



Jurnal Ilmu Komunikasi  
**ULTIMACOMM**

Vol. 13, No. 2

ISSN: 2085 - 4609 (Print), e- ISSN 2656-0208

Journal homepage: [bit.ly/UltimaComm](http://bit.ly/UltimaComm)



## Public Attention Formation in the "Diet Kantong Plastik" Social Movement

Swiny Adestika

To cite this article:

Adestika, S. (2021). Public Attention Formation in the "Diet Kantong Plastik" Social Movement, *Ultimacomm*, 13(2), 235-252. DOI: <https://doi.org/10.31937/ultimacomm.v13i2.2243>

**Ultimacomm** publishes research articles and conceptual paper in the field of communication, mainly digital journalism and strategic communication. It is published twice a year by the Faculty of Communication of Universitas Multimedia Nusantara



Submit your article to this journal [↗](#)

Published in Partnership with



Full Terms & Conditions of access and use can be found at  
<http://ejournals.umn.ac.id/index.php/FIKOM/about>

## Public Attention Formation in the "Diet Kantong Plastik" Social Movement

**Swiny Adestika**

Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Indonesia

Email: swiny.adeatika01@ui.ac.id

*Received Aug. 25, 2021; Revised on Dec. 16, 2021, Accepted Dec. 30, 2021*

### Abstract

Indonesian Plastic Bag Diet Movement (GIDKP) was one of the initiators of the social movement to reduce plastic use. The development of technology and communication through digital media makes conversations and efforts to increase awareness about environmental issues increasingly echoed. This research uses a qualitative research approach with case study research. Data were collected through observation and documentation. They were then analysed with induction and reduction. The results show the increase in social media use made the flow of information faster. GIDKP has attracted the public's attention with its informative and consistent content and message. The use of main actors and the timing of information broadcast are also consistent. However, closing the gap between the issue and the general individual is still necessary. This research implies that the variety of actors, increasing the frequency of information on digital channels, and combining offline-online activities can be increased to attract greater public attention.

*Keywords: Public Attention, Digital Based, Social Movement, Plastic Bag Diet*

### INTRODUCTION

Environmental issues have always been a concern of the public and governments of many countries. The discussion on global warming has started since there was an uproar in the United States in 1985 regarding the discovery of a hole in the ozone layer in Antarctica, as far as the signing of a climate change framework called The United Nations Framework Convention on Climate Change (UNFCCC) in March 1994 (Samosir, 2015). The reduction of single-use plastic is one of the environmental issues frequently campaigned in Indonesia. As reported from *mongabay.com*, the Ministry of Environment and Forestry of the Republic of Indonesia (KLHK) stated that the waste volume in Indonesia in 2019 reached 68 million tons, of which 14 per cent or around 9.52 million tons, was plastic waste. KLHK data also shows that in 2016, Indonesia was the second-largest producer of plastic waste into the ocean. The amount of plastic bag waste has continued to increase significantly in the last ten years (Lupiyanto, 2020). The national plastic pollution policy was set to prevent plastic pollution. It also explores the potential for implementing best practices for reducing plastic pollution and promoting economically safe circular plastics. The analytical framework was developed using publicly available online resources to examine national legislation, policies, strategies, and plans relevant to plastic pollution in

individual countries (Farrelly et al., 2020). Scientists have long expressed concern over plastic waste's oceanic pollution while advocating for social policy to prevent this threat to humans and the environment (Jenks & Obringer, 2020).

Social movements of single-use plastic reduction have been initiated by communities and non-profit organisations, such as the Indonesian Plastic Bag Diet Movement association, the Bye Bye Plastic Bag community, the Zero Waste Nusantara community, the *Sustanation* platform and the Gerakan Tarik Plastic Community (CNN, 2019). Efforts to reduce single-use plastic are also supported by the Government of Indonesia that issue policies to limit the use of plastic. One of which is the Circular Letter (SE) of the Minister of Environment and Forestry No.S.71/Men LHK –II/2015 regarding the distribution of plastic bags restrictions (CNN, 2019). The Coordinating Ministry for Maritime Affairs stated a target to reduce 70% of plastic waste in Indonesia by 2025 (Pratomo, 2021).

Pollution, global warming, climate change, the decadence of biodiversity and natural resources are environmental issues that raise human consciousness to environmental sustainability. The environment is often called unity with space, power, state, and living creatures, including humans and their behaviour (Wijaya et al., 2019).

The movement leads to shaping public opinion through its participation in the debate on political and social issues and the subsequent introduction of some of the movement's ideas into the mainstream popular perception (Kusumasari & Kusumaningrum, 2019). Social movements normally exist in conflict with organisations whose objectives and views often conflict and generally arise not long after a situation has been created by social unrest (Ginanjari, 2020).

The increase in the internet and communication technology that affects social movements gives rise to a *new social movement*. A social movement itself can be understood from some perspective. First, it is a collective action of people. Secondly, the goal of its joint actions causes certain societal changes in the same way. Third, it is relatively dispersed but lower in degree than a formal organisation. The last one is the action has a relatively high degree of spontaneity, is not institutionalised, and has an unconventional form. So a social movement is a loosely organised collective action without an institutionalised way to bring change in society (Kurniadi & Hizasalasi, 2017b).

Internet technology is changing the structure of social movements. In this case, technology is considered not only able to strengthen communication management effectively and centrally. It can also connect various opinions or views and physically move people or society (Donk, Loader, Nixon, & Rucht, in Sanjaya, 2018).

The rise in digital media use, especially social media, affects the swift flow of information. There are 300 million photos uploaded every day on Facebook. Five billion videos are watched every day on YouTube, and 95 posts are uploaded every day on Instagram (Stout, 2021). The large amount of information circulating on social media makes the users more selective. They will look for information that really attracts their attention.

Based on Facebook analytics data, users spend only 1.7 seconds viewing the content in their news feed via mobile and only 2.5 seconds via computer (Insights, 2016). With the limited time spent by users on social media content, it is essential to be able to attract public attention to social movements communicated through social media.

