Model of Digital Marketing Communication of Sprite Rebranding

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Abstract. Sprite is a widely recognised beverage brand renowned for its popular carbonated soft drinks worldwide. Among the various marketing models available, there exists a multitude of models that include diverse data. However, Sprite is demonstrating a distinct approach. While the consumption of soda is not widely prevalent in Indonesia, Sprite has implemented extensive promotional strategies to target and captivate the market, particularly the younger demographic. This study employed the Krippendorf Content Analysis approach to examine the Sprite Digital marketing Communication operations on Social media. According to the official Instagram account of the corporation in question, there appears to be a singular focus on promoting sustainability, with a particular emphasis on the efforts undertaken by the Sprite brand. Therefore, Sprite's commitment to a specific marketing strategy aimed at a significant objective demonstrates their capacity for sustainable development. The intricacy of Sprite's operational processes is once again demonstrated through the utilisation of digital content analysis.

1 Introduction

Global warming, alternatively referred to as climate change, is an enduring ecological predicament that presents substantial obstacles to our planet and its inhabitants, with the resolution of these challenges still encountering difficulties. Climate change is a phenomenon characterised by the sustained rise in the average surface temperature of the Earth over an extended period. This increase is predominantly attributed to human activity, specifically the emission of greenhouse gases into the atmosphere. This phenomena possesses extensive implications for ecosystems, meteorological patterns, oceanic levels, and global human cultures. Moreover, it has the potential to elevate the probability of hazardous illnesses and natural calamities in the future. [1]. The prevailing scientific consensus unequivocally asserts that human actions, specifically the regular use of fossil fuels such as coal, oil, and natural gas, are the primary drivers of global warming. Upon combustion of these fuels, carbon dioxide (CO_2) and various other greenhouse gases are emitted into the atmosphere, so inducing the greenhouse effect. This phenomenon results in the retention of solar radiation, resulting in a gradual increase in world temperatures.

The observable impacts of global warming are already apparent. The increase in global temperatures has caused the polar ice caps and glaciers to undergo a process of melting, thus resulting in a subsequent elevation of sea levels. The aforementioned phenomenon presents a significant peril to coastal regions with lower elevations and nations comprised of islands, hence amplifying the likelihood of inundation and the subsequent displacement of local populations. Moreover, the heightened occurrence and severity of extreme meteorological phenomena, such as tropical cyclones, prolonged periods of excessive heat, and extended periods of aridity, are unequivocally associated with the overarching phenomenon of anthropogenic climate change. [2]. Climate change is currently exerting a significant impact on ecosystems globally. Coral reefs, such as those exemplified by the aforementioned case, exhibit a remarkable susceptibility to fluctuations in temperature, hence undergoing extensive occurrences of bleaching. The potential demise of these crucial ecosystems poses a significant risk to marine biodiversity and the sustenance of numerous individuals whose food security and economic stability depend on coral reefs. Likewise, alterations in temperature and precipitation patterns have the potential to disturb ecosystems, resulting in the extinction or relocation of several plant and animal species.

The agriculture industry, responsible for nourishing a substantial worldwide population, is susceptible to the impacts of global warming. Fluctuations in temperature and precipitation patterns exert a significant influence on crop yields, hence resulting in diminished agricultural output and heightened food insecurity both within the agricultural sector and broader societal domains. The phenomenon described has the potential to intensify the issues of poverty, inequality, and social unrest, particularly in developing nations that possess little resources to effectively respond to the challenges posed by climate change and adequately prepare for its possible ramifications. [3]. Global warming has indirect effects on human health and the healthcare system in society. Heatwaves have the potential to induce heatstroke and many heat-related ailments, particularly in susceptible demographics such as the elderly and small children. The spread of infectious diseases can be influenced by alterations in climate patterns, as vectors such as mosquitoes and ticks extend their habitats into previously unoccupied areas. [4].

