

# **Constructing the Meaning of Green Mobility: Xanh SM Branding in Indonesia**

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## **ABSTRACT**

*This article examines the ways in which Xanh SM, an electric taxi firm, is formulating the idea of green mobility, when it comes to the entry of the Indonesian market. The study is a combination of visual semiotic and digital netnography. Color, logo, vehicle visual, slogans and the interface are the main focus of the semiotic analysis in order to implement the Barthes levels of denotation, connotation, and myth. The netnographic reading is anchored in digital artifacts available publicly and especially on the official online communication of the brand and the comments of the users in the application stores. Findings suggest that Xanh SM provides green mobility as a bundle of signs an electric fleet, a new turquoise visual image, and a promise of smoother, more efficient, cleaner and comfortable travel. The future of transportation in the city appears to be smart, electric, clean, and environmentally responsible because of the mythic level of the brand. But users do not simply absorb this message. They also match it to the actual problems of service in the real life such as fares, pick up practices, driver behavior and complaints. The meaning of green mobility in the ASEAN digital media environment is therefore worked out in a point of convergence between visual design, corporate stories, and experienced service.*

**Keywords: green mobility; semiotics; netnography; branding; digital media**

## **INTRODUCTION**

Sustainable mobility has long since moved miles past the car. It has also become a communication and representation, social trust problem. The past few years have been characterized by the rise of popular discourse of electric cars, mobility as a service, and decarbonization of transport on online platforms. With them the concepts of traveling, convenience and environmental responsibility have changed. The other aspect of mobility in congested urban setting is not just access or efficiency. It may also be linked to a clean air environment, fewer emissions, comfort, and type of city people would prefer to live (Comi et al., 2024; International Energy Agency [IEA], 2025; Metastasio et al., 2024). This is the reason why transport brands have ceased being market labels. They are also used as symbolic instruments that attach value of pin to urban movement, its identity and moral expectation.

Electrification of transport has become a part of the wider energy transition and development of low carbon in ASEAN. The Global EV Outlook 2025 shows that the use of policy action, fiscal incentives, and industry support are likely to boost the market share in many markets, including Indonesia, where the electric-vehicle share of vehicle sales is anticipated to grow to 25 percent by 2030, owing to policy settings, as compared to 9 percent in 2024 (IEA, 2025). This is of concern to ASEAN discussions on new energy vehicles. These

discussions prove that not only the infrastructure and industry precondition the accelerated transition, but the general language of people, which prefers to see new technologies as beneficial, prestigious, and acceptable in society (Mo et al., 2025). The quality of services, attitudes, communicating to people, as well as the government stimulus are also noted as influential factors in green technology adoption in both the electric motorcycle and the electric vehicle markets in Indonesia (Aqmarina et al., 2024; Lazuardy et al., 2025).

In the meantime, the services of ride-hailing and online taxis have already changed the way people get around in urban regions of Southeast Asia. Services via apps are not just a combination of matching drivers with passengers; they create new traditions of trust, comforts, reliability, and loyalty. Icasiano and Taelhagh (2021) show that the concept of ridesharing in Southeast Asia is strongly associated with regulation, risk, and public acceptance. Lee and Wong (2021) also add that the perceived value, usefulness, safety risk, and word of mouth have the significant impact on consumer loyalty within ride-hailing. These findings suggest that the virtual representation of a transportation brand is never beyond the context of daily service operations. It is constantly tested by experience of the user and by the discussion online.

One of the good examples is when Xanh SM entered Indonesia as the brand is not a regular taxi operator. It is equally an electric mobility model, which is domiciled in Vietnam and has a regional vision. On December 18, 2024, the Indonesian market of PT Xanh SM Green and Smart Mobility presented its service of electric taxis, which became the third Southeast Asian market of the company following Vietnam and Laos (Green SM, 2024). The expansion, in turn, is portrayed in the official narrative as a part of the strategy of Go Green Global and it is supported by the 5 Green Promises: exceptional experience, professional drivers, high-quality vehicles, low prices, and care about the environment (Green SM, 2024). It is the Indonesian location that helps to strengthen the image with the assistance of the next line five-star experience, the types of Green Car and Green Eco services, and the narrative For a Better Future, as the association between the daily travelling and the emission-free life-style (Green SM, n.d.).