Hirsch (2014) explained three principles that make people willing to participate and change their behaviour in accordance with the goals of a social movement, which are 1) the proximity of the issue to themselves or their daily lives, 2) how much sacrifice is needed to act on social movement and 3) how much effort, time and money required to participate in the social movement and lead to great results. Several important factors can encourage behaviour change, which are positive messages that provide solutions on a social movement such as reuse and recycle messages communicated at the #PlasticFreeJuly campaign; actors who deliver the messages; and timing of message delivery that is the beginning of the week and the beginning of the month (Heidbreder, 2021).

The Indonesia Plastic Bag Diet Movement association is a social movement that aims to reduce single-use plastic and generate regulations that disallow free single-use plastic to consume by consumers through an online petition #Pay4Plastic on the Change.org platform. The petition, which started in 2013, was addressed to the president of the Republic of Indonesia and regional heads to form plastic bag diet regulation. As a result, there were 70,000 signatures received online and offline, then submitted to two representatives, the Ministry of Environment and Forestry as the central government representative and the Bandung City Environmental Management Agency as the regional government representative (Kurniadi & Hizasalasi, 2017a). This petition led to the publication of a Non-Free Plastic Bag Policy in modern retail as of March 1<sup>st</sup>, 2019, from the Indonesian Retail Entrepreneurs Association, known as Aprindo (Lingga, 2019). Not only the #Pay4Plastic petition, but this movement also collaborates with several organisations in the Plastic Free Parade and other activities that communicated mainly through their Instagram account, @iddkp and the Plastic Bag Diet Facebook page.

This article is focused on finding out how the Indonesian Plastic Diet Movement carries out the activities in implementing the public attention movement.

### ***The Indonesia Plastic Bag Diet Movement Association***

The Indonesia Plastic Bag Diet Movement (GIDKP) is a non-profit association. The vision of this institution is to make Indonesia free of plastic bags by asking the public to be wiser in using single-use plastic and switch to using bags that can be used repeatedly to save the environment from the dangers of plastic waste. GIDKP was initiated in 2013 by several institutions and individuals, namely Change.org, Ciliwung Institute, PT. Gregeneration Indonesia, PT. Daun Plus (Leaf Plus), Recycled Creations, PT. Monica Hijau Lestari (The Body Shop Indonesia), Earth Hour Indonesia, Tiza Mafira, Indorelawan, Si Dalang, and Joko Arif (dietkantongplastik.info).

Kurniadi & Hizasalasi (2017a) explained that GIDKP established its programs on three strategic approaches. The first one is advocacy to various government elements related to regulatory of single-use plastic limitation. The initial approach to bringing up regulations from the government was to run an online petition #Pay4Plastic on the Change.org platform in 2013, which in a few years received 70,000 online and offline supports. From this petition, government institutions responded positively by issuing an Appeal Letter No. 6/2013 regarding the Plastic Bag Diet Movement. It was announced at the Great Sale Jakarta Festival by the Jakarta Provincial Government office. This followed by several regulations issuance and activities, such as the issuance of the Governor's Letter of Appeal No.1/2014 concerning the Jakarta Plastic Bag Diet Movement; the issuance of Circular Letter No.6/PSLB3-PS/2015 concerning anticipatory measures for the implementation of paid plastic bag policy in modern retail businesses by KLHK; the commitment signing for paid plastic bags in March 2016 by 17 Head of Districts; the production and screenings of Pulau Plastik documentary film; and the non-free plastic bag policy in modern retail issued by the Indonesian Retail Entrepreneurs Association (Aprindo) in March 2019.

The second strategy is through an educational approach. The activities conducted were a combination of offline and online activities, such as presentations, environmental film screenings, group discussions and used materials recycle workshop, education for school's employees and teachers, training to volunteers and communities, initiated EnviroChallenge campaign, Jakarta beach clean-up actions, as well as the Rampok Plastik (exchanging plastic products with reusable bags) action. It also collaborated in a plastic-free march in July 2019 with eight other organisations to commemorate #PlasticFreeJuly or World No Plastic Bag Day. The online activities by GIDKP were posted on @iddkp Instagram account, Diet Plastic Bags Facebook page, and several online discussions, such as the 2021 No-Plastic Waste Regional Forum. GIDKP also collaborated with public figures to share their supporting statements on social media using #dietkantongplastik.

The third approach is facilitation to GIDKP important stakeholders, such as the private sector. The Indonesian Plastic Bag Diet Movement invites retail businesses in Indonesia to contribute more actively in campaigning single-use plastic bags reduction to their customers. To boost their participation, GIDKP conducted awards for retail entrepreneurs who participated in reducing single-use plastic bags, which were given to Superindo, Carrefour and Circle K.

In this article, the author studies further on the educational approach performed through various online channels to learn how the messages, the actors involved, and the timing of information delivery, as well as the principles of participation conveyed by Hirsch (2014), are adapted in it to attract public attention.

### ***Social Movements and the Formation of Public Attention***

Social movements are defined as collective actions taken to oppose or urge changes (Diani, 2000). Stzompka (1993) describes social movements as a form of collective actions performed in an organised but loose manner without forcing an institution's character,

intending to create behavioural changes in the surrounding society. Klandermans (1997) states that collective actions toward social movements also rely on expected costs and benefits. Simon et al., (1998) suggested several steps for social movement participation, i.e. (a) participate in the potential mobilisation activities, (b) become the target of mobilisation efforts, (c) be the motivation to participate and (d) manage the potential obstacles toward participation. These steps indicate varying degrees of involvement in social movements related to specific interventions barriers. Sari & Siahainenia (2015) indicates barriers to new social movements have many factors, one of which is the factor of actors in social movements who have lost their ability to support the movement's objectives. Therefore, actors in social movements have an essential task of framing based on social issues and injustices in the communities.