The mitigation of global warming necessitates immediate and concerted efforts across all domains. The primary objective of mitigation endeavours is to diminish the production of greenhouse gases by the adoption of renewable energy sources, enhancement of energy efficiency, and the advocacy of sustainable practises across many sectors such as industries, transportation, and agriculture. [5]. Furthermore, worldwide accords such as the Paris Agreement aim to restrict the escalation of global warming to a level significantly lower than 2 degrees Celsius above the temperatures observed during the pre-industrial era. Additionally, these agreements strive to undertake endeavours that will curtail the rise in temperature to a mere 1.5 degrees Celsius. The implementation of adaptation strategies holds similar significance, as it is imperative to proactively address and alleviate the consequences that have become unavoidable as a result of previous emissions. This include the allocation of resources towards the development of robust infrastructure, the adoption of sustainable land management strategies, and the enhancement of early warning systems to mitigate the impacts of extreme weather phenomena.

Individuals have the capacity to make contributions towards mitigating global warming. Implementing basic lifestyle modifications such as practising energy conservation, minimising trash generation, and embracing sustainable modes of transportation can substantially influence the environment. [6]. Furthermore, it is imperative to endorse policies and activities that prioritise sustainability and actively promote climate action as essential measures in pursuing a more environmentally friendly future. In summary, global warming is a pressing and intricate matter that carries significant ramifications for our world and subsequent generations. The reduction of greenhouse gas emissions, adaptation to changing conditions, and transition to a more sustainable and resilient society within the corporate sector necessitates a collaborative and coordinated worldwide endeavour. By acknowledging the veracity of climate change and implementing resolute measures, we can strive towards ameliorating its consequences and ensuring the welfare of both mankind and the environment.

The central focus of this study is to the research topic of Sprite's distinctive marketing strategy in Indonesia, a nation characterised by comparatively lower levels of soda consumption in comparison to other global regions. Notwithstanding this hurdle, Sprite has successfully established a robust presence in the Indonesian market, specifically targeting the younger demographic. The main objective of this study is to comprehensively examine and evaluate the distinct marketing methods implemented by Sprite in the Indonesian market, thereby differentiating it from other competitors in the beverage industry. Through an in-depth exploration of the data-centric components of their marketing framework, our objective is to elucidate the pivotal elements that underpin their achievements and ascertain the potential of this methodology as a noteworthy exemplar for other enterprises working within analogous demanding market contexts. The primary objective of this study is to offer valuable insights regarding the efficacy of customised marketing tactics in areas characterised by unique customer behaviours and preferences.

2 Literature Review
2.1 The History of Sprite

Sprite is a widely consumed carbonated beverage that has achieved global acclaim due to its invigorating lemon-lime taste. Sprite, a non-cola beverage brand, was first introduced to the market by The Coca-Cola Company in 1961 and has since established itself as one of the prominent leaders in this industry. The historical narrative of Sprite encompasses elements of innovation, adept marketing strategies, and strong consumer attraction (Meher Neger et al., 2017). The historical roots of Sprite can be traced back to its initial development by the German subsidiary of the Coca-Cola Company in Germany. Referred to as "Fanta Klare Zitrone," which may be translated as "Clear Lemon Fanta," this beverage was originally developed as a substitute for conventional cola flavours. The transparent, citrus-infused drink garnered significant appeal in Germany and subsequently attracted the interest of Coca-Cola executives in the United States. [7].

In the year 1961, the Coca-Cola Company made the strategic decision to launch a lemon-lime beverage in the United States, which was given the name "Sprite." The nomenclature was selected in order to embody the