The difference lies in the fact that Xanh SM can make green mobility a brand experience. Green mobility here does not imply merely the technical aspect of the cars being electric. It is also estimated as a promise of urban living that is healthier, cooler, more developed, more comfortable and a little more expensive. This case has to be read on two levels therefore. The first level is what is visible and heard about the brand, which includes coloring, logos, images of the cars, slogans and application interface. The second one is on audience response, especially the acceptance, challenge or criticizing of the brand message on the internet by the users. There are a number of research studies on sustainability branding that attempt to separate these two aspects. The corporate discourse is addressed more by others and user comments are addressed by others without asking a question of how the sign system of the brand is being made.

The intersection of this visual branding, social media and sustainability has gained particular topicality thanks to recent research. In fact, one example by Metastasio et al. (2024) proves that social media has already turned into an important platform on which the picture of sustainable mobility is created by the masses, and the promise of electric cars is typically supported by business and institutional organizations. Based on other literature, the messages, which regard the sustainability of social media, can influence purchase intention, engagement, loyalty with the assistance of both a brand-generated message and user-generated message (El-Shihy and Awaad, 2025; Gouda and Halim, 2025). In the meantime,

the discussions on greenwashing and green authenticity remind us of the fact that the claims related to green can only be believable when the viewers can see the evidence, consistency, and authenticity of their claims (Didiek Prasetya et al., 2025; Vallverdu-Gordi and Marine-Roig, 2023). Visual semiotics is applicable here as well because it can be used to explain how color, composition, typography, and the graphic form contributes to constructing environmental awareness and, ideology in a brand or a campaign (Didiek Prasetya et al., 2025; Vallverdu-Gordi and Marine-Roig, 2023).

However, the impact of the cross-border brands of green mobility on the ASEAN has not been explored more in details, especially when the latter enters the Indonesian digital media sphere and begins creating meaning therein. More common in the discussion of electric vehicle research have been the adoption intention, consumer behavior, policy, or infrastructure, with less common in the discussion being the consumer goods, fashion, or hospitality (Aqmarina et al., 2024; El-Shihy and Awaad, 2025; Tsai et al., 2025). The other loophole is the lack of cohesion between the brand semiotics and audience netnography. The meaning of the brand in a platform economy is not formed out of this interaction between official and the user discourse. The contribution of this article is, therefore, to give a Barthesian analysis of visual sign coupled with a netnographic analysis of user traces to understand Xanh SM as a cross-border sustainability communication in ASEAN.

The current study is based on that, on which two questions are founded. Firstly, in what ways are visual and verbal elements of Xanh SM mediating the meaning of green mobility on the denotation, connotation and myth level? Second, how do Indonesian online audiences respond, approve or negotiate that meaning through the comments of others and online debates? Theoretically, the article is applicable in the framework of brand communication, visual semiotics, and netnography in that it shows that green mobility is not just a superficial invention. It is also the experience that should be obtained and be put into practice. Practically, the outcomes can be used by electric mobility service providers to sustain sustainability communications with regard to quality of the actual journey of the user.

## **RESEARCH METHOD**

This study uses a qualitative research design that is exploratory in nature and uses both techniques; semiotic analysis and netnography. The reason behind the selection of this design is that it is not the frequency of a sign that is under study, but rather how messages are created, designed, and understood in a digital ecosystem. The visual and verbal objects assist in reading the image of green mobility by Xanh SM through the assistance of semiotics. Netnography is useful in understanding the perceptions and judgment (as well as in some cases disagreement) of the user with that image in the virtual realm. Having a combination like that, one can consider branding to be a two-way communication: the brand to people and the opposite (Dutta and Sharma, 2023; Kozinets and Seraj-Aksit, 2024; Utama and Basuki, 2023).