Sari & Siahainenia (2015) categorise social movements as inclusive associations led by actors and participated by the number of followers. These followers then consciously mobilise themselves to strive and create the democratisation of everyday life. Social movements have specific characteristics that need to be emphasised. The characteristics are 1) elements of a strong network with informal or unstructured interactions, (2) the existence of solidarity and belief sharing among actors, (3) joint action that voices conflictual issues, and (4) continuous action demands without specific institutions and do not follow procedures as in an organisation.

Harlow (2011) mentions that social movements connect to activism, including social movements and moments of collective action. Tarrow (1998) stated that social movements involve a continued struggle for authority between challengers and power holders with the ultimate goal of achieving social change. Tilly (in Harlow, 2012) defines collective action as pursuing a common goal, which is exemplified as a protest campaign or petition. Social movements can be long-term or become one large movement, depending on the group's level of shared interests and identity, available resources, political power, opportunities and threats, and the level of government repression.

According to Singh (in Munadhil, 2019), social movements have a strategy called social biner movements, which is new social movements that focus on reasoning, collective action, and the role of reflection. These points should align with the actors' abilities in moving resources.

According to Hirsch (2014) three principles drive people to participate and change their behaviour in accordance with the social movement's goals, i.e. 1) the proximity of the issue to themselves or their daily lives, 2) the number of sacrifices needed to run the social movement and 3) efforts, time and money from a person to participate in the social movement and generate excellent results.

Collective actions can be delivered if each involved individuals share a common attitude. Zuchdi (1995) explains that the structure in attitudes has three components; cognitive, affective, and conative. The cognitive component contains knowledge obtained from previous experience, perceptions and beliefs.

In marketing communications, the concept of AIDA describes the four stages of cognition experienced by a person after receiving new information. The four are seizing the target audience's attention, increasing the interest and desire to perform acts (action) or participate (Pashootanizadeh, 2018). Meanwhile, the affective component involves feelings (Zuchdi, 1995). Emotional reactions to an object will create a positive or negative attitude. Then the conative component is the tendency to act on the individual towards something. The tendency to behave consistently and in harmony with beliefs and feelings will shape individual attitudes.

In addition, in a commentary study in response to climate-related YouTube videos, Shapiro & Park (2018) found that a small group of elite users (mainly climate change activists) dominated the discussion. Tufekci (2013) theorises "micro-network celebrity activists" as politically motivated non-institutional actors who use social media capabilities to engage in their political and personal self-presentation to garner public attention for their cause. Because of their status on social media platforms, these activists can direct attention to an issue or online movement.

This article focuses on forming attitudes on the cognitive component, especially on public attention toward the campaign of reducing single-use plastic. Thorson & Luping (2019) stated that social movement theorists emphasise the importance of media attention for social growth and success of a social movement. Gamson & Wolfsfeld (1993) described the media and social movements as "interacting" or mutually reinforcing systems. The characteristics and strategies of a social movement shape the content of media coverage. Conversely, the content of media coverage can have a substantial impact on a social movement success. The emergence of social media platforms and digital participation has created opportunities for social movement actors to mobilise the public directly, connect with an issue, and share information (Thorson & Luping, 2019b).

### ***Social Movements and Online Media***

The development of internet technology is becoming an essential aspect of people's lives in urban areas. This affects the various strategies in communicating social movements. Before the internet, people were directly involved in social movements through face-to-face activities. Along with the emergence of new media that rely on the internet, which offers speed in providing and accessing information, social movements also take advantage of the internet and social media emergence to shift from direct and face-to-face to mediated activities. According to Kapriani et al. (2014), social movements are formed initially by virtual communities with shared interests and goals.

According to experts, the internet in social movements has two sides: the internet can facilitate traditional offline activism and increase the repertoire of existing movements by adding activities such as email blasts and online petitions. On the other hand, the internet can create new forms of activism and resistance (Harlow, 2011). With the various types of online media, according to a DigiActive survey in 2009 (in Harlow, 2012), Social Network Sites (SNS) are the most frequently used channels for social movements or activism. The use of SNS in social movements can minimise problems in traditional social movements,

such as the difficulty of gathering highly motivated individuals to initiate mobilisation and attract more participants and resources. A social movement can recruit participants and reach global audiences through one click on SNS.

Social media is considered to have six key characteristics generally possessed by online media as mentioned by Mitra and Cohen (in Galuh & Ayu, 2016): 1) intertextuality, which means that all texts are connected. Texts in social media must be interpreted together with other related texts, both in the past and the present, forming the meaning of messages in social media itself. 2) Nonlinearity, in which a site or comment page cannot be positioned as the starting or ending. The discussion that is considered as the last part can become a topic for new conversations. 3) There is an unclear boundary between the message creator and the recipient because online media users are seen as user-generated content. This means a user who accesses content can also act as a person who produces, distributes, and consumes the content. 4) Multimedia combines media, sound, images, and text on social media. 5) The global characteristic of online media allows content on social media to be accessible and widely distributed without being limited by time and space, fast and no gatekeeping processes like in mass media. 6) Ephemerality refers to the instability of the texts on social media as the texts can be omitted intentionally or not from the users themselves.

Social media benefit activism and are instrumental in guiding engagement from the users into the activism (Fuchs, 2011). On platforms like Twitter, public attention and news media attention are intertwined. A spike in attention to an issue on Twitter can spur news coverage and responses from elites (Chadwick, 2013). Contemporary feminists also use Facebook and blogs to maintain their collective feminist identity through online networks and information sharing (Crossley, 2015). Einwohner & Elle (2019) stated that individuals involved in the *Women's March* social movement in Washington, January 2017 utilised the Instagram platform to share information about protests, laws, and elections. According to them, posts on Instagram are statements of collective identity that maintain the social movement. Therefore, this research will study the @iddkp Instagram posts and other posts from the actors involved.

