

Onestep Footwear Public Relations Campaign Planning as an Eco-Friendly Brand

Nur Yasmin Sulma*, Yunita Permatasari Simatupang & Andita Putri Bethari

LSPR Institute of Communication and Business, Indonesia

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*Corresponding Email: vasminsulma16@gmail.com

Abstract

This article aims to find out how to plan a public relations campaign to increase public awareness of shoe sole waste. Problems are focused on the degree of excess, disadvantages, opportunities and threats over shoe sole litter. In order to approach this problem, theoretical references from persuasive communication, public relations, campaigns and environmentally friendly products are used. The data was collected through input from the SWOT matrix in the form of questionnaire results that had been filled out by Onestep Footwear and analyzed qualitatively. This study concluded that overall, the shoe campaign for Bumi collaborated with one of the local shoe Brands from Bandung called Onestep Footwear. With this campaign, it is hoped that there will be an increase in public awareness of environmental pollution caused by shoe sole waste, and the emergence of a sense to continue to protect the environment by using environmentally friendly shoes, such as Onestep Footwear.

Keywords: Onestep Footwear; Public relations Campaign; Eco-Friendly Brand.

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INTRODUCTION

The production of the shoe industry in Indonesia was ranked 4th in the world after China, India and Vietnam with a total production of 1.41 billion pairs of shoes in 2018. In addition, Indonesia is also the 4th largest consumer of shoes with consumption of 886 million pairs of shoes, as stated by the Director General of Small, Medium and Multifarious Industries (IKMA) of the Ministry of Industry, Gati Wibawaningsih. This figure contributes quite a lot of the total shoes produced in the world, which is as much as 4.6% (Ministry of Industry, 2019).

This data is reinforced by records obtained by Tokopedia which stated that transactions for purchasing shoes made in Indonesia continued to increase 2x during the pandemic, which was conveyed by Senior Lead Fashion Tokopedia Aldhy Darmayo, during the Webinar activity: Bersebelas #MestepBareng Tokopedia, Friday, 12 March 2021 (Rizqyta, 2021). From these two data it can be concluded that the increase in the number of local shoe manufacturers with various variations of shoes has an effect on people's buying interest in local shoes which is also increasing.

From the results of production and sales of local shoes which continue to increase, it can be concluded that the use of shoes is increasingly favored by the community. Unfortunately, there are still many people who are not aware that used shoe waste can pollute the environment. This can be proven by the discovery of rubber waste used for shoe soles and sandals on Cocos Island, Australia, south of Java Island (McGrath, 2019).



Figure 1. Piles of Sandals and Shoes on Cocos Island
Source: (McGrath, 2019)

Shoe soles are 1 of 7 sources of microplastics which are believed to be a source of marine pollution. Shoe soles take about 50-80 years to decompose. Even though shoe sole rubber comes from tree sap, the natural material which is often called latex has been processed into thick soles so that it is very difficult to turn it into natural waste (Boucher & Friot, 2017).

According to the DKI Jakarta Environment Agency, the waste generated by the capital city continues to increase every year. As at the end of 2018, the waste generated by the DKI Jakarta area reached 2.73 tons, an increase of 10.2% compared to 2017 which amounted to 2.47 tons. Meanwhile, according to data from the West Java Environmental Service (DLH), the amount of waste production in West Java in 2021 will reach 23,000 tons per day and 40% of the waste has not been fully handled by the West Java DLH.

With the problem of existing shoe sole waste, a company from Bandung called Onestep Footwear has come up with a new innovation to reduce shoe waste. Local shoes Onestep Footwear was established on June 27 2021 and is a new business that prioritizes environmental health, with innovation in product design and applying technology to produce high-quality shoe products.

Unlike other brands, Onestep Footwear was founded with the aim of reducing the problem of shoe sole waste that has polluted the environment today where the shoe sole and upper sole are zippered with the aim that users can use one shoe sole with a variety of colors and types of upper soles that are produced. by Onestep Footwear.