luminous and vivacious essence of the beverage. In contrast to its antecedent, Sprite was introduced as an independent product with its distinct brand identity, rather than being an extension of the Fanta brand. At the outset, Sprite encountered some obstacles in its endeavour to create a strong presence within the beverage sector. The brand encountered significant competition from well-established lemon-lime beverages such as 7 Up and Nehi by Royal Crown Cola. However, Sprite distinguished itself by placing emphasis on a distinct, invigorating flavour that appealed to individuals seeking a revitalising substitute for carbonated soft drinks.In order to generate awareness for the recently introduced beverage, the Coca-Cola Company initiated a comprehensive marketing initiative that placed significant emphasis on highlighting the distinctive qualities of Sprite. The advertising slogans employed by the company, such as "The Great Lymon Taste" and "Image is Nothing, Thirst is Everything," effectively garnered the interest and engagement of consumers. Sprite also engaged in strategic celebrity endorsements, enlisting prominent figures such as basketball icon LeBron James and renowned rapper Drake, to serve as brand ambassadors. This deliberate move significantly enhanced the brand's exposure and recognition. Throughout its existence, Sprite has undergone a process of continuous evolution and adaptation in response to shifting consumer tastes. [8]. In 1984, the Coca-Cola Company introduced Diet Sprite, a low-calorie version of the original drink, to cater to health-conscious consumers. This move expanded the brand's appeal to a broader demographic.

During the late 1990s and early 2000s, Sprite expanded its product offerings by entering the flavoured beverage industry through the introduction of a range of fruit-flavored varieties. The aforementioned variations of Sprite were Sprite Remix, which incorporated flavours such as Tropical and Berryclear, and Sprite Ice, a variant infused with a mint taste. Although several versions were terminated, they exemplified Sprite's inclination to engage in experimentation and accommodate the changing preferences of consumers. The success of Sprite can also be ascribed to its extensive global presence. The brand saw international expansion and achieved widespread appeal in many places across the globe. The product strategically leveraged its invigorating flavour profile and positioned itself as a versatile beverage option ideal for various contexts, including hot summer days and social gatherings. [9].

Currently, Sprite continues to have a significant presence within the carbonated soft drink industry. The lemon-lime flavour and distinctive green packaging of the product remain readily identifiable. The company has also taken steps to address sustainability issues by implementing environmentally friendly packaging and other programmes aimed at reducing its environmental impact. In conclusion, the historical trajectory of Sprite serves as a compelling illustration of the significant role played by innovation and proficient marketing strategies. Sprite, a beverage that initially emerged as a lemon-lime drink in Germany, has effectively established itself as a widely recognised brand on a global scale, managing to appeal to the palates of customers throughout many regions of the world. [10]. Sprite is a favoured option among individuals in search of a satisfying non-cola beverage due to its invigorating taste and well-established brand image.

2.2 The Development of Sprite in Indonesia

Sprite is a widely consumed carbonated beverage renowned for its invigorating lemon-lime taste. Sprite, a carbonated soft drink, was initially created by the Coca-Cola Company in the United States. Over time, it has garnered significant global recognition and consumer appeal, especially in Indonesia. The narrative surrounding the establishment of Sprite in Indonesia is a captivating account that encompasses brand awareness, tactical marketing approaches, and cultural assimilation. The initial introduction of Sprite in Indonesia occurred during the late 1980s, a period characterised by significant economic expansion and a rising consumer appetite for imported goods. The Coca-Cola Company identified a strategic opportunity to enhance its market presence in Southeast Asia by introducing Sprite as a refreshing alternative to the prevailing cola-centric market. Sprite, renowned for its distinctive lemon-lime flavour, swiftly garnered the interest of Indonesian consumers.s [10].

Nevertheless, the early years were not without of difficulties. The carbonated beverage industry in Indonesia exhibited a significant level of competitiveness, as both domestic and international companies actively sought to capture the attention of consumers. In order to establish a unique market position, Sprite strategically emphasised its individual brand identity and specifically targeted the demographic of younger consumers. The brand's communication strategy placed emphasis on the perceived attributes of being "cool" and "refreshing" in relation to the beverage, thereby targeting the Indonesian youth demographic who desired respite from the tropical climate. In order to strengthen its position in the Indonesian market, Sprite initiated a series of strategic marketing efforts. The company made significant investments in advertising and sponsorships, establishing partnerships with well-known Indonesian personalities and participating in prominent events. Through strategic associations with local icons and cultural events, Sprite successfully ingrained itself within the collective psyche of the Indonesian population. The brand's visibility had a notable surge as a result of its utilisation of television advertisements, billboards, and social media platforms. This multifaceted approach effectively fostered a robust brand identity and facilitated widespread awareness among Indonesian customers. [11].