### **Online Activism**

Social movements that use technology in social media or digital media are often referred to as online activism. Activism in the digital world is part of society's actualising digital political practices. On the other hand, digital politics has multi-interpretive understanding, although the central core of these understandings leads to public space formation in cyberspace (Postill, 2012). In understanding online activism, it is necessary to look at the mechanical foundations, contextual factors, values and social structures that generate the activism (Rahmawan, 2020). Joyce (in Rahmawan, 2020) mentions that the terminology and phrase of "digital activism" is still a matter of academic debate. However, "digital" in this sense is agreed upon as the potential speed, reliability, scale, and low cost that digital technology offers. It allows the reach and scope expansion compared to contemporary activism. The term digital activism can refer to a series of campaigns that use digital technology and networks comprehensively. It includes all social



or political campaigns carried out through digital network infrastructure. The term also refers exclusively, excluding other forms of activism that use technology but are not connected in digital network infrastructure.

Lim (2014) share a view that activism on social media can be flexible to adapt or encourage community involvement in mass actions or demonstrations. This happened when the contents on social media displayed straightforward, low-risk action, and the themes discussed aligned with the main narratives, such as nationality and beliefs. In addition, it is also important to note that the narratives constructed on online activism through social media do not contradict the messages conveyed by the mainstream media. Furthermore she explained that several criteria drove the success of digital activism. The criteria are simple narratives, in line with the main or dominant narratives, have small risks, and use specific symbols to capture public interest and impressions.

Vegh (2003, in Jati, 2016) classifies online activism into three main parts: organisation/mobilisation, awareness/advocacy, and action/reaction. The first part, organisation/mobilisation, is more directed towards developing a populist movement based on a particular issue. This part is seen as one of the main forms of online activism. It can describe the issues in the virtual world as the main focus in the real world. The second part is awareness/advocacy, which more inclined to persuasive actions to increase public awareness of a social issue/problem discussed in the community. Increasing the sense of social humanity and growing feelings of affection are usually the basis for online activism. However, this part of online activism tends to be impermanent because it is formed based on niche issues. The third part, action/reaction, means that online activism builds more dominant than emotional and reactive factors. The topic or problem built in online activism is more of a temporary issue that attracts more public support/attention. Similar to the second part, the actions and reactions tend to be tentative. This is due to public acceptance variations (passively and actively) on the issue. This third part focuses more on life-related and social issues.

According to Karpf (in Rahmawan et al., 2020), digital technology used in online activism can facilitate to "speak more swiftly and broadly" and to "listen carefully and deeply". However, conventional technology is still needed to disseminate information from social media to people who do not use it. Van de Donk et al. (in Harlow, 2011) argue that the internet will complement, not replace, existing social movement tactics. The simplicity of online activism can undermine the value of the movement, creating half-hearted activism known as 'slacktivism'. Gladwell (in Hartoyo & Supriadi, 2015) defines slacktivism as activism through low-risk and low-cost social media to increase awareness, generate change, or generate satisfaction for people involved or incorporated in these activities. Gladwell also describes the categories of practical online activism are direct, proactive, and often confrontational action to shape social change.

In line with the possibility of slacktivism emergence, Nugroho (in Ismail et al., 2019) introduces click-activism in his research. This becomes an input for social media movement that has less load than offline activism and is still questioned on the

relationship between virtual reality and actual reality. Although Nugroho sees the importance of online activism, it is often interpreted that movements mainly in the online area or limited to being hashtags on Twitter and Facebook have less meaning when compared to movements that are present on the street.

Therefore, this article aims to see if online activism involving technology, such as social media and online mass media coverages conducted by the Indonesian Plastic Bag Diet Movement, can form public attention that supports the movement goals.

## METHOD

This article uses the case study method. According to Stake (in Creswell, 2007), a case study is a research strategy in which the researcher investigates a program, activity and event carefully. Researchers collected complete information with various data collection procedures and a predetermined time. Kriyantono (2012) explained that the case study is a research method with multiple data sources (as much data as possible) that can be used to research, define and describe comprehensively and systematically various aspects of individuals, groups, programs, organisations and events.

The researchers conducted a study of documents originating from the @iddkp Instagram contents in April – June 2021 and contents from public figures in collaboration with GIDKP also using the #dietkantongplastik hashtag search on Instagram. The indirect interviews from GIDKP officials that published in online media news related to the production and screenings of Pulau Plastik in April-June 2021 are also studied. The researchers also do observations at the 2021 Plastic-Free Regional Forum webinar, conducted by GIDKP, broadcast on the Plastic Bag Diet YouTube account. The data obtained are triangulated for data validity, then comply with the participation principle by Hirsch (2014) as well as examine the messages, the role of the Tiza Mafira involved and the timing of information delivery as previously performed by Heidbreder et al. (2020) and Chib et al. (2009).

## RESULTS AND DISCUSSIONS

### *Messages of the Plastic Waste Challenges in Indonesia and the Solutions*

In April – June 2021 the @iddkp Instagram account posted 29 contents. The Pulau Plastik film were the dominant contents which highlighted the film promotion, screenings schedule, post-screenings highlights, testimonials from public figures and the information on plastic waste challenges in Indonesia. The @iddkp Instagram account during the same period also posted other topics which were the collaborative activities with other institutions and plastic-free market programs, an open letter to President Joko Widodo, the info on implementation of plastic reduction policies, the 2021 Plastic Free Regional Forum activities and the tips to reduce single-use plastic. The challenges of plastic waste was also conveyed in a post that adapted from Tribunnews Bogor article. It stated several points; Indonesia was the target of plastic waste disposal by developed countries who

claimed successful on waste management, the false claim on plastic materials to be biodegradable in a short time, as well as the high amount of microplastics that consumed by the public from polluted marine products. The GIDKP social media channel also contains messages of plastic life-cycle and circular economy solutions, easy tips to reduce plastic use when shopping, a pocket book on easy steps of a plastic diet, and information on the 4Rs (*Refuse, Reuse, Reduce, Recycle*).