The corpus was divided into two. The former encompasses media artifacts owned by the brands that bring into play the official image of Xanh SM/Green SM in Indonesia. These will be Xanh SM electric taxi service it is officially launched in Indonesia on December 19, 2024, the Green SM Indonesia site, the description of the application in the Indonesian App Store and the description of the application in Google Play. The rationale of the selection of these materials lies in the fact that they consist of quite stable elements of identity such as overpowering colors, typography, slogans, descriptions of a service, product lines and promises of experience. The second one is the traces of the audience in the digital media, namely the reviews in the App Store and Google Play. In the netnographic phase, deliberate

sampling was used to the publicly available reviews that articulated appraisal, ambivalent, and critiquing responses. The reviews were not regarded as a statistical sample of all the users. Instead, they were used to identify discourse tendencies and negotiability points of meaning in online communication which were in action (Kozinets and Seraj-Aksit, 2024).

One terminological point is to be made clear. By the time of this study, the official channel had been renamed Green SM in Indonesia, although the document published in 2024 still referred to Xanh SM. According to Google Play presentation, the only cross-market brand of the service that was named Xanh SM in Vietnam and Laos is Google Play. This paper therefore views Xanh SM and Green SM as two stages of the same brand name in Indonesia, and as a brand-building process that is always similar (Google Play, 2026).

**Table 1. Research Corpus and Analytical Focus**

| <b>Data Source</b>                  | <b>Period/Status</b>    | <b>Unit of Analysis</b>   | <b>Analytical Function</b>  |
|-------------------------------------|-------------------------|---|---|
| Official Green SM launch news       | December 19, 2024       | Go Green Global strategy, 5 Green Promises, electric fleet, launch photos | Tracing the first public narrative of the brand in Indonesia                |
| Official Green SM Indonesia website | Accessed April 23, 2026 | Dominant colors, service categories, slogans, homepage visual structure   | Reading the continuity of visual and verbal identity                        |
| App Store Indonesia                 | Accessed April 23, 2026 | Application description, aggregate rating, publicly visible user reviews  | Reading the brand promise alongside audience validation and criticism       |
| Google Play Indonesia               | Accessed April 23, 2026 | Application description, aggregate rating, publicly visible user reviews  | Reading the wider brand narrative and the negotiation of service experience |

Source: Processed by the researchers from Green SM (2024), Green SM (n.d.), Apple App Store (2026), and Google Play (2026).

The analysis of the semiotic adopts traditional Barthes, especially the distinction between denotation, connotation and myth. That which is visible right now is known as denotation. Connotation is the values, feelings and social associations of that signs. In its Barthesian meaning, a myth is the process of how a complex system of signs becomes natural, rational and even nearly self-evident in social life. Visual identity and design can be also represented in this framework because the use of logos, colors, typography, names of the services and vehicle images help to create particular cultural concepts concerning the environment, modernity and status (Didiek Prasetya et al., 2025; Johansen and Gregersen, 2024; Vallverdu-Gordi and Marine-Roig, 2023). The main semiotic elements used in this work are the dominance of color in the logo, shape, and color, image of electrical motor vehicles, slogans, and type of services offered in the application and official site.

The netnographic investigation has been carried out through the assistance of the non-participant observation of available on-line sources. This is rooted in the virtues of netnography to gather online interactive evidence, contextualize it, coded recurring themes, and interpret digital conversations through the cultural prism (Dutta and Sharma, 2023;

Kozinets and Seraj-Aksit, 2024). This was started by storing application descriptions, aggregate ratings, and matching reviews on Google Play and the App Store. The use of self coding was then performed in the word, phrases, and short stories about the environment, comfort, driver professionalism, performance in the application, price, safety, and complaint management. These codes were put together in themes which comprised of; acceptance of the brand promise, negotiation of the brand promise and criticism of the brand promise. Finally, the netnographic themes were compared to the semiotics reading to assess the degree to which the official messages were reflected in user experiences.

The research is also ethically sound since it uses publicly available resources and there is no direct contact with users. Who the reviewer is on the application platforms may be a public identity, but the analysis does not actively disclose the personal histories. Only academic interpretation of the data is made without being quoted in a way that can recognize or scorn specific users. It is not focused on names of the accounts, but on the themes and cultural implications being talked about in the society. This is to consider the online traces as contextual social statements, but not as statements regarding certain users.

