

CHAPTER 2

**GREEN ADVERTISING AND ELECTRIC MOTORCYCLE ADOPTION
ENCOURAGEMENT IN INDONESIA**

2.1.Green Advertising Implementation

Green advertising emphasizes a company's commitment to promoting products that are less harmful to the environment. This approach to marketing not only highlights the environmental benefits of a product but also aligns with the growing public concern about ecological issues. According to Zinkhan and Carlson (1995), green advertising serves as a significant reinforcement for promoting environmentally friendly products. By tapping into the public's environmental concerns, brands can enhance their appeal and attract a more conscientious consumer base. Polonsky (1994) argues that green advertising provides brands with an opportunity to capitalize on the public's environmental worries. By understanding where public concern lies, companies can tailor their messages to resonate with consumers' values and interests. This strategy not only satisfies consumer demands but also positions the brand as socially responsible. The increasing awareness of environmental issues pushes brands to adopt more sustainable practices, thereby reducing their ecological footprint (Polonsky, 1994).

Green advertising is particularly effective in attracting consumers by emphasizing the safety and environmental benefits of the advertised products. Schuhwerk and Lefkoff-Hagius (1995) found that consumers who are

environmentally conscious are more likely to purchase green products. This behavior demonstrates a strong link between environmental awareness and consumer action. The more exposure consumers have to green advertisements, the more likely they are to develop a higher awareness and intention to purchase eco-friendly products (Hornik, 2016).

Indonesia faces significant environmental challenges, with pollution being a severe and ongoing issue. Despite being one of the countries with the highest levels of pollution, surveys indicate that Indonesians place considerable importance on environmental matters, sometimes even prioritizing them over economic growth (Indikator Politik Indonesia, 2021). This heightened concern should ideally translate into consumer behavior that supports environmentally friendly products. Electric motorcycles represent a practical solution to Indonesia's air pollution problem, which has been linked to a high mortality rate. Brands like Smoot offer electric motorcycles that are less harmful to the environment. However, despite the clear environmental benefits, sales of these electric motorcycles remain low and are not meeting targets (Data Industri Research, 2023).



Figure 2.1-1 Smoot's Green Advertising on Instagram

Smoot is a brand that provides an alternative choice to petrol-based motorcycle by selling one that is electric-based. This innovation is initiated by the objective to accelerate electric ecosystem in Indonesia due to the concerning air pollution. Smoot aims to tackle the issue by reducing carbon emission that is caused by the transportation industry. On their official Instagram (@smootmotor), they emphasize their contribution to the environment in their advertising, which depicts green advertising. Smoot stresses the sentence 'Ramah Lingkungan' or 'Environmentally Friendly' on their feeds to showcase their products that are less harmful to the environment.



Figure 2.1-2 Smoot's Green Advertising on Instagram

Another green advertising tactic is also found on Smoot's Instagram, as presented above. They put emphasis on how their product is a smart electric motorcycle that requires no charging due to the battery-swapping system they adopt. Another emphasis is put on how daily use of Smoot does not produce any

emission that is a contributor to the deteriorating air pollution in Indonesia. The message of ‘Mudah Kemana Saja Tanpa Emisi’ and ‘Gaya Hidup Sehari Hari Tanpa Emisi’ persuades their audience to start using their electric motorcycle that is easy to operate without adding the air pollution issue. ‘Solusi Bukan Polusi’ then concludes how Smoot being the solution to the pollution issue.

Smoot also has a tagline of #JalanDenganSmoot, which is put on their official Instagram (@smootmotor) bio and every Instagram post. Specifically, their bio stated “Motor listrik pintar tanpa di cas, dengan Sistem Tukar Baterai”, which concludes that they provide electric motorcycles that are practical, accessible, and environmentally friendly. The tagline helps to further persuade its audience to be using Smoot motorcycles as their choice of transportation.

2.2.The Encouragement of Electric Motorcycle Adoption in Indonesia

In 2023, Indonesia is the top 14th country with the worst air quality with the average number of 105 US AQI (IQAir, 2024). One of the contributors of the deathly air pollution in Indonesia is the amount of transportations commuting daily (Global Alliance on Health and Pollution, 2019). The choice of mode of transportation is dominated by motorcycle by 74%, which is then followed by motorcycle online platform (9%), car (8%), public transportation (2%), car online platform (2%), and train (2%) (Populix, 2023). Vehicles ownership is also dominated by motorcycle by 95% (Populix, 2023). This data shows that Indonesians choose motorcycle as their top mode of transportation.

Driving from the high usage of motorcycle and the damaging air pollution, Indonesian companies aim to provide an alternative to help fixing the issue by

creating electric motorcycle that is safe for the environment. These products are expected to lower the air pollution that has become years-long problem. Nevertheless, 89% of Populix (2023) survey's respondents claim that they have zero intention to purchase electric motorcycle. Meanwhile, the 11% of the respondents that have the intention claim that the reasoning behind their interest is electric motorcycle is more efficient, less harmful to the environment, new technology, trending and warranty (Populix, 2023).

The government aims to accelerate the energy transition by creating a regulation, namely Minister of Industry Regulation Number 21 of 2023 concerning Amendments to Minister of Industry Regulation No. 6 of 2023, that emphasizes subsidy for electric motorcycles will be given by the government to Indonesian citizens that holds an identity card (Menteri Perindustrian Republik Indonesia, 2023). The subsidy that will be given itself is in the amount of Rp 7.000.000 per unit, which in 2023, the quota of the subsidy is 200.000 units (Menteri Perindustrian Republik Indonesia, 2023). This gives a contradictive stance from the data that one of the reasons Indonesians hold back from adopting electric motorcycle is the expensive price (Katadata, 2023).

Smoot is one of the brands that accepts the government subsidy, making their price can be considered cheaper than petrol-based motorcycle. The maintenance cost for their electric motorcycle is also not expensive, considering that electric motorcycle needs are fewer than petrol-based motorcycle. Smoot also offers a lifetime warranty for their battery and a two-year warranty for their electricity. Other reasons are the difficulties of finding public electric charging

station and the duration of charging (Katadata, 2023). This also contradicts with what Smoot offers in their products, which adopts a battery-swapping model that only takes 9 seconds to swap battery and free. Their SWAP station to swap battery itself is already distributed in many places, which they also collaborate with partners, such as Alfamart and Pertamina.