Contents and messages at @iddkp Instagram account are conveyed in photo material, infographics, animated and reel videos. Explanation on the contents is presented in the form of texts as the captioned post, which uses formal language, in 1-3 short paragraphs and uses several repetitive hashtags such as #dietkantongplastik, #breakfreefromplastic, #BergerakUntukMasaDepan, #pulauplastik, #dietplastic and #pasarbebasplastik. There are also non-recurring hashtags, such as #Indonesiabebasplastik, #BandungTanpaPlastik, #IndonesiaBebasSampahPlastik, #bukusaku, #localchampions, #HLH2021, #JagaJakarta, #JakartaBangkit, #tolaksekalignakan, #wadahgunaulang and #forumareabebassampahplastik. The posts on the @iddkp Instagram account are mirroring their Facebook account.

The researchers searched the #dietkantongplastik hashtag on Instagram. Unfortunately, no posts related to this hashtag were captured during April – June 2021 period. However, there are four contents related to the Indonesian Plastic Bag Diet Movement, posted in January 2020, June 2020 and August 2019. Two posts informed the enactment of Governor Regulation No. 142/2019 from the Jakarta Regional Government. One informed the webinar activity in which the GIDKP Executive Director participated. One post highlighted the Rampok Plastik activities carried out in 2019.

Meanwhile, mass media monitoring in April – June 2021, using the "pulau plastik" and "plastic bag diet" keywords, several news appeared. These news featured the Executive Director of GIDPK, Tiza Mafira, conveyed messages regarding the great support from both local government and general public for the plastics bag diet movement. The supports reflected on the issuance of single-use plastics banned regulations by 57 local governments as well as the large number of public who participated in the plastic-free parade held in 2019. The messages also emphasised the continuation of the plastic bag diet movement to increase public awareness and participation from various circles on environmental impacts, especially plastic waste pollution and efforts to reduce it (Simbolon, 2021).

Information of public alarmed by the dangers of microplastics and the plastic waste imported were also conveyed through educational efforts by GIDKP, which align with local government policy advocacy efforts and collaboration with industrial owners. Several solutions for plastic reduction were stated, including to create a circular economy through the prohibition of single-use plastic and straws, the plastic waste sortation by all household and communities that also regulated by the government, and to push all plastic producing companies to be responsible for their products' waste management. Moreover, the message also informs the challenges faced by the Indonesian Plastic Bag

Diet Movement from online shopping activities where e-commerce providers do not provide non-plastic packaging options (Yuliastuti, 2021).

Through observations at the 2021 Plastic-Free Regional Forum virtual discussion, the message conveyed by GIDKP Executive Director Tiza Mafira, that there were behaviour changes towards the utilisation of single-use plastics obtained from surveys conducted in Jakarta and Bali related to the prohibition of single-use plastic bags regulations. The message stated that the behaviour of styrofoam and plastic straws consumption was decreasing in Bali. People have reusable bags, and it is not difficult to get an alternative to a single-use plastic bag. However, consumers still use plastic bags when shopping at traditional markets. Meanwhile, the survey results showed that household consumption of plastic bags has decreased in Jakarta. The knowledge of alternative plastic products is increasing, but the consumption of plastic bags in traditional markets has not completely faded away. Also, people in Jakarta misunderstand free plastic when shopping at modern retails.

### ***GIDKP Internal Figures and Local Government Leaders Become Main Actors***

The Indonesia Plastic Bag Diet movement presented several figures to convey their main messages and programs. From the @iddkp Instagram account, in April – June 2021, there were four figures featured in their posts, i.e. Executive Director, Tiza Mafira; Sandiaga Uno; Nadine Chandrawinata and Devina Veronika. Sandiaga Uno, Nadine Chandrawinata and Devina Veronika gave their testimonies regarding the Pulau Plastik film. Tiza Mafira was shown in video content to reduce single-use plastic, which was created to celebrate World Environment Day.

The GIDKP Executive Director also appeared in mass media news from April to June 2021. She was featured to explain the social movements activities, programs and promotions through Pulau Plastik film as explanation toward solutions that have been implemented so far. The news regarding the Pulau Plastik film also featured many figures such as Angga Dwimas Sasongko, Executive Producer of the film, Gede Robi, vocalist of Navicula rock band as one of the movie actors, and Prigi Arisandi, a river guard from West Java as the other movie actor. Head of Tangerang District Ahmed Zaki Iskandar also appeared in the news to review the regulation for single-use plastics in Tangerang.

Other figures featured to convey their support on the movement through their participation at the 2021 Plastic-Free Regional Forum online discussion. The figures represented several industries as well as government institutions, which were Bima Arya Sugiarto, the Mayor of Bogor and the Chairman of Board Management of the Indonesian City Government Association; Ahmed Zaki Iskandar, Head of Tangerang District and Deputy General of the Indonesian Regency Governments Association; Khendra Al Asyari, from Ministry of Finance of Republic of Indonesia; Yuvlinda Susanta from the Indonesian Retail Entrepreneurs Association (APRINDO) and Astrid Kusumawardhani, VP Public Affairs of Gojek Indonesia.

### ***Commemoration of Environmental Sector Days Becomes Preference for Information Dissemination***

Accessing from @iddkp Instagram account posts, most information broadcast time is associated with the commemoration of environmental sector days. For example, the information on ecosystems restoration was published to coincide with world environment day. Other than that, the promotion and explanation about the Pulau Plastik film, was posted to commemorate Earth Day. The information on collaborative action of Totebag Painting Class, was also broadcasted to coincide with world ocean day.

Mass media coverage mainly highlighted the Pulau Plastik film. The news coverage was during April and May 2021, in conjunction with the film screening schedule, which coincides with Earth Day. Moreover, information related to the 2021 Plastic-Free Regional Forum was broadcast in connection with the world environment day in June 2021.

### ***Attract Public Attention Through Social Media Interactions, Key Messages, Actors and Dissemination Schedules***

In Instagram, according to Sari & Anggraeni (2019), public attention toward content posted was directly and significantly affected by the type of image and number of likes. During April – June 2021, there were 2964 likes and 3511 views from a total of 29 posts uploaded at the @iddkp Instagram account.