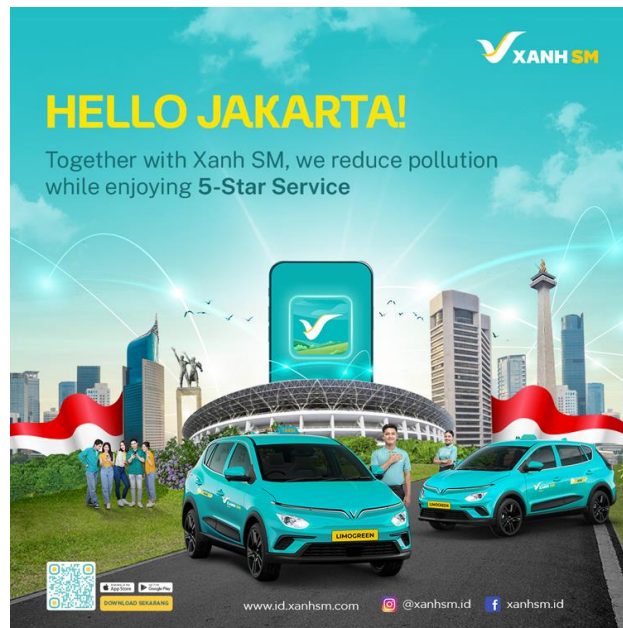
Source and method triangulation was used to boost the interpretation. Reading simultaneously the launch news, the actual site and description of the application it will be possible to avoid considering the semiotic analysis as relying on a single object. The netnographic findings do not also come as a full portrait of all users. They are read as cross-platform inclinations in the meaning of the brand. In this way, green mobility can be traced as the floating construction of meaning, between the visual presentation and promotional language on the one hand, and the aggregated rating and user reviews on the other hand.

## **RESEARCH FINDINGS**

### **Reading Denotation, Connotation, and Myth in Xanh SM Branding**

The informational background of the visual and the spoken texts of the Xanh SM/Green SM exhibit a rather similar attitude to the introduction of green mobility. The first conspicuous feature is the green-turquoise or cyan-green color which is dominant in the launch stage, the home-page and other identity materials of the site. The official site uses this color combination along with the accents of yellow and the main text is about a five-star experience, environmental-friendly traveling and the text To a Better Future (Green SM, n.d.). The strategy of going green and the VinFast Limogreen electric fleet, as well as the accomplishment of emission-free, noisy-free, and smell-free rides, are also pre-announced by the news of the launch (Green SM, 2024). Descriptions of the App Store and Google Play reiterate the identical general promise that its easy booking, 100 percent electric vehicles, trained drivers, seamless-app experience, and a greener environment (Apple App Store, 2026; Google Play, 2026).

**Figure 1. Xanh SM Taxi Poster**



Source: <https://id.greensm.com/en/news/xanh-sm-arrives-in-jakarta>

The indicators are quite explicit on the denotative level. The turquoise is the main graphic background of the logo, launch stage and the site itself. The logo uses legible upper case font and a curves figure. The car is shown as a new clean aerodynamic electric car. The services are called Green Car and Green Eco and their literal meaning is that there are two kinds of services: a more premium and a cheaper one. The green, non-polluting, silent, comfortable, contemporary, professional and five-star terminologies are applied throughout the advertisement materials. A combination of all of these aspects makes Xanh SM an app-based taxi with the use of electric vehicles, which offers comfortable, convenient, and less polluting transportation.

Enrichment of the meaning occurs at the connotative level. Turquoise is not only green in the literal sense of the leaves or forests. It suggests a technologized and scrubbed up version of green, one that is tending towards blue, and, therefore, possesses the suggestiveness of a casual, cool and technological mastery. Innovation, modernity and efficiency are linked with sustainability. The yellow accent in the logo makes this image in technology softened and gives the logo a sense of warmth and optimism. The environment in this case is not visualized as the untouched nature, but it is an urban environment that can be framed, computerized and cleaner through technology.