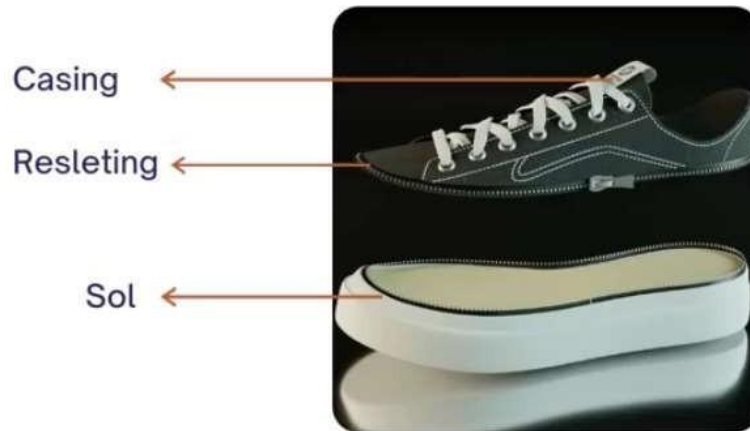


Figure 2. Onestep Footwear Section

Due to the above problems, the planners plan to create a shoe sole waste campaign that aims to increase public awareness about shoe sole waste that can pollute the environment in collaboration with Onestep Footwear. Another reason the planners created a shoe sole waste campaign is because until now there has been no such campaign in Indonesia. If the existing problems are allowed to continue, there is concern that shoe sole waste can become a source of problems that can damage the environment, especially the oceans.

Miller (in Stiff & Mongeau, 2016) defines persuasive communication as a message conveyed with the intention of changing, shaping, or strengthening the response of others. Another definition put forward by Andersen (in Perloff, 2017) is persuasive communication, namely an attempt by the communicator in the communication process to obtain the response desired by the recipient of the communication. Meanwhile Bettinghaus and Cody (in Perloff, 2017) define that persuasive communication is an effort made by individuals consciously to change attitudes, beliefs, or behavior of other individuals or groups conveyed through communication messages.

The proper management function for managing this communication strategy is Public Relations (Wulandari & Anwar, 2021). Cutlip, Center, and Broom (in Soemirat & Ardianto, 2012) define public relations as a special management function that helps establish lines of communication, understanding, acceptance, and reciprocal cooperation between an organization and its publics.

Public relations as a management function that regulates two-way communication certainly has a function. Seitel (2017) explains that the function of public relations is different from the marketing and advertising functions, where marketing and advertising promote a product or service, while public relations promotes the entire organization.

Bernay (in Rosady, 2010) explained that there are 3 main functions of Public Relations, namely:

1. Provide information/explanation to the public;
 2. Public Relations functions as a persuasion agent that aims to change people's behavior;
 3. Make efforts to integrate the attitudes of an organization in accordance with public behavior, or vice versa.
- A. According to Kotler and Keller (2012) a campaign is an effort made by an individual or a group of people to instill ideas, attitudes, and behaviors desired by campaigners. Communication experts named Rice and Paisley (in Atkin & Rice, 2012) also stated that a campaign is a person's desire to influence the opinions, beliefs, behavior and interests of a public.

- B. Environmentally friendly literally means harmless to the environment. The term most often refers to products that contribute to air, water and soil pollution to help conserve the earth's resources. Environmentally friendly or commonly referred to as "go green" have become words that are often used in advertisements and product packaging. According to Handayani (in Al Lathifah & Widyastuti, 2018), environmentally friendly is an effort that is designed and processed in a way to reduce the effects that can pollute the environment, both in production, distribution and consumption. According to Susilo (in Leonora, 2018), environmentally friendly is an organization's effort to design, promote, offer and distribute products that are environmentally friendly.
- C. Based on the background described above, the plan that will be made is how to plan a Public Relations campaign to increase public awareness of shoe sole waste.

RESEARCH METHODS

This type of research uses a descriptive method. This research is a descriptive study that uses a qualitative approach (Sugiyono, 2017). This research seeks to describe or determine the level of strengths, weaknesses, opportunities and threats. The population in this study were the perpetrators of ONESTEP FOOTWEAR activities and the sample used in this study were ONESTEP FOOTWEAR owners, because they were trusted to know all information about the company's environment.

The data matching stage was carried out using the SWOT Matrix. Because the SWOT Matrix is able to formulate strategic alternatives that can be applied. The input from the SWOT Matrix is in the form of a questionnaire that has been filled out by the printing business owner. The decision stage was made with the aim of establishing several strategies that can be implemented by printing SME owners. The input results from the results of the SWOT matrix are in the form of alternative strategies arranged in the questionnaire. The questionnaire was filled out by the owner of the printing business.

