaborating with wellness influencers to showcase how Aqua Mineral Water fits seamlessly into a well-rounded lifestyle. By integrating the brand into the daily routines and aspirations of its target audience, Aqua Mineral Water can establish a strong and lasting connection with consumers with their sustainability approach.

Sustainability:

In today's environmentally conscious world, sustainability is a crucial characteristic that can be integrated into Aqua Mineral Water's digital branding. The brand can highlight its commitment to eco-friendly practices through digital channels. This can include sharing information about the brand's sustainable packaging, recycling initiatives, and support for environmental causes for the better future of earth. By communicating its dedication to preserving natural resources and reducing its environmental footprint, Aqua Mineral Water can appeal to consumers who prioritize sustainability (Sakinah & Suhardi, 2018).

To effectively incorporate Aqua Mineral Water's characteristics into digital branding, it is important to have a deep understanding of the brand's target audience and their preferences. Conducting market research and consumer surveys can provide valuable insights into the audience's perception of the brand and their expectations from digital experiences. Additionally, collaborating with digital marketing professionals who specialize in branding and communication can help ensure that Aqua Mineral Water's characteristics are effectively translated into the digital realm. In conclusion, Aqua Mineral Water's characteristics offer a range of opportunities for digital branding (Ruhamak, 2016). By emphasizing purity, refreshment, hydration, lifestyle, and sustainability through visually appealing and engaging digital content, Aqua Mineral Water can create a strong and

memorable online presence. By understanding the target audience and effectively communicating the brand's attributes, Aqua Mineral Water can establish a meaningful connection with consumers in the digital landscape.

METHOD

Krippendorff's Analysis model is a widely recognized and extensively used framework for digital content analysis. Developed by Klaus Krippendorff, a renowned communication scholar, this model provides researchers with a systematic and rigorous approach to analyzing digital content, such as text, images, videos, and social media data. At its core, Krippendorff's Analysis model emphasizes the importance of intercoder reliability and rigorous coding procedures. The model suggests that multiple coders should independently analyze the same digital content and achieve a high level of agreement in their coding decisions. This ensures the validity and reliability of the analysis, as it reduces the potential for coder biases and subjective interpretations (Gunawan & Susilo, 2021).

The model proposes a comprehensive set of coding procedures that researchers can follow. These procedures involve various steps, including unitizing the content (i.e., dividing it into meaningful segments), creating a coding scheme or dictionary, training the coders on the coding scheme, and conducting the coding process. Additionally, Krippendorff's model emphasizes the need for regular meetings and discussions among coders to address any discrepancies and ensure consistency (Susilo et al., 2021). Krippendorff's model also incorporates a measure of agreement called the Krippendorff's alpha coefficient. This coefficient allows researchers to quantitatively assess the reliability of the coding process by comparing the agreement observed among coders to the agreement expected by chance. A high Krippendorff's alpha indicates a high level of intercoder reliability and strengthens the validity of the analysis.

Overall, Krippendorff's Analysis model provides a structured and systematic approach to digital content analysis, ensuring methodological rigor and facilitating meaningful interpretation of the data (Luthansa & Susilo, 2022). By employing this model, researchers can gain valuable insights into various aspects of digital content, such as sentiment analysis, thematic analysis, and communication patterns, contributing to a deeper understanding of the digital landscape.




Analysis Technique

The analysis technique will be using the Instagram account of @AquaSehat to be the data source. The chosen data will be gathered under a table with simple categorization in order to be communicative with the readers. After that, we will analyse using digital content analysis.

RESULTS AND DISCUSSION

Contents Results and Discussion

CONTENT	CAPTION	DESCRIPTION
	<p>#AQUADULU dengan AQUA Life sekarang lebih hemat karena hanya Rp7.500 rupiah di seluruh @alfamart sampai 30 Juni! 🥰💙</p> <p>Yuk, jadi bagian dari #BijakBerplastik ♻️ dengan AQUA LIFE, inovasi botol pertama di Indonesia yang terbuat dari 100% plastik daur ulang & 100% dapat didaur ulang kembali.</p>	<p>Aqua's official account posted about AquaDulu hashtag which indicate their sustainability product with low price.</p>
	<p>Gak semua air mineral itu AQUA! Cuma AQUA yang 100% Murni dan terasa dingin tanpa perlu didinginin.</p> <p>Kalau mintanya AQUA tapi di kasihnya yang lain, jangan mau ya! 😏</p> <p>#AQUADULU</p>	<p>Aqua official account posted about Aqua's pure water and its cold.</p>
	<p>Selamat Hari #BijakBerplastik! AQUA bersinergi dengan berbagai pihak membuat gerakan tiga pilar #bijakberplastik, yaitu</p>	<p>Aqua official account posted about Sustainability way of reduced bottle.</p>

	<p>pengumpulan, edukasi, dan inovasi.</p> <p>Yuk, jadi bagian dari #BijakBerplastik ♻️ dengan AQUA LIFE, inovasi botol pertama di Indonesia yang terbuat dari 100% plastik daur ulang & 100% dapat didaur ulang kembali.</p> <p>Dapatkan AQUA LIFE untuk pilihan tepat #BijakBerplastik di Alfamart terdekat!</p>	
	<p>Buibu masih was-was buat kasih obat sirup ke Si Kecil setelah rame berita kemarin? ☐</p> <p>Yuk tonton dulu video lengkapnya biar ngga makin panik saat Si Kecil lagi sakit. 😊</p> <p>Tag atau share ke sesama Buibu yang butuh #AQUADULU untuk bantu daya tahan tubuh Si Kecil</p>	<p>Aqua official account about the importance of kidney and drinking water with Aqua.</p>
	<p>Berkreativitas tanpa batas sih boleh, tapi jangan lupa tetap #BijakBerplastik!</p> <p>Selalu #AQUADULU dengan AQUA Life yang lebih ramah lingkungan karena botolnya 100%</p>	<p>Aqua official account posted about creativity works with aqua.</p>