The message of the typography and the logo is similar. They appear business-like, articulate and assertive as they have a minimized and compressed appearance. Clean visual identity is a widespread concept in strategic communication that can help an organization to look believable, modern, and trustworthy (Johansen and Gregersen, 2024). The simple logo of Xanh SM, the naming of the services and the frame of the site create the impression of the brand which is not complicated, focused and which is eager to enter the everyday mobil life. Green Car and Green Eco are especially important because they cause this green word to be repeated till it seems that the ecology is the kind of service. The two categories may imply different prices, though they all fall under the same green umbrella such as the sustainability is an inherent characteristic of all rides and will not be an appendage.

The electric vehicle is another good visual indicator. The car is not merely a product that will be promoted in the launch materials, but it is a representation of the calmness, purity, and progress. Neither is it being foisted as an easy-fix solution to noisy streets. It is also used to portray a calmer and less turbulent city. Noiseless and fuel odorless are not just mere descriptions of the engine. They describe the desired sensory experience of traveling in the city: cooler, cleaner and civilized. Xanh SM electric vehicles branding is therefore a two-fold meaning. It is the name of the technological progress but also an aspect of moral to a better city.

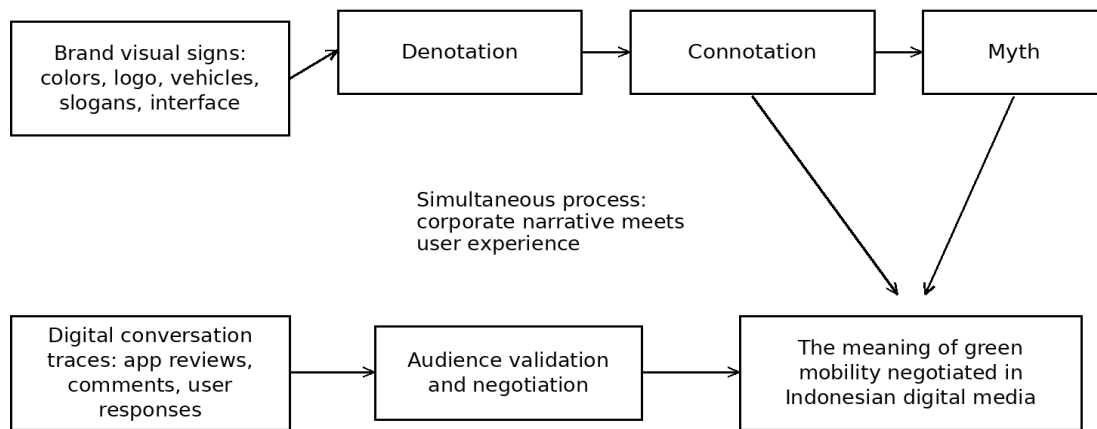
The slogans help to hold this meaning in place. Go Green Global is turning green travel into an international movement and not a local service attribute. The 5 Green Promises make the color green to correspond to the service ethics: quality vehicles, good experience, professional drivers, affordable price, and environmental care. Green here is not merely an ecological word. It is even morally depicted. Good, pleasant, safe, profession and what is worth making a choice are made to be attached to what is green. This holds a significance that it pours environmental meaning into the daily service world. Green mobility means electricity but also a promise of a system of services that are less dirty, noisier, more comfortable and dependable than normal transport.

**Table 2. Semiotic Reading of Xanh SM Branding Elements**

| <b>Element</b>                                   | <b>Denotation</b>  | <b>Connotation</b>   | <b>Myth</b>  |
|--|--|--|--|
| Green-turquoise color with yellow accents        | Dominant background in the logo, launch stage, and official website          | Cleanliness, calmness, clean technology, and optimism              | Green mobility appears modern, orderly, and suitable as a new urban norm               |
| Simple logo and typography                       | Uppercase typography, curved form, minimalist layout                         | Professional, clear, trustworthy, and memorable                    | Future mobility services are linked with order and credibility                         |
| Representation of electric vehicles              | VinFast electric cars, modern fleet, emission-free and quiet service         | Innovation, efficiency, sensory comfort, and a premium feel        | Electric vehicles are treated as the natural solution for the future city              |
| "Go Green Global" and "5 Green Promises" slogans | Mission statement, service standards, and cross-national expansion direction | Sustainability joined with service quality and professional ethics | Green comes to mean not only ecological, but also good, proper, and morally preferable |
| Green Car and Green Eco categories               | Two service types inside the application ecosystem                           | Sustainability is offered to both premium and economical segments  | Being green is presented as a general mobility choice, not a small niche               |

Source: Processed by the researchers from Green SM (2024), Green SM (n.d.), Apple App Store (2026), and Google Play (2026).