Post with the highest number of likes was about the Pulau Plastik film screening in Jakarta attended by the Governor of DKI Jakarta, Anies Baswedan. While the post with the highest number of views was showcased the trailer of Pulau Plastik movie.

In addition, public attention to the Indonesian Plastic Bag Diet Movement can also be seen from the number of followers on the @iddkp Instagram account, which until June 2021 was 16,900 followers. However, the number of likes and followers are inversely proportional to the number of comments received on the Instagram account. On April – June 2021, only 58 comments from @iddkp Instagram followers. The posts with the highest number of comments were related to the Open Letter to President Joko Widodo, the post showcased testimony from Sandiaga Uno towards the Pulau Plastik film, then the post regarding monitoring and evaluation of Bali Governor Regulation No. 98/2018.

Apart from Instagram posts, public attention also captured in comments of Pulau Plastik film, as reported by the mass media. The viewer named Putri Radiyatul said that after she watched the movie, she gained information on the dangers of plastic and microplastic in the human body caused by polluted ocean products. Putri stated that she would try to reduce the use of plastic and replace it with a tote bag. Moreover, comments from Reza suggest the Pulau Plastik film portray persons who handle imported plastic waste daily. Reza also indicates that the delivery of messages in the movie should consider viewers with low-educational backgrounds with more straightforward phrases on the dialogue so they can effortlessly understand the main concerns of the movie (Yuliastuti, 2021).

From the description above, the most communicated messages on the Indonesia Plastic Bag Diet campaign were about the problems faced by Indonesia regarding plastic waste, the dangers of microplastics and the plastic waste import from developed countries to Indonesia. These messages were conveyed in conjunction with the promotion of the Pulau Plastik film. The Executive Director of GIDKP was featured as one of the actors. The additional message that was also frequently conveyed was related to solutions, reducing the single-use plastics, straws and implementation of 4Rs (Refuse, Reuse, Reduce & Recycle) by the general public daily. Another solution presented was the creation of a circular economy that require active involvement of all parties. This campaign also highlights their collaborative actions with various parties such as local governments and traditional market managers for the Pasar Bebas Plastik program and other communities that reflected the 3 GIDKP's strategies as their messages.

Therefore, the key messages of this movement are the challenges and solutions for the reduction of single-use plastic utilisation in Indonesia. These messages are constantly disseminated through the @iddkp Instagram account, Facebook page, and the mass media, leading to mobilisation that creates the development of a populist movement based on a particular issue. This model is seen as one of the primary forms of online activism (Vegh, 2003). The existence of the main message is also in line with the results of Merlyna Lim's (2013) research, where the narrative is in line with the main message that attracts public interests and impressions. The urgency or importance of an environmental issue also affects the strength of discourse or message. Language use is important to build discourse (Sanjaya, 2017). The formal language style used in the message, contents displaying measurable impact numbers, conveying tips and easy steps in the Indonesian Plastic Diet Movement contents, intensifies the urgency of the plastic reduction issue. In addition, the easy steps as a solution to plastic use reduction communicated by GIDKP strengthen the previous researches of Heidbreder et al. (2020) and Chib, et al. (2008), which explained that positive messages and those containing solutions are important factors that can encourage changes in audience behaviour. The message conveyed through the documentary Pulau Plastik film also moved the audience to further increase their efforts of plastic use reduction. This aligns with Hirsch's (2014) concept of the proximity of issues to one's daily life becomes the principle of individuals participating and changing behaviour, following the goals of the Indonesian Plastic Bag Diet movement.

The actor on this social movement was dominated by its Executive Director, Tiza Mafira, whose statements were published in social media posts, mass media coverage, and online discussions. Tiza's figure produces knowledge through the messages she conveys, her role as a speaker in various discussions and being quoted by the mass media. The consistency of actors in this movement showcased the implementation of information control. The way actors produce knowledge and control various information are key factors of reflection in a social movement (Muqsith, et al., 2019). Together with Tiza Mafira, several other actors frequently appear in mass media coverage, online discussions and social media, such as Angga Dwimas Sasongko, Gede Robi, Prigi Arisandi, Ahmed Zaki Iskandar and Bima Arya Sugiarto. These actors were considered activists who could direct

public attention to the Indonesia Plastic Bag Diet movement issues (Tufekci, 2013). The importance of actors role in this movement to initiate behavioural changes was in line with Heidbreder et al. (2020) research that explained the actor who conveys the message is an important factor that can encourage behavioural change in the public. To expand the public reach, the actors as the network of activists also need to be expanded by inviting local governments, public figures that concern on plastic issues, academics and social media influencers.

The information dissemination schedules were coincide to the momentum of environmental days, such as Earth Day, International Ocean Day, and World Environment Day. This scheduling have created public attention to the Indonesia Plastic Bag Diet movement. Thus it has strengthening the research results of Heidbreder, et.al. (2020) which stated that the timing of message delivery is an important factor to encourage behaviour change as the goal of the campaign. However, the publish time of @iddkp Instagram posts can still be improved by determining the consistency of the post schedule. In April – June 2021, the posts were published mostly on Wednesday & Friday, but this scheduling was not consistent as the number of posts published was declining.

Although public attention towards the Indonesia Plastic Bag Diet movement was gained through many followers on their social media accounts and relatively high numbers of interactions (2,964 likes and 3,511views on April - June 2021), it still not maximised. In addition, the statement regarding the difficulty of understanding the message conveyed in the Pulau Plastik film, as one of the leading programs on this movement, indicates that there is still a gap between the public and the plastic use reduction issue GIDKP tries to convey. With this distance, Hirsch's (2014) concept of the proximity of the problems to one's daily life has not been fully proven in this movement.

