

# **Opinion Leaders' Behavior on Sustainable Seafood Promotion through Blue Seafood Guide in Japan**

Abiyan Ardan Arfani

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## **1. Research Background and Objectives**

Among other sustainable seafood movements, Blue Seafood Guide (BSG) from Sailors for the Sea Japan (SFSJ) is the only sustainable seafood guide that focuses on Japan. Interestingly, their communication campaigns (events) are focusing on and always attended by many different top opinion leaders from around the world mostly Japan. While it is widely agreed that opinion leaders has a significant role in promoting the sustainable seafood programs, there are still very few researches that discusses the “why” of this promotion behavior by the opinion leaders. This is the area that this research aims to contribute in. The main question of this research is “how to activate the opinion leaders’ promotion behavior in full potential?” by knowing their influencing determinants on sustainable seafood-related friendly behavior and promotion behavior.

## **2. Research Methodology**

This research uses primary research methods. The data was gathered through observation and questionnaire survey. Questionnaire survey is the primary tool of the research in obtaining quantitative and qualitative data from the Blue Seafood Guide 2019 Charity Reception participants. Through online questionnaire, we were able to survey 43 opinion leaders who attended the 2019 BSG Charity Reception held in Yokohama. The surveys mainly assessed the opinion leaders’ behavior on marine resource conservancy, its promotion, and its influencing determinants.

## **3. Results and Implications**

The results show that there are still gaps between the opinion leaders’ promotion behavior and the BSG promotion programs. The results also show that attitude is the most important determinant to create both sustainable seafood friendly behavior and promotion behavior. To create a sustainable seafood friendly attitude, it is necessary to create suitable environment as a group for these opinion leaders. Even though most of the opinion leaders have done at least one of the promotion behaviors, there is a need for the SFSJ to encourage the opinion leaders to do more promotion behavior. They need to provide a platform where the opinion leaders can discuss and felt comfortable as one group. They need create a simple “know how” manual on how to promote the BSG for example (1) to improve their lifestyle by using BSG, (2) to speak up in public about BSG, (3), to promote BSG around you, (4) to invite BSG chef to serve at your event, (5) to use BSG menu at work place, (6) to maximize the use of social media platforms, and (7) to be creative by using their own style to promote BSG.