**Figure 2. The Construction of Green Mobility Meaning in Xanh SM Branding**



Source: Elaborated by the researchers based on the results of semiotic and netnographic analysis.

### **Netnographic Findings: Acceptance, Negotiation, and Criticism**

The branding of Xanh SM begins to naturalize a particular myth of mobility as soon as the future of the urban transport is imagined in terms of electric, digitally networked, environmentally friendly, and service-oriented. The myth is a game of some silent oppositions. Electric cars are silent and clean unlike regular vehicles, which are polluting, smell as well as being noisy. Training and professional service is the converse of uncertain or poorly controlled traveling. An ecological future is juxtaposed with an urban, degenerated, congested and polluted state. This is not the first mode of transport to consider in green mobility. It becomes an ethical and cultural home of the responsible urban citizen. The choice to adopt such a service as Xanh SM can, therefore, make a sense and be ethically acceptable as having a more desirable urban future.

This myth cannot be supported by branding. It needs social validation and here the netnographic findings are put in play. At the time of data collection, Indonesian App Store was rated at 4.9 with a number of about 17,000 reviews and Google Play was rated at 4.6 and hundreds of thousands of reviews. These values, taken at face value, point to a high rate of acceptance of the application and the brand. On a closer analysis of the user reviews, however, a more intricate correlation between the promise of green mobility and the service to which the user is subjected to happens.

The first strong theme is the worth of cleanliness, quietness and coziness. One App Store reviewer scored it as good and had an easy and friendly interface, and the other cited the silent and cleansing interior and termed it as a correct solution to the traffic jams in Jakarta (Apple App Store, 2026). The clean appearance of the cars, their comfort, and being electric, which Google Play users equated to environmental friendliness, were also admired (Google Play, 2026). These comments prove that the official messages about comfort, quietness and cleanliness are in fact found in user experience. Green mobility is not merely an imaginary

problem of emissions to the users. It is had in a less noisy cabin, a less dirty inside and car that looks more sophisticated than a standard car.

The second theme is connected with the ease of use of the application and the professionalism of the service. The guarantee of a convenient online experience and five-star service is supported by the reviews that talk about a pleasant interface, quick booking, and accommodating drivers. In these statements, green mobility does not limit itself to the green transportation. It is also dependent on the efficiency of the platform. The green sign, created by the electric vehicle, is more convincing when the usage is convenient and the driver acts in a business-like way.

The more urgent comments are about service problems. In other ratings of the App Store, individuals claimed that motorists did not wish to make minor trips because the quantity that was shown in the application was too inexpensive. Another one was slow responsiveness, where the users complained that their products were lost or after sales problem (Apple App Store, 2026). A number of users on Google Play claimed of careless driving or exorbitant prices in case of parking without clear explanation (Google Play, 2026). These are major criticisms as the users are not protesting electric mobility as such. Their concern is that there is a misfit between the promise of the brand of professional, safe, clean, and green service experience and reality of the day-to-day service.

In other words, the user reactions work through validation and negotiation. The vehicle itself is clean, the application is user-friendly, and the driver is friendly: all these aspects are the green mobility indicators. The meaning is not as strong though when pick-ups are cancelled, complaints are ignored or it does not appear safe to drive. In this instance, the feature of green does not necessarily create any form of legitimacy in this scenario. It raises expectations. It seems that users suggest that a green, contemporary and high-end brand must be more homogenous than an ordinary service. Here the difference between brand myth and user experience may be observed as resultant in Table 3.

