Abstract

A Preference Analysis of Jepara Furniture Producers against the Nusa Hijau Program of WWF Indonesia (Indonesian Forest and Trade network)

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An ecolabel is a seal or a logo indicating that a product has met a certain set of economic, environmental and social standards or attributes. Ecolabels offer one avenue to educate consumers about sustainably-raised forest management. WWF Indonesia has developed the Nusa Hijau Program (Indonesian Forest and Trade Network) a step-wise approach towards ecolabelling certification. With to be a member of the Nusa Hijau, a furniture company will gain incentives such as market access to Global Forest and Trade Network (GFTN) without applying full compliance of the standards. This study has explored marketing recommendations of the Nusa Hijau WWF Indonesia through preference analysis and perception analysis of furniture producers located in Jepara, Central of Java. Using survey method the study has been explored with various analysis using primary data originated from 30 selected furniture industries as respondents and additional analysis from secondary data. An effective marketing recommendations for the Nusa Hijau are necessitated to enhance brand image of Nusa Hijau shown the principles of environmental friendly recognized by the market. Based on consumer preference analysis, Nusa Hijau is required to develop an standard that should be easily applicable, comprehensive, high market acceptance, and promisingly get a premium price for applicant. The factors influencing furniture producers to choose Nusa Hijau are: improvement of performance; enhancement of natural resources control, improvement of management system, opening new markets, improvement of market access, improvement of company image and business ethics, social and public awareness in managing the forest productions, community participation, poverty alleviation, improvement and enhancing rules, conservation, improvement of biodiversity, and enhancing of High Conservation Value Forest. This study recommendate further development of the Nusa Hijau comprising “5 of I” as key success factors: 1) Incentive of Market, Nusa Hijau should be a means to increase the benefit for members 2). Institution, it is important to develop capacity of WWF Indonesia and all accredited auditors and its consultants 3). Infrastructure, the system according to which a company, organization, or other body is organized at the most basic level to prove that products are environmental friendly 4). Investment, the Nusa Hijau is to be an environmental asset developing forest management with responsible ways and 5). Integrated Approach, involvement of stakeholder in particular process to gain inputs and improvement of products.