Online activism has occurred in this Indonesia Plastic Bag Diet movement, based on the use of social media to convey simple messages that require low-risk actions. The narrative that conveyed was also in line with messages published in mainstream media, especially messages related to Pulau Plastik film (Lim, 2014). The message became the main concern on digital activism of this Indonesia plastic bag diet movement, while the actors and the message delivery time were still not optimal. The attention obtained through online media channels was less than from offline activities during the Pulau Plastik film screening. This reinforces the results of Harlow (2011) research that highlight the importance of offline activity and internet participation as complementing, not replacing, existing social movement tactics.

## **CONCLUSION**

Overall, the Indonesia Plastic Bag Diet movement has attracted public attention through their contents and formation of informative, interesting, and consistent messages conveyed on various platforms. Consistency can also be seen using the leading actor, Tiza Mafira as the messenger. The timing of information distribution which refers to environmental sector days has also generated public attention. However, it is still

---

necessary to reduce the gap between this plastic bag diet issue and the general public of their target audiences, so they feel 'close' and relate to the issue that triggers them to participate further in the movement. The variety of actors in communicating, the consistency of information delivery timing and increasing the frequency of information sharing on social media channels can be one solution to increase attention and encourage public participation to achieve the movement goals. Not only on social media channels, it is also important to update information frequently on the GIDKP website at [www.dietkantongplastik](http://www.dietkantongplastik) info. Offline activities are important aspects that need to be continuously conducted by GIDKP to increase public attention. We would recommend that future journals also study behavioural changes from cognitive, affective and conative aspects, as the impacts of social movements conducted both in online and offline activities. The implication of the theory that built is the perception you want to form, namely that people are starting to realise the negative impact of using plastic bags. After identifying and analysing, the plastic diet movement has followed the steps in the PR process includes defining the problem, planning the program, acting, and evaluating the program.



## REFERENCES

- CNN, T. I. (2019, Juni 30). *Mereka yang Berupaya Mengurangi Sampah Plastik*. CNN Indonesia. <https://www.cnnindonesia.com/gaya-hidup/20190629164456-284-407610/mereka-yang-berupaya-mengurangi-sampah-plastik>
- Crossley, A. D. (2015). "Facebook feminism: social media, blogs, and new technologies of contemporary U.S. *Feminism*" *Mobilization*, 20(2), 253–268. <https://doi.org/https://doi.org/10.17813/1086-671x-20-2-253>.
- Diani, M. (2000). *The concept of social movement*. In Kate Nash, *Reading in contemporary political sociology*. Blackwell.
- Einwohner, Rachel L., & Rochford, Elle. (2019). After the march: using Instagram to perform and sustain the women's march. *Sociological Forum*, 34(S1), 1090–1111. <https://doi.org/DOI:10.1111/socf.12542>.
- Fuchs, C. (2011). *Foundations of Critical Media and Information Studies* (1<sup>ST</sup> ed). Routledge.
- Galuh, & Ayu, K. I. G. A. (2016). Media sosial sebagai strategi gerakan bali tolak reklamasi. *Jurnal Ilmu Komunikasi*, 13(1), 73–92.
- Gamson, W. A., & Wolfsfeld, G. (1993). Movements and media as interacting systems. *The Annals of the American Academy of Political and Social Science*, 528(1), 114–125.
- Ginanjari, A. (2020). Journal of Government Civil Society. *Journal of Government Civil Society*, 4(April).
- Harlow, S. (2011). Social media and social movements: Facebook and an online Guatemalan justice movement that moved offline. *New Media Society*, 14. <https://doi.org/Doi:10.1177/1461444811410408>.
- Heidbreder, L. M., Lange Martin., & Reese Gerhard. (2021). Plastic free july analysing a worldwide campaign to reduce single-use plastic consumption with twitter. *Environmental Communication*, 15(7), 937–953. <https://doi.org/10.1080/17524032.2021.1920447>.
- Hirsch, P. B. (2014). Clicks or commitment: activism in the age of social media. *Journal of Business Strategy*, 35(4). <https://doi.org/DOI10.1108/JBS-07-2014-0086>
- Insights, F. I. D. R. and. (2016). Capturing Attention in Feed: The Science Behind Effective Video Creative. *Facebook IQ*.
- Ismail, A., Munsir, H., Hans, A. (2019). Online social movement: adopsi teknologi informasi dalam melakukan gerakan sosial di indonesia. *ETNOSIA: Jurnal Etnografi Indonesia*. 4(1): 91 – 114. Doi: 10.31947/etnosia.v4i1.5039.
- Jenks, A. B., & Obringer, K. M. (2020). The poverty of plastics bans: Environmentalism's win is a loss for disabled people. *Critical Social Policy*, 40(1), 151–161. <https://doi.org/10.1177/0261018319868362>.
- Kapriani, Dea, R., & Lubis, Djuara, P. (2014). Efektivitas media sosial untuk gerakan sosial pelestarian lingkungan. *Jurnal Sosiologi Pedesaan*, 2(3). <https://doi.org/10.22500/sodality.v2i3.9423>.
- Kurniadi, H., & Hizasalasi, M. (2017a). Strategi kampanye diet kantong plastik oleh gidkp di indonesia. *Prosiding 2th Celscitech-UMR 2*, 73–78.
- Kurniadi, H., & Hizasalasi, M. (2017b). Strategi Komunikasi Dalam Kampanye Diet Kantong Plastik Oleh Gidkp Di Indonesia. *Medium*, 6(1), 21–31. [https://doi.org/10.25299/medium.2017.vol6\(1\).1085](https://doi.org/10.25299/medium.2017.vol6(1).1085)