**Table 3. Netnographic Themes in Digital Audience Responses**

| <b>Discourse Theme</b>                     | <b>Indications in User Responses</b>  | <b>Meaning for Xanh SM Branding</b>  |
|--|---|--|
| Affirmation of eco-friendliness            | Vehicles are described as clean, comfortable, and more environmentally friendly because they are electric | Supports green mobility as something users can experience, not just a slogan         |
| Premium comfort                            | Quiet cabin, modern-feeling vehicles, and drivers seen as polite and trained                              | Strengthens the brand's premium and professional associations                        |
| Ease of application use                    | The interface is seen as easy, friendly, and helpful for booking  | Shows that the green image becomes stronger when the digital experience is efficient |
| Pick-up and fare issues                    | Complaints about drivers refusing certain orders or about additional costs                                | Weakens the promise of affordability and service reliability                         |
| After-sales service and complaint handling | Lost-item or transaction problems are perceived as being handled slowly                                   | Creates distance between the professional image and the actual service experience    |

|                            |  |  |
|----------------------------|--|--|
| Driver behavior and safety | Complaints about reckless driving or actions taken without customer confirmation | Disrupts the link between green service, safety, order, and ethics |
|----------------------------|--|--|

Source: Processed by the researchers from public App Store and Google Play reviews accessed on April 23, 2026.

## DISCUSSION

### Green Mobility as an Ideology of Urban Mobility

The findings show that the branding of Xanh SM as a green mobility is a symbolic construct, which is persuasive but is based on experience. On the representation level, the brand is rather effective in creating a coherent sign system. The Turquoise color, electric cars, global slogan, nature of services, and the five-star experience promise all move towards a single, direction field of meaning clean, modern, efficient and ethical mobility. It correlates with Metastasio et al. (2024), who find out that hope about electric vehicle technology, business activity, and institutional backing is often regarded as a sustainable mobility on social media. Xanh SM transfers this positivity to their brand language and transforms green mobility to become appealing to urban clients.

Meanwhile, it is not always that semiotic success is converted into relational success. Brands can produce strong signs, but these signs have to pass through social checking. This is why netnography is significant in this case. Reviews on the App Store and Google Play show that co-creation and evaluation of brand meaning are carried out by users. They promote the brand when they talk about the smart cabin, a quiet car and a handy application. Nevertheless, they redefine being green when moving when they speak about driver behaviour, charging on parking, and the refusal of orders or delay to respond to complaints. Trust is therefore not built solitariness in the context of the visual system, but in the context of service encounters as well.

Green authenticity and greenwashing arguments in sustainability communication are also covered in the case. According to Fang (2024), these green communication on social media are capable of influencing the consumer perception and choice, but the consumers are skeptical about environmental claims that cannot be seen in reality. Silveira et al. (2024) add the same emphasis by emphasizing that green communication becomes believable when it pertains to the actual activities of a brand. The Xanh SM case does not necessarily have greenwashing as the primary issue. A loss of authenticity is a more immediate risk. In case a brand is a promise of professional and green service, even the small failures in its functioning may be seen as inconsistencies that disrupt the larger green tale.

The same can be meant by visual identity authenticity. Johansen and Gregersen (2024) argue that authenticity of an organizational visual identity is not purely determined by its visual attractiveness but it must also be significant and rational in its depiction of the organization. Visual materials of Xanh SM have high level of symbolic consistency. However, the sameness of aesthetics is not directly related to the experiential fit. This is why the semiotic reading must be adjacent to netnography. Brand image offers the ideological entry point and user experience is a test of the practicability of the ideology and not a smooth finish.

### Brand Authenticity and User Validation

The other addition to the literature on loyalty in ride-hailing services has to do with the emphasis on user experience. Lee and Wong (2021) note that value and usefulness,

convenience and risk of safety perception determine word of mouth and intention to use a service again. The present study finds some similar mechanism with the green mobility. The green feature enhances the perceived value and convenience as the users are able to hear a quiet car, can easily apply and a friendly driver. When users are having a problem with pick-up, fares, safety, or responsiveness of service, it becomes difficult to distinguish sustainability with the normal functioning. Green branding is not merely an image at that. It is to be done through service governance.

The concept of green mobility can be seen generally as an urban mobility ideology. The city of the future depicted in the myth authored by Xanh SM is quiet, hygienic, fruitful, digital and serviced by professional service. The myth is also a significant one in Indonesia, as it is a myth that addresses the aspirations of the swamped, polluted and unsafe transportation in large cities. It is also based on the national discourse about electric cars and its evolution in the future (IEA, 2025; Lazuardy et al., 2025). The study on the adoption of electric vehicles in Jakarta and Indonesia also proves that infrastructure beliefs, user values, and user trust influence the desire to use green technology (Aqmarina et al., 2024; Tsai et al., 2025). Green mobility in the civic life of Indonesians, in this sense, exists at the intersection between the ecological desire, technological imagination, and the evaluation of service feasibility.