	terbuat dari plastik daur ulang & 100% dapat didaur ulang kembali ♻️ #BijakBerplastik	
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From the data above, Aqua has active sustainability campaign but their content data tends to be homogenous. This means that the quality of content is good and has consistent direction with their campaign. The sustainability campaign of Aqua is part of product that cares about environment. Aqua is essentially water, as a brand of nature, they should practice the sustainability environment in their brand. The way they captioned their content, they picked casual and friendly campaign as a proof that they're consistent with their audience and able to perform good promotion. The Aqua's campaign is part of a special campaign because Aqua promoted themselves as pure water from chosen mountains. Something close to nature sounds therapeutic. Something close to nature sounds immortal. It is no wonder that Aqua's promotion indulge their audience in those thoughts, the approach of Masaru Emoto (Matthews, 2006).

Masaru Emoto was a Japanese author and pseudo-scientist known for his controversial claims about the relationship between water and human consciousness. Emoto gained widespread attention for his book "The Hidden Messages in Water," published in 2004, where he proposed that human thoughts, words, and intentions can impact the molecular structure of water. According to Emoto, water molecules are highly responsive to external stimuli, such as music, words, and even thoughts. He claimed that positive words and emotions, such as love and gratitude, can create beautiful and symmetrical water crystals when frozen, while negative words and emotions, such as hatred and anger, result in deformed and chaotic water crystals (Emoto, 2005; Purwanto, 2008).



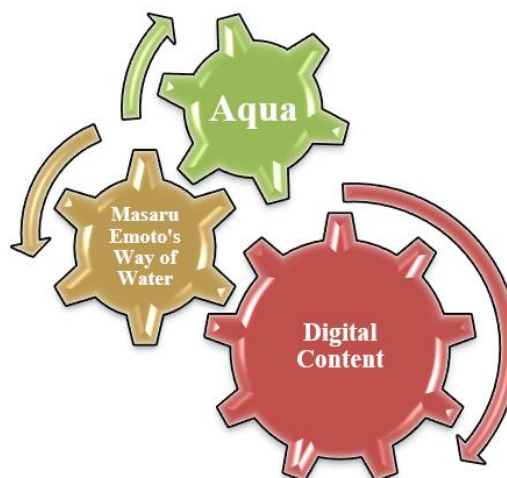
Emoto conducted numerous experiments to support his claims. One of his most famous experiments involved exposing water to different types of music or written words and then

freezing the water to observe the crystal formations under a microscope. He claimed that classical music and positive words like "love" and "thank you" produced well-defined and aesthetically pleasing crystals, while heavy metal music and negative words resulted in distorted and unattractive formations (Putra & Hidayat, 2017). Critics of Emoto's work argue that his experiments lack scientific rigor and that his claims are unfounded. They point out that his methods and observations were subjective, and the supposed correlation between water crystals and human consciousness was never scientifically proven. The scientific community has generally dismissed Emoto's claims as pseudoscience.

Despite the skepticism, Emoto's ideas gained significant popularity, especially among those interested in New Age spirituality and alternative medicine. His work resonated with individuals who believed in the power of positive thinking and the interconnectedness of mind and matter. Emoto's ideas also had implications beyond water crystals. He claimed that since the human body is composed mostly of water, our thoughts and intentions can influence our own well-being and health (Munar et al., 2022). According to his theories, positive thoughts and emotions can promote healing and vitality, while negative thoughts can lead to illness and disease.

While Emoto's ideas may have inspired some people to adopt a more positive mindset and explore the power of intention, it is important to note that his work has not been scientifically validated or replicated by independent researchers. The scientific consensus remains that Emoto's claims lack empirical evidence and are not supported by rigorous scientific methodology. In conclusion, Masaru Emoto's ideas about the relationship between water and human consciousness were highly controversial and lacked scientific credibility. While his work found popularity among certain communities, it has been largely dismissed by the scientific community. It serves as a reminder of the importance of critical thinking and skepticism when evaluating extraordinary claims that lack robust scientific evidence.

The Model of Water



This model explains the way Aqua does things which other brands of water didn't do. Aqua follows Emoto's path at purifying water, the water crystal where they emphasize about

the pure coldness in their mountain water. Aqua believed good cold and pure water will help people form good crystal water and make their kidney healthy. The aqua's sustainability way isn't only about reducing waste, but it is about how crystal of water exists inside their product which would bless their body with good things from the crystal of water. It is not a matter of whether it is true or not, but rather about how water is a powerful liquid next to blood.

CLOSING

Conclusion

The conclusion for this topic is that we have a lot of water industries working and make water available for almost anyone. To get water is to obtain your own life as well as water is that what's serving your life is the water itself. This kind of branding didn't use bold mention about main plot but use soft approach of Emoto's crystal water. This is no wonder why some customers didn't want to buy anything other than the product of Aqua. Aqua gained trust from the community as a brand due to their soft approach. From the trust itself we can see that it builds their own comfort zone with Aqua brand due to the amount of positivity they felt from the aqua product. Whether it is merely hyperreality or mystics, Aqua proves themselves that their digital sustainability has good fruition within society.

Suggestions and Acknowledgments

The author suggests for other products of nature to follow the path of Aqua in giving the positivity of water. With the positivity of water, it reflects the water crystal of Emoto. The academic suggestions would be providing good technical research and demonstrate its technical progress more in the digital content form.

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