- Lim, M. (2014). Klik yang tak memantik: aktivisme media sosial di Indonesia. *Jurnal Komunikasi Indonesia*, 3(1), 35-49. <https://doi.org/10.7454/jki.v3i1.7846>.
- Lingga, Murti A. (2019, March 01). Mulai Hari Ini, Kantong Plastik Tidak Lagi Gratis di Ritel Modern. *Kompas.com*.  
<https://ekonomi.kompas.com/read/2019/03/01/064645326/mulai-hari-ini-kantong-plastik-tidak-lagi-gratis-di-ritel-modern>
- Lupiyanto, R. (2020, Juli 08). Dapatkah Indonesia Bebas dari Kantong Plastik? *Mongabay*.  
<https://www.mongabay.co.id/2020/07/08/dapatkah-indonesia-bebas-dari-kantong-plastik/>
- Marshall, N. W. (2010). Commitment, Loyalty And Customer Lifetime Value: Investigating The Relationships Among Key Determinants. *Journal of Business & Economics Research (JBBER)*, 8(8). <https://doi.org/10.19030/jber.v8i8.753>
- McAdam, D. (1986). Recruitment to high-risk activism: the case of freedom summer. *American Journal of Sociology* 92(1), 64-90. <https://doi.org/10.1086/228463>.
- Munadhil A, M. (2019). Cyberprotest: new media and the new social movement in Indonesia. *RUDN Journal of Studies in Literature and Journalism*., 24(2), 765–775. <https://doi.org/DOI: 10.22363/2312-9220-2019-24-4-765-775>.
- Muqsith, Munadhil A, et.al. (2019). Cyberprotest: new media and the new social movement in Indonesia. *RUDN Journal of Studies in Literature and Journalism*: 24(4): 765-775. DOI: 10.22363/2312-9220-2019-24-4-765-775.
- Pashootanzadeh, M. S. K. (2018). Application of aida model measuring the effectiveness of television programs in encouraging teenagers to use public libraries. *Information and Learning Science*, 119(11), 635–651. <https://doi.org/DOI 10.1108/ILS-04-2018-0028>.
- Postill, J. (2012). *Digital politics and political engagement*. In H. Horst and D. Miller (eds). *Digital Anthropology*. Oxford: Berg.
- Pratomo, H. B. (2021, Maret 16). Fakta Terbaru Sampah Plastik Indonesia, Meningkatkan Imbas Tren Belanja Selama Pandemi. *Merdeka.Com*.  
<https://www.merdeka.com/uang/fakta-terbaru-sampah-plastik-indonesia-meningkat-imbaskan-tren-belanja-selama-pandemi.html>.
- Rahmawan, D. (2020). Strategi aktivisme digital di Indonesia: aksesibilitas, visibilitas, popularitas dan ekosistem aktivisme. *Jurnal Manajemen Komunikasi*, 4(2), 123-144.
- Samosir, H. A. (2015, November 30). Sejarah Dunia Memerangi Perubahan Iklim. *CNN Indonesia*. <https://www.cnnindonesia.com/internasional/20151128130323-134-94617/sejarah-dunia-memerangi-perubahan-iklim>.
- Sanjaya, A. R. (2017). Wacana lingkungan dalam gerakan sosial digital. *IPTEK-KOM*, 19(2), 133–148. DOI:[10.33164/iptekkom.19.2.2017.133-148](https://doi.org/10.33164/iptekkom.19.2.2017.133-148).
- Sari, D. K., & Siahainenia, S. R. (2015). Gerakan sosial baru di ruang publik virtual pada kasus satinah. *Jurnal Ilmu Komunikasi*, 12(1), 105-118. <https://doi.org/10.24002/jik.v12i1.446>.
- Shapiro, M. A., & Park, H. W. (2018). Climate change and youtube: deliberation potential in post-video discussions. *Environmental Communication*, 12(1), 115–131. DOI:[10.1080/17524032.2017.1289108](https://doi.org/10.1080/17524032.2017.1289108).
- Simbolon, H. (2021, Mei 4). Menggugah Kesadaran Masyarakat tentang Bahaya Sampah Lewat Film Dokumenter Pulau Plastik. *Liputan6.com*.

- <https://www.liputan6.com/regional/read/4548993/menggugah-kesadaran-masyarakat-tentang-bahaya-sampah-lewat-film-dokumenter-pulau-plastik>.
- Simon, B., Loewy, M., Stürmer, S., Weber, U., Freytag, P., Habig, C., Kampmeier, C., & Spahlinger, P. (1998). Collective identification and social movement participation. *Journal of Personality and Social Psychology*, 74(3), 646–658. <https://doi.org/10.1037/0022-3514.74.3.646>.
- Stout, D. W. (2021). *Social Media Statistics 2021: Top Networks By the Numbers*. <https://dustinstout.com/social-media-statistics>.
- Sztompka, Piotr; Alimandan; Tri Wibowo Budi Santoso. (2004). *Sosiologi perubahan sosial / Piotr Sztompka; penerjemah, Alimandan; editor, Triwibowo Budhi Santoso*. Jakarta:Prenada Media.
- Tarrow, S. (1998). *Power in movement: social movements and contentious politics* (1<sup>st</sup> eds). Cambridge University Press.
- Thorson, K., & Luping, W. (2019). Committed participation or flashes of action? Mobilising public attention to climate on twitter, 2011 – 2015. *Environmental Communication*, 14(3), 347–363. <https://doi.org/10.1080/17524032.2019.1666727>.
- Tufekci, Zeynep. (2013). "Not this one" social movements, the attention economy, and microcelebrity networked activism. *American Behavioral Scientist*, 57(7), 848–870. <https://doi.org/10.1177/0002764213479369>.
- Wijaya, W. V., Prihantoro, E., & Binastuti, S. (2019). The Effectiveness of Online Petitions About Environmental Issues on The Change . org Site Users. *Asian Journal of Media and Communication*, 3(1), 41–50. <http://journal.uui.ac.id/index.php/AJMC>.
- Yuliasuti, D. (2021, Mei 9). Tiza Mafira: Kami Kerja Keras Melawan Narasi Plastik Sekali Pakai. *Koran.tempo.co*.<https://koran.tempo.co/read/tamu/464656/tiza-mafirakami-kerja-keras-melawan-narasi-plastik-sekali-pakai>.