



iSMA seeks to capture and spread good practice in Social Marketing internationally. iSMA supports the translation of the global consensus definition of Social Marketing into as many languages as possible as part of this process of sharing best practice.

The Global Consensus Definition of Social Marketing:

“Social Marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviour that benefit individuals and communities for the greater social good. Social Marketing practice is guided by ethical principles. It seeks to integrate research, best practice, theory, audience and partnership insight, to inform the delivery of competition sensitive and segmented social change programmes that are effective, efficient, equitable, and sustainable.”

Indonesian (Bahasa Indonesia) translation:

Pemasaran Sosial berupaya mengembangkan dan mengintegrasikan konsep pemasaran dengan pendekatan lain untuk mempengaruhi perilaku yang bermanfaat bagi individu dan komunitas demi kebaikan sosial yang lebih besar. Praktek Pemasaran Sosial dipandu oleh prinsip-prinsip etika. Hal ini bertujuan untuk mengintegrasikan penelitian, praktik terbaik, teori, audiens dan wawasan kemitraan, untuk memberikan masukan bagi penyampaian program perubahan sosial yang sensitif terhadap persaingan dan tersegmentasi yang efektif, efisien, adil, dan berkelanjutan.

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