RESULTS AND DISCUSSION

Situation Analysis

SWOT Situations

A. *Strength*

1. This campaign raises the issue of waste from a new and different perspective, namely shoe sole waste. Therefore this campaign is the first campaign in Indonesia to raise the issue of shoe sole waste.
2. Jabodetabek is a densely populated area where most of them have high mobility, so innovation in shoe products is easily accepted as an option in the use of shoes.
3. Onestep Footwear shoes have an innovative reusable sole design to reduce shoe sole waste and use Thermoplastic Rubber (TPR) material with the advantage of being durable when used on rough surfaces.

A. *Weakness*

1. Shoes are one of the trends in the world of fashion, therefore, the use of shoes continues to increase in supporting the trends followed by the public. This also causes an increase in shoe sole waste due to the increasing use of shoes in society.
2. Lack of information and the absence of a campaign that raises the issue of shoe sole waste makes people not aware of the long-term use of shoe soles.
3. Not all people are aware of shoe sole waste, so the target market for Onestep Footwear is more segmented, such as the community of environmentalists, or the like..

B. *Opportunity*

1. In recent years, many organizations or companies have launched campaigns on environmental issues, such as campaigns for reducing plastic bottles, recycling cosmetic packaging, and recycling clothes, so that campaigns made about environmental issues can be easily accepted by the public.

C. Threat

1. There are competitors who present more varied and attractive shoe products but are not environmentally friendly.
2. Sourced from the Directorate of Coastal and Small Islands Empowerment Directorate General of Marine Spatial Management Shoe sole waste made from rubber-based materials takes 50 - 80 years to fully decompose. If left unchecked, environmental pollution caused by shoe sole waste will increase.



Figure 3. Campaign Logo

Source: From Processed Data of the Creator of the Work, 2022.

Explanation:

The color that the planners used for the Shoes for Earth logo refers to the basic color of Onestep Footwear which is packaged in a simple way so that it is easy for the audience to remember. The image of the earth on the logo means that it is the only planet habitable for humans, so their health must be maintained by adopting an environmentally friendly lifestyle. The leaf-shaped image symbolizes that the leaves on the trees can save the earth from the amount of pollution that has occurred. Meanwhile, the shoe image represents Onestep Footwear, which is a shoe with a new design innovation that uses a zipper between the sole and upper sole of the shoe.

Analysis Organization

Onestep Footwear is a shoe brand from Bandung which was founded on June 27 2021. Present with the aim of reducing shoe sole waste, Onestep Footwear carries shoe products with new innovations, namely zippers between the sole and upper sole so that the sole can be reused with other upper sole models.



Figure 4. Onestep Footwear logo

Source: Onestep Footwear Internal Document (n.d).

Public Analysis

The campaign that raises the issue of shoe sole waste is aimed at people in the 20-30 year age category, both women and men. The campaign is carried out online through Instagram social media.

Segmentation Campaign

A. Demographics

Gender	: Male and Female
Age	: 20 - 30 years
Social Class	: B and B+
Occupation	: Students, employees and people who have high mobility.
Lifestyle	: Focusing on eco-friendly products.
Education	: Diploma/Bachelor, S2

B. Geography

This campaign is intended for people aged 20-30 years who are in Jabodetabek.

C. Targeting

Boys and girls, ages 20-30 years. This campaign was created for 15% of Jabodetabek residents aged 20-30 years with a total of 257,669 people. We want to raise public awareness about shoe sole waste which has a long term damaging impact on the environment.

Establishing Goals and Objectives

AIM

To reduce the negative impact of environmental pollution on shoe sole waste.

Goals

To increase public awareness that shoe sole waste affects environmental pollution.

SMART Objectives

A campaign to increase public awareness of shoe sole waste as much as 15% of the public target in Jabodetabek is planned for a period of 1 year.

Key Message

This campaign is planned to increase the awareness of Jabodetabek people aged 20-30 years about environmental pollution caused by shoe sole waste and change people's behavior patterns to reduce the excessive use of shoe soles so that environmental pollution caused by shoe sole waste can be prevented as early as possible.

3A

1) Awareness

In planning this campaign, it was created to increase public awareness of environmental pollution caused by shoe sole waste and make people think about the long-term impact of using shoe soles.