In addition, Sprite underwent adjustments to align with the specific tastes and preferences of the Indonesian market. Sprite, apart from its initial lemon-lime flavour, included region-specific adaptations that specifically targeted the Indonesian taste preferences. The assortment of Sprite was expanded to incorporate tropical fruit flavours, such as orange and mango, so offering consumers a more extensive selection. By employing this strategic approach, Sprite was able to effectively appeal to the varied taste preferences of the Indonesian populace, thereby securing a significant advantage over its competitors. As a result of Indonesia's notable socio-economic transformations throughout the years, Sprite has adapted in tandem with the evolving national context. The firm acknowledged the increasing awareness of health-consciousness among Indonesian customers and subsequently addressed this trend by producing sugar-free and low-calorie variations of Sprite. Sprite strategically adapted to evolving dietary habits and concerns, so establishing its continued relevance within a market that is progressively more health-conscious.

The implementation of Sprite in Indonesia was accompanied by a dedication to corporate social responsibility. The Coca-Cola Company has undertaken a range of sustainability efforts, encompassing water conservation, packaging recycling, and community participation programmes. The aforementioned endeavours struck a chord with Indonesian customers who are placing growing importance on companies that exhibit a dedication to environmental and social matters. [12]. In the present day, Sprite has successfully solidified its position as a prominent brand within the carbonated soft drink industry in Indonesia. The achievement of this endeavour can be ascribed to a confluence of efficacious marketing tactics, cultural assimilation, and a steadfast dedication to fulfilling consumer requisites. The capacity of Sprite to comprehend and accommodate the distinctive preferences of Indonesian consumers has facilitated its success in a fiercely competitive market. In conclusion, the successful establishment of Sprite in the Indonesian market serves as evidence of the brand's capacity to adapt and comprehend the unique characteristics of local markets. Sprite has achieved significant brand recognition and popularity in Indonesia by employing strategic marketing techniques, adapting to the local culture, and effectively catering to consumer preferences. The continuous performance of Sprite in the Indonesian market is expected to be influenced by its capacity for innovation and ability to remain pertinent within the evolving market landscape.

2.3 Sprite and Sustainability Commitment

In recent years, Sprite, a widely consumed carbonated soft drink known for its lemon-lime flavour, has made notable progress in integrating sustainability principles into its marketing strategies. In light of increasing recognition of environmental issues and a changing consumer landscape that prioritises mindful consumption, Sprite has acknowledged the need of connecting its brand with sustainability principles. Sprite has effectively established itself as a frontrunner in the realm of sustainability marketing by implementing diverse programmes, forging strategic relationships, and employing effective communication techniques. This approach has enabled Sprite to attract socially conscious consumers while effectively showcasing its dedication to mitigating its environmental footprint. Packaging has emerged as a prominent domain in which Sprite has directed its environmental endeavours. The company has made substantial advancements in minimising the quantity of plastic utilised in its bottle production. Sprite has adopted lightweight bottle designs, reducing the amount of plastic consumed while ensuring the product's quality remains intact. Furthermore, the corporation has made substantial investments in research and development endeavours aimed at investigating alternate packaging materials and pioneering recycling techniques. Sprite has effectively conveyed these initiatives to consumers, placing emphasis on the brand's dedication to reducing plastic waste and fostering a circular economy. [13].

Sprite has also placed significant emphasis on its water stewardship programmes as a key component of its sustainability marketing strategy. The firm acknowledges the significance of water as a crucial resource in its production process and has taken steps to decrease water use and enhance water efficiency throughout its operations. Sprite has established partnerships with many local communities and organisations in order to actively contribute to water conservation initiatives, enhance public understanding of the importance of responsible water consumption, and facilitate the provision of clean drinking water in regions facing water scarcity challenges. Through the strategic emphasis on these projects, Sprite has effectively cultivated customer engagement and nurtured a favourable brand perception linked to the principles of water sustainability.

