

ABSTRACT

The increasing environmental awareness among business players and the public has driven the emergence of various eco-friendly enterprises, including Nyonyaa Laundry. A pre-survey of 30 Bandung residents revealed that 93.3% had recognized the environmental impact of laundry businesses, and 70% were willing to pay more for sustainable services. However, the implementation of sustainability in Nyonyaa Laundry still faces challenges, such as low understanding among some customers, limited funds for eco-friendly infrastructure, and inconsistency in communicating sustainability values.

This study aims to analyse the application of the Triple Bottom Line principles (Profit, People, Planet) in Nyonyaa Laundry's sustainable marketing strategy. The research employed a qualitative descriptive approach with semi-structured interviews involving five informants (owner, employees, customers). The data analysis technique used was thematic analysis to identify recurring patterns from the interview results.

The findings indicate that the Profit aspect is realised through pricing strategies and the provision of two types of services (natural and non-natural), the People aspect through community collaboration and the empowerment of persons with disabilities, and the Planet aspect through the use of eco-friendly detergents, consumer education, and waste reduction. Limited capital remains a barrier to adopting green technologies. Overall, the company has reflected the Triple Bottom Line principles but needs to strengthen education and communication on sustainability values.

Keywords: Triple Bottom Line, Sustainability, Sustainable Marketing