2) Attitudes

At this attitude stage, it is hoped that there will be a change in people's behavior to reduce the excessive use of shoe soles by making Onestep Footwear a reference in the use of shoes, and the emergence of public interest in Onestep Footwear products.

3) Actions

After there is a change in behavior at the attitude stage, then at the action stage, it is hoped that there will be a public attitude that remembers to buy shoe products with reusable shoe soles, such as Onestep Footwear.

In planning this campaign, planners have limitations on attitude, namely with this campaign planning it is hoped that there will be changes in people's behavior to reduce excessive use of shoe soles by making Onestep Footwear a reference in shoe use.

Formulating Action and Response Strategies

Proactive Strategy

The use of shoes which continues to increase causes the waste of shoe soles to increase. Meanwhile, shoe sole waste takes approximately 50-80 years to decompose. If this is allowed to



continue, environmental pollution caused by waste, most of which is no longer plastic, but also shoe sole waste, will affect environmental stability.

Using Effective Communication

Rational Appeals

Plastic waste is in second place after food waste with a proportion of 17% and 2.69% for rags and 2.29% for rubber and glass. Meanwhile, based on the type of waste present, waste generated from food scraps is in first place, namely 39.8%.

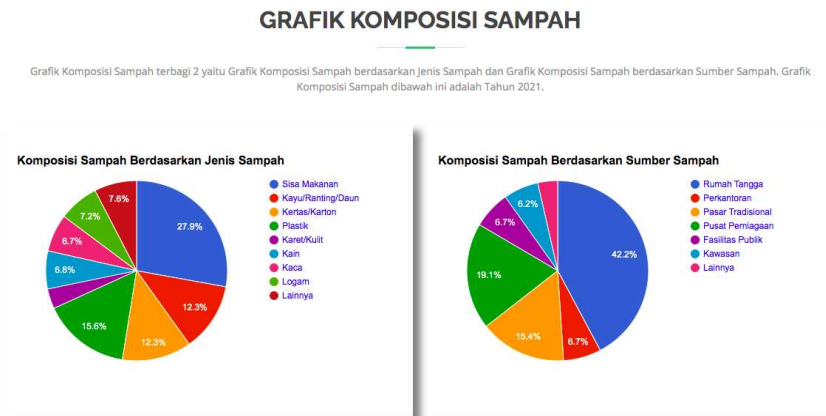


Figure 5. 2021 Garbage Data
Source: (SIPSN, 2020)

Choosing Communication Strategy

Pre – event

The pre-event will be held for 5 months from 1 January 2023 to 31 May 2023. During the pre-event, Onestep Footwear will create a social media campaign via Instagram. Onestep Footwear chose Instagram as the platform to run the campaign because Instagram has complete features to be able to communicate with the public optimally such as Instagram Stories and Instagram Reels.

Themed shoe sole waste, this campaign is named "Shoes for the Earth". The reason for choosing this name is to present the Onestep Footwear product which presents shoes with new innovations that are more environmentally friendly, namely by using a separator zipper located between the sole and upper sole of the shoe so that it can be reused. on other shoe models. The Shoes for the Earth campaign will also carry the hashtag #StopSoleWaste to make it easier for people to find through the search by tags feature on Instagram. Onestep Footwear chooses #StopSoleWaste because it's short, concise, and clear. By using the short hashtag #StopSoleWaste, it is hoped that the public will understand the message contained in the name.

While running the Shoes for the Earth social media campaign, Onestep Footwear will continue to be active on the Instagram account @onestepfootwear by uploading content on Instagram 2-3 times a week with a total of 69 content in the form of Instagram stories, feeds and reels that educate and entertain the fans. followers about environmental pollution caused by shoe sole waste.

Here are 69 content themes that will be uploaded to Instagram accounts @onestepfootwear.

Onestep

Apa saja Gaya hidup sustainable living??

1. Menghemat penggunaan listrik
2. Kurangi penggunaan plastik dengan menggunakan barang reusable
3. Mendukung dan menggunakan produk yang ramah lingkungan
4. Menanam pohon
5. Memisahkan sampah menurut jenisnya

Keep Every Step Going
onestepfootwear.com | @onestepfootwear

Onestep

Kenapa sol sepatu termasuk sampah residu?