In addition, Sprite has incorporated renewable energy sources into their environmental efforts. The corporation has made significant financial commitments towards renewable energy initiatives, specifically in wind and solar power, with the aim of supplying electricity to its manufacturing plants and mitigating its environmental impact. Sprite has effectively conveyed its dedication to utilising renewable energy and has strategically positioned itself as a socially responsible brand that actively endeavours to mitigate its ecological footprint through its marketing initiatives. Sprite's alignment with renewable energy programmes caters to consumers that place importance on companies that prioritise sustainable practises. In conjunction with its internal endeavours, Sprite has established collaborative alliances with environmental organisations and

advocacy groups to further the dissemination of its sustainability messaging. By engaging in partnerships with reputable organisations in the field of environmental conservation, Sprite has been able to leverage their knowledge and establish a strong reputation in the realm of sustainability endeavours. These collaborative alliances have effectively facilitated cooperative initiatives and endeavours, thereby disseminating knowledge and consciousness regarding environmental concerns and motivating individuals to adopt more ecologically responsible behaviours.

Sprite's sustainability marketing also extends to consumer education and engagement. The brand has developed interactive digital platforms and mobile applications to educate consumers about sustainable practices, recycling, and responsible consumption. These tools provide users with information about Sprite's sustainability initiatives while encouraging them to participate actively in making a positive environmental impact [14]. By empowering consumers and fostering a sense of shared responsibility, Sprite cultivates a loyal customer base that values the brand's commitment to sustainability. Moreover, Sprite has used storytelling and emotional appeals in its sustainability marketing campaigns to connect with consumers on a deeper level. By sharing narratives that highlight the importance of sustainability and the positive impact individuals can make, Sprite creates an emotional connection with its audience. These campaigns often showcase real-life stories and initiatives, inspiring consumers to act and make sustainable choices in their daily lives.

The sustainability marketing efforts of Sprite demonstrate the brand's authentic dedication to reducing its ecological footprint and advocating for sustainable behaviours. By implementing strategies centred around packaging, water stewardship, renewable energy, partnerships, consumer education, and storytelling, Sprite has effectively established itself as a frontrunner in sustainability within the carbonated soft drink sector. Through the incorporation of sustainability principles into its marketing strategies, Sprite effectively targets socially conscious consumers, cultivates brand loyalty, and actively contributes to the advancement of a more sustainable future.

3 Analysis Method

Krippendorff's qualitative content analysis is a commonly employed methodology within the realm of communication research, namely in the examination of digital information, with a particular emphasis on social media platforms. The methodology, devised by Klaus Krippendorff, offers a methodical and rigorous structure for the examination of qualitative data. This encompasses many forms of content, such as textual, visual, and audiovisual aspects, which are systematically categorised. Digital content refers to a diverse array of items that are accessible in different digital formats, including websites, social media posts, videos, photos, and audio recordings. The rapid expansion of digital platforms and the large volume of information produced on the internet have created a need for sophisticated analytical approaches to effectively comprehend and interpret this content. Krippendorff's qualitative content analysis provides researchers with a helpful toolkit to examine, evaluate, and extract significant insights from digitised content intended for the digital audience.

The basic objective of Krippendorff's methodology is to elucidate the underlying patterns, themes, and significances inherent within the dataset. The technique entails a methodical coding procedure that can encompass both quantitative and qualitative approaches. During this process, the researcher selects pertinent units of analysis within the digital content and assigns them meaningful categories using various terminology. The categorizations can be predetermined, derived from the data, or a blend of both. In order to initiate the analysis, it is important for the researcher to have a clear definition of the study questions or objectives. This initial phase is crucial as it aids in establishing the central theme of the analysis and provides a framework for making subsequent choices about the selection of samples, the process of unitizing the data, and the categorization of the collected information. Sampling is a process that entails the deliberate selection of a subset of digital content, guided by specified criteria such as time period, platform, or relevance to the research topic. These selected subsets are then organised into appropriate tables or research plates. [15].