The fact that the case is intercountry is also important. Xanh SM was first developed in Vietnam and had regional perspective in Indonesia and later adopted the same in the other markets as Green SM. The trend shows that sustainability branding in ASEAN is not a phenomenon that does not happen within the national boundaries. It passes through symbols, technologies and communication tactics, which transcend nations. Mo et al. (2025) in their paper on the ASEAN new energy vehicle industry state that the energy and mobility practices in the region are increasingly becoming dependent. Comi et al. (2024) also note the necessity to incorporate modes, technologies, and sustainable development goals in the mobility of the future. Xanh SM as such, can be considered as one of those corporate attempts to translate this larger agenda to a service language that can be interpreted by mere consumers. Green mobility is not a monosyllable word. Users can place a booking via an application.

### **Implications for Cross-National Sustainability Communication**

Communicatively, the most important learning experience is that the notion of green mobility cannot be decoded in the framework of visual branding as concept and the communication with the audience as its perception. Previous studies have been inclined to comment on visual branding, viewer response, or environmental friendliness in the field of social media without researching the interaction of visual signs and user discourse adequately (El-Shihy and Awaad, 2025; Gouda and Halim, 2025). In this article, a dialectical relation can be seen to exist. The first level of meaning is developed by brand-owned media. The second level is the user generated discourse level which either supports, questions or corrects it. Green mobility is thus formed by the visual image, description of the application, reviews, users as well as social context of the urban life.

The practical meaning is evident. When service mechanisms support green communication, it is promoted, and it is the same in the case of the electric mobility brands. Operationally sustainability communication should be supported with transparent fares, timely pick-up, responsible driver behaviour, transparent lost item procedures and responsible complaint management. Without these components, green promises may appear as hairsplays or even pompous. Green mobility may also be a plausible brand image because

they will experience the service with them daily and this will reinforce the visual and verbal brand image.

This study has its limitations, also. The netnographic corpus is purposeful and probabilistic therefore does not aim at generalizing statistically to all the users of Xanh SM in Indonesia. The studies are premised on the footprints of the mass internet, and they do not constitute lengthy interviews, and observations of actual journeys. Irrespective of these limitations, the article shows the value of an interpretive design in pursuing ways in which green mobility is created, supported and challenged within the online environments. The area covered in the city in the future analysis could be expanded, different urban environments could be compared or different online transportation services using sustainability discourse could be taken into account.

## **CONCLUSION AND RECOMMENDATIONS**

In this study, it is concluded that branding of Xanh SM in Indonesia establishes green mobility through visual, verbal and relational indications. At the denotative level, the brand will provide an electric fleet that is modern, a turquoise appearance, simple Internet platform, and the opportunity to travel without damaging the environment. Connotatively, these details suggest cleanliness, technology, efficiency and comfort, and high levels of service. The mythic level, Xanh SM makes the ideal walk of the city appear smart, environmental clean, quiet, and well organized. In this sense, green mobility is not limited to the technology. It is also a story of a greener city and greener form of an urban citizenship.

This meaning is not passively acquired according to the netnographic findings. When the users attest to the cleanliness, comfort and noiselessness of the cars and the ease of utilizing the application, the brand promise is confirmed. At the same time, they also refer to pick-up problems, poor pricing, attitudes of the drivers, and customer service. These issues show that there can be an absence of linkage between branding communication and service reality. Green mobility cannot be defined as it should unless an organization is continually experienced in its activities. The study, therefore, recommends practitioners to consider the communication concerning sustainability as a promise, albeit a promise that must be accompanied by service recovery, disciplines among drivers as well as cost transparency. Additional future research might incorporate semiotic and netnographic analysis to draw comparisons across brands, cities or platforms and how discourse over green mobility is negotiated within the wider ASEAN ecosystem of digital.

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