Sol sepatu terbuat dari karet yang sulit di daur ulang

Keep Every Step Going
onestepfootwear.com | @onestepfootwear

Onestep

Jika bumi bisa berbicara

Duh makin panas nih

Kok air laut makin naik ya

Air sungai kok bau dan kotor

Kanapa sampah semakin numpuk

Keep Every Step Going
onestepfootwear.com | @onestepfootwear

Onestep

Warning!!

Limbah karet menjadi limbah paling banyak mencemari air

Keep Every Step Going
onestepfootwear.com | @onestepfootwear

Onestep

Hewan laut punah karena sepatu bekas, kok bisa?

Lumpukan sampah yang berada di laut dapat membuat **hewan laut tarancam**, tidak jarang banyak hewan yang **terjerat sampah** yang berserakan, tidak hanya itu, bahkan banyak hewan laut yang tidak sengaja memakan sampah-sampah itu

Keep Every Step Going
onestepfootwear.com | @onestepfootwear

Onestep

Sepatu untuk Bumi

Produk sekali pakai vs Produk reusable

<p>Sekali Pakai</p> <ul style="list-style-type: none"> Sangat mencemari lingkungan Tidak dapat dipakai kembali-kali Borosa Biaya Dapat membahayakan kesehatan 	<p>Ramah Lingkungan</p> <ul style="list-style-type: none"> Dapat dipakai berulang kali Lebih Hemat Aman Bagi kesehatan
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Keep Every Step Going
onestepfootwear.com | @onestepfootwear

Onestep

5 ciri kamu sudah ikut andil mengurangi pencemaran

- Membuang sampah pada tempatnya
- Membawa tas belanja setiap berpergian
- Memakai produk ramah lingkungan
- Menanam tumbuhan
- Menghemat listrik dan air

Keep Every Step Going
onestepfootwear.com | @onestepfootwear

Onestep

Kenalan dengan hewan yang hampir punah karena pencemaran

Keep Every Step Going
onestepfootwear.com | @onestepfootwear

Onestep

Sampah, banjir, dan bahaya yang mengintai

Bencana banjir yang meningkat ketika musim hujan sering disebabkan sampah yang menumpuk pada sungai. Sampah yang dibuang sembarangan tidak hanya menyebabkan bahaya banjir namun resiko terkena penyakit seperti Demam berdarah, diare, leptospirosis

Keep Every Step Going
onestepfootwear.com | @onestepfootwear

Onestep

Fakta sampah karet

64 juta ton sampah di Indonesia, 5,5% didominasi sampah karet, termasuk sol sepatu bekas. Sepatu bekas yang dibuang di tempat sampah butuh waktu sekitar 50 hingga 80 tahun untuk terurai, terutama pada bagian sol karet.

Keep Every Step Going
onestepfootwear.com | @onestepfootwear

Onestep

Jika bumi tanpa limbah sampah yang menumpuk

- Jarang terjadi Banjir
- Lingkungan bersih
- Udara segar
- Air tidak tercemar
- Banyak hewan tidak punah

Keep Every Step Going
onestepfootwear.com | @onestepfootwear

Onestep

Kondisi bumi beberapa tahun kedepan akibat pencemaran

- Naiknya permukaan air laut
- Jumlah karbon dioksida bertambah
- Punahnya berbagai macam jenis hewan
- Bumi akan semakin panas