Next, the researcher breaks down the digital content into manageable units of analysis, which can be words, sentences, paragraphs, images, or videos. This unitizing process allows for a systematic examination of the content in analytic and critical manner. The units are then assigned to appropriate categories, which can be created deductively based on existing theories or inductively derived from the data itself. Krippendorff's approach also emphasizes the importance of intercoder reliability, which ensures consistency and accuracy in the analysis brough upon the topic. Multiple coders may independently analyse a subset of the digital content, and their coding results are compared to assess the level of agreement. This step helps to establish the credibility and trustworthiness of the analysis conducted by the researchers.

Upon the culmination of the progress, the researcher may proceed with the analysis of the coded data. This process entails the identification of patterns, correlations, and themes within the data, which is commonly achieved through the utilisation of qualitative data analysis software or basic office tools. The researcher is involved in a process of interpretation, wherein they extract meaning from the content and provide insights that

pertain to the research questions that are relevant to the situation at hand. The study of qualitative content in the realm of digital content brings distinct opportunities and challenges. [16]. The multifaceted characteristics of this phenomenon necessitate researchers to modify Krippendorff's methodology in order to accommodate diverse modalities, including visual imagery, audio recordings, and video presentations. In order to retrieve pertinent data for analysis, it may be necessary to employ supplementary analytical methods, such as image recognition algorithms or transcription services, when dealing with visual and audio content.

Furthermore, the dynamic and ever-evolving nature of digital content necessitates attention to temporal considerations. Researchers must consider factors such as the time of data collection, the context in which the content was created, and potential changes over time that may impact the analysis and interpretation of the data presented by the researcher. In conclusion, Krippendorff's qualitative content analysis offers a systematic and rigorous methodology for analysing digital content, social media included [17]. It provides researchers with a structured approach to uncover patterns, themes, and meanings in various forms of digital data chosen by the researcher to match the topic. By adapting and applying this approach to the analysis of digital content, researchers can gain valuable insights into the complexities of communication, social dynamics, and cultural phenomena in the digital age.

3.1 Analysis Technique

The technique analysis will be involving digital content and also social media account. The social media account for gathering the data is the Instagram of @sprite_id, the author will take data related to the topic before putting inside a table with several categories. The data will be analysed with the written method above; therefore, we can research the topic in critical manner.

4 Results and Discussions

Table 1. Description Brand

Content	Caption	Description
	Terima kasih untuk yang udah ikutan #LihatDenganJernih. Botol-botol plastikmu beserta kemasan plastik pasca konsumsi lainnya sedang diproses untuk jadi kacamata. Periode pengiriman kacamata peserta akan dilakukan dari Mei-Juni 2021.	Sprite Indonesia's Instagram account posted about reducing waste into glasses.
	Yuk ikutan LIHAT DENGAN JERNIH Project! Setorkan botol-botol plastikmu untuk didaur ulang bersama plastik pasca konsumsi lainnya menjadi kacamata. Untuk cara yang lebih jernih, silakan klik link di bio! #NyatanyaNyegerin #NOBokiS	Sprite Indonesia's official Instagram account makes a campaign about gathering plastic bottle to turn it into glasses.
	Nyatanya berani itu jujur sama gebetan kamu, bukan	Sprite Indonesia's Instagra, account posted about the bottle

nyampah sembarangan.

#NyatanyaNyegerin
#NOBokiS

design and sustainability program.

Nyatanya kemasan baru Sprite gak bikin rasa nyegerin Sprite jadi beda.

#NyatanyaNyegerinGerah

Sprite Indonesia's official Instagram account posted about new bottle didn't affect the taste.

Kalau kita jernih, nyatanya milah sampah gak lebih susah dari milah keranjang belanjaan online yang numpuk.
#NyatanyaNyegerin
#NOBokiS

Sprite Indonesia's official Instagram posted about the quality of rite to save earth.

From the data above, in the end we get homogeneous data which addressed the effort of Sprite brand to change the bottle design. From the caption alone is also mostly homogenous data because it is asking us to care about the environment through accepting the change of their Sprite bottle. The Sprite bottle is the topic revolved around this research due to the narration slipped into it. Sprite, one of the most popular carbonated soft drinks in the world, has recently made a bold and refreshing decision to change its iconic bottle design. The decision, which has sparked curiosity and excitement among consumers, marks a significant shift for the brand that has been recognized for its distinct green bottle for decades both in plastic and glasses, only few who use pure plastic like this. In an era where innovation and sustainability are at the forefront of consumer demands, Sprite recognized the need to adapt and evolve. The decision to change the bottle design was driven by several key factors, including environmental concerns, brand rejuvenation, and enhanced consumer experience to proof the loyalty and effort for the society [18].

First and foremost, Sprite's decision to change the bottle design aligns with its commitment to sustainability. As more consumers become conscious of the environmental impact of single-use plastics, companies are being challenged to find alternatives aside from the glass bottle of Sprite. Sprite responded to this challenge by introducing a new bottle made from 100% recycled materials, and also for it to be loved by audience and head towards healthier brand [19]. This groundbreaking change demonstrates the brand's dedication to reducing its carbon footprint and contributing to a greener future to the earth. Beyond sustainability, the new bottle design also serves as a catalyst for brand rejuvenation. Sprite recognized the need to stay relevant and appeal to

younger generations who crave novelty and uniqueness. By introducing a fresh and modern bottle design, Sprite aims to capture the attention of these consumers and solidify its position as a contemporary and forward-thinking brand against heavy thinker industry.

The new Sprite bottle design features a lighter weight, more ergonomic shape that fits comfortably in the hand. Its smooth contours and streamlined silhouette not only enhance the overall aesthetic appeal but also improve the drinking experience to make the drinker relax. The revamped bottle also incorporates a redesigned label that exudes energy and vibrancy, mirroring the refreshing taste of the beverage inside the bottle. Furthermore, the new bottle design offers practical advantages for both consumers and retailers. Its innovative closure system ensures better carbonation retention, allowing consumers to enjoy the fizziness of Sprite for a longer period; hence flexible to be brought around. Additionally, the new bottle is lighter and more compact, optimizing storage space and reducing transportation costs for retailers [20].

Sprite's decision to change the bottle design was not made in isolation. Extensive consumer research and testing were conducted to ensure that the new design would resonate with Sprite lovers worldwide. The brand sought feedback from loyal consumers and incorporated their insights into the final product. By involving consumers in the decision-making process, Sprite has created a sense of ownership and loyalty, fostering a deeper connection between the brand and its customers; to make the bond last long. The change in bottle design has sparked conversations and anticipation among Sprite enthusiasts, especially with the recent phenomenon of caring with the environment. Social media platforms have been abuzz with speculation and excitement as consumers eagerly await the official launch of the new bottle which is green friendly. Sprite has capitalized on this anticipation by launching a digital marketing campaign that builds suspense and generates hype around the redesign. Teasers, interactive contests, and behind-the-scenes glimpses have kept fans engaged and eager to be among the first to experience the new Sprite bottle as their new healthy innovations. In conclusion, Sprite's decision to change its bottle design reflects the brand's commitment to sustainability, brand rejuvenation, and enhanced consumer experience. By introducing a bottle made from 100% recycled materials, Sprite takes a significant step towards a greener future with human [21], [22]. The sleek and ergonomic design not only appeals to younger generations but also enhances the overall drinking experience, especially those who likes Soda. Through extensive consumer research and engagement, Sprite has involved its loyal fanbase in the decision-making process, fostering a stronger connection between the brand and its customers. As Sprite prepares to unveil the new bottle, excitement continues to build, promising a refreshing and invigorating experience for Sprite lovers worldwide.
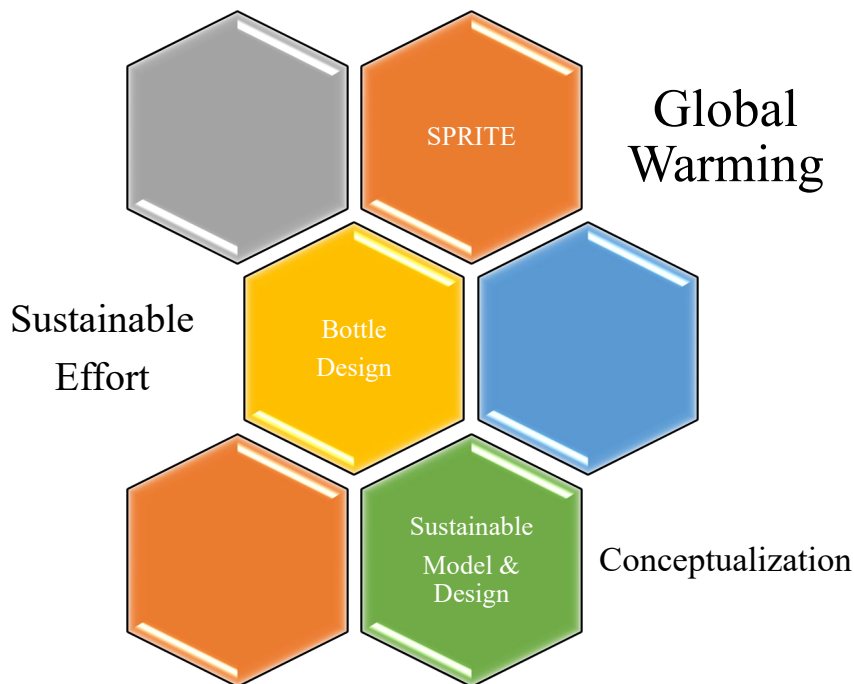
3.1 Marketing Model