Keep Every Step Going
onestepfootwear.com | @onestepfootwear



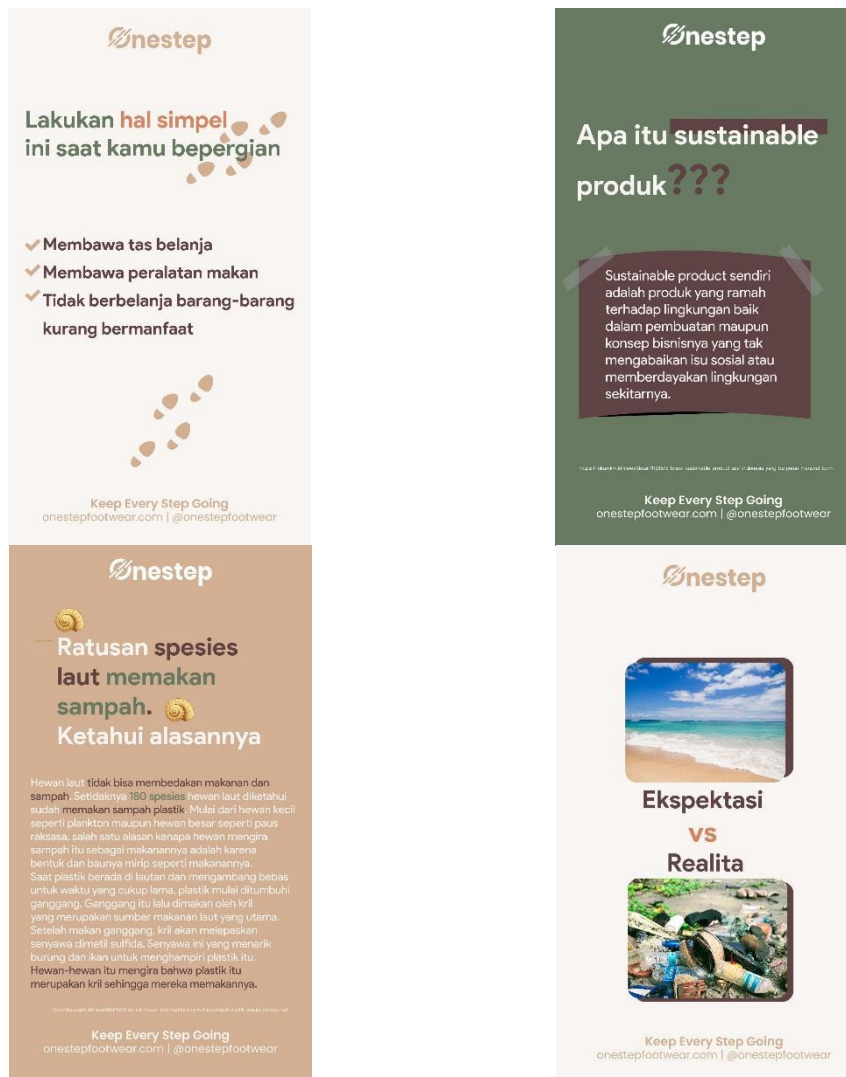


Figure 6. Onestep Footwear contents
 Source: Onestep Footwear (n.d) Internal Documents.
 Implementing the Strategic Plan

Budget

Table 1. Budget Planning Strategy

No	Description	Quantity	Price	Total
1	Instagram Ads	1 pax	Rp350.000	Rp350.000
2	Content design	1 pax	Rp750.000	Rp750.000
3	Logo design	1 pax	Rp150.000	Rp150.000
Total				Rp1.250.000

Source: Planner Processed Data, 2022

Evaluating the Strategic Plan

The planner will evaluate the campaign as a whole for 2 months with the following success measurements:

- 1) Followers increase:
 - >70% = Successful
 - 40%-69,99% = Mediocre
 - <40% = Not Successful



- 2) Likes:
>70% = Successful
40%-69,99% = Mediocre
<40% = Not Successful
- 3) Comments:
>70% = Successful
40%-69,99% = Mediocre
<40% = Not Successful
- 4) Shares:
>70% = Successful
40%-69,99% = Mediocre
<40% = Not Successful

CONCLUSION

Overall, the Shoes for the Earth Campaign collaborates with a local shoe brand from Bandung called Onestep Footwear. The Shoes for the Earth campaign is the first campaign in Indonesia to raise the issue of shoe sole waste with the aim of increasing public awareness of environmental pollution caused by shoe sole waste. Designed using the 9 Step Strategic Planning for Public Relations theory proposed by Ronald D. Smith, this campaign is planned to be completed within 1 year. With this campaign, it is hoped that there will be an increase in public awareness of environmental pollution caused by shoe sole waste, and a sense of maintaining the environment by using environmentally friendly shoes, such as Onestep Footwear, for example.

It is hoped that the Shoes for the Earth campaign plan will provide a comprehensive understanding for the academic world to learn more about shoe sole waste so that it can be studied more deeply through research or academic institutions. It is also hoped that the Planning for the Shoes for the Earth Campaign will become a consideration and reference for public relations practitioners, especially Onestep Footwear public relations to communicate the problem of shoe sole waste to the public, so that Onestep Footwear can become a reference in the use of shoes and environmental pollution caused by shoe sole waste can be prevented as early as possible.

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