Figure 1. Marketing Model

According to the model above, the model is the most fitting answer because this model shows the blend of things inside Sprite. It's not messed up, but it rather looks like how Sprite tries hard to unite people and come with this kind of marketing model. Even though it is marketing, the agenda still needs to be overlooked. The blended things are a proof that the company is hard-working. The marketing model seems to be chaotic or random or brainstorming, but this is the chance for those who don't know about this through their social media.

The aforementioned model gives a persuasive viewpoint regarding Sprite's marketing strategy, highlighting its distinctive amalgamation of components. This approach seems to be highly suitable for comprehending the complexities of Sprite's marketing endeavours. Instead than displaying a random or disorganised approach, Sprite's marketing strategy demonstrates a deliberate and coordinated effort to engage its intended audience through a comprehensive and diverse set of marketing tactics. This model highlights the significance of a coherent marketing plan that is in line with the brand's fundamental principles and goals. The evidence implies that Sprite has effectively integrated multiple elements to form a holistic marketing strategy, demonstrating a dedication to conveying a consistent brand message to its target audience.

Furthermore, although the model may initially exhibit characteristics of chaos or randomness, it serves to highlight the fundamental plan and purpose behind Sprite's marketing endeavours. The statement implies that Sprite's objectives extend beyond promotional strategies, indicating a more comprehensive approach that involves actively connecting with its consumers in a significant manner. This holds special significance within the Indonesian market, where the use of soda is not widespread. It serves to emphasise the brand's commitment to overcoming obstacles and establishing meaningful connections with consumers. Sprite strategically incorporates a variety of factors in its marketing approach, allowing the brand to effectively reach and engage with individuals who may not have been exposed to its products and values through traditional marketing methods.

The methodology under discussion offers significant insights into Sprite's creative marketing strategy. This highlights the organization's dedication to establishing a cohesive integration of marketing components, exemplifying a deliberate endeavour to actively connect with the Indonesian market, particularly the younger segment. Although it may seem unorthodox at first, this model exemplifies Sprite's commitment to differentiate itself and establish meaningful connections with consumers. As a result, it presents an intriguing subject of analysis for marketers and scholars seeking to navigate complex market landscapes and develop successful marketing approaches.

4 Conclusion

The conclusion from the research above, is that market commitment by Sprite is still fresh, that we don't need to get heterogeneous data just to proof data. Sprite Indonesia data is only one kind and homogenous, however it shows their commitment on one market conceptualization. They committed to the sustainable marketing; hence they make the green bottle change design, so it appears to be environment friendly. Based on the data above shows that Sprite Indonesia served the sustainable marketing very well. Other brands are difficult to do it, especially for the small one. The author hopes that this research will help people to move forward and take part of their role in life.

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