

Plastic Free Market Campaign: The Effect of Message Elaboration Level on Trader's Attitudes

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Received November.6, 2023; Revised on November.5, 2024; Accepted November.28, 2024

Abstract

Campaigns are strategies that can be used to influence people's attitudes towards greater environmental responsibility, particularly regarding plastic waste. The Plastic-free Market Campaign aims to encourage traders to reduce their use of single-use plastics. To assess attitude changes, the Elaboration Likelihood Model serves as a framework for understanding how attitudes are formed. This study analyzes the correlation between the level of message elaboration and traders' attitudes toward using disposable plastic bags. Using a survey method with a questionnaire and supplemented by qualitative data from interviews and observations, this research involved a sample of 30 traders. Data were analyzed using the Chi-square test, and results indicate a significant correlation between the level of message elaboration and traders' attitudes: the lower the level of message elaboration, the less favorable the traders' attitudes toward the persuasive message.

Keywords: *elaboration likelihood model; plastic-free market campaign*

INTRODUCTION

The plastic waste problem is one of the issues that is a global concern nowadays. UNEP (2024) reported that 38 percent of urban solid waste worldwide was improperly managed in 2020. Furthermore, UNEP (2023) states that over 6 percent of annual global plastic pollution originates from microplastics, with 89 percent contributing to environmental contamination. Improperly managed plastic waste can severely damage coastal ecosystems (Evelina & Andreano, 2020). In Indonesia, the average national waste generation reaches approximately 38 million tons per year, with 38.37 percent unmanaged in Bogor City, waste generation is about 284.631 tons annually, with 15% being plastic (KLHK 2023).

Unmanaged plastic waste poses significant environmental risks. Burning plastics releases harmful substances like hydrogen cyanide and carbon monoxide, contributing to air pollution (Purwaningrum, 2016.). Additionally, unmanaged plastics produce microplastics that threaten ecosystems and human health (Jain et al., 2023). Despite the known dangers of plastics, many people remain unaware and continue their reliance on them (Karuniastuti, 2013). One of the strategies that can be done to deal with the problem is to limit the use of plastic or reduce it (Setiari &

Sudirga, 2022.). This is a preventive measure that can be taken to reduce the amount of plastic wasted. Therefore, further efforts are needed to increase public awareness about the impact of plastic accumulation that pollutes the environment, and needs to improve plastic waste management in order to reduce the microplastics produced (Jain et al., 2023).

Raising public awareness can be achieved through campaigns. Campaigns serve as communication activities aimed at informing the public about specific programs and promoting ideas (Dwihantoro & Rosyidi, 2021; Ruslan, 2005; Suwarso, 2020). Essentially, campaigns are designed to persuade the public to adopt attitudes aligned with campaign goals. Persuasion involves communicating messages through symbols to influence attitudes (Sigler, 2017; Kriyantono, 2014; Perloff, 2016). In addition, Dainton & Zelley (2018) emphasize that recipients of persuasive messages must have free will.

Related to the previous definition, the audience possesses free will, which allows them the autonomy to interpret messages and choose how to process them. This audience also freely forms attitudes based on the persuasive messages they receive. The Elaboration Likelihood Model (ELM) theory can be applied to understand how attitudes (favorable, unfavorable, neutral) develop from persuasive communication activities. This theory states that message elaboration exists along a continuum, ranging from no relevant thought on the issue presented to complete elaboration of each argument and full integration of this elaboration into a person's attitude (Petty & Cacioppo, 1986). ELM theory helps to examine how campaigns can prompt message processing among their target audiences.

According to ELM, the elaboration likelihood is determined by a person's motivation and ability to evaluate the presented communication. Additionally, cognitive process characteristics often correlate with message elaboration (Petty & Cacioppo, 1986). This aligns with Prameswari (2018) view that the Elaboration Likelihood Model combines elements of motivation and the ability to process messages. When an individual's likelihood of elaboration is high, they process received messages through the central route; however, when elaboration likelihood is low, they tend to process messages through the peripheral route (Petty & Cacioppo, 1986).

An individual may engage in persuasive communication through the central route when their elaboration level is high and they are motivated and able to process the message with appropriate cognitive characteristics. According to Rucker & Petty (2006), when a person has both motivation and ability to process a message, message elaboration is likely to be high. However, if motivation or processing ability is low, elaboration levels tend to decrease. Rucker & Petty (2006) further explain that when individuals take the central route, they carefully examine all presented

information to identify arguments supporting the message. Conversely, when motivation and processing ability are low, individuals tend to rely on simpler cues.

In ELM, how much an issue prompts a person to elaborate on or think about it is the initial and most critical step in achieving attitude change (Petty & Wegener, 1999, as cited in MacDonald et al., 2016). According to Ginting et al., (2024), consumer attitudes are formed through an evaluative process in either high- or low-involvement situations. Attitudes in ELM are defined as general evaluations that are favorable, unfavorable, or neutral toward a particular person, object, or issue (Petty & Cacioppo, 1986).

Permana & Triwardhani (2022) found that audiences who process the #pilahsampahdarirumah campaign through the central route are more supportive of its message, while those who use the peripheral route are more influenced by the credibility of the source or campaign media. Fitriana (2022) notes that environmental campaign messages on the Instagram account @demibumi.id have a significant impact on promoting sustainable lifestyles, where respondents process messages through the central route, fostering positive attitudes toward the content.

In Bogor City, the Plastic-Free Market campaign stems from Mayor Regulation No. 61 of 2018 on reducing plastic bag use in the modern retail sector, successfully reducing plastic bag waste by 41 tons within three months. Following this success, the single-use plastic restriction program has been extended to traditional markets via the Plastic-Free Market campaign. Research by Tafsia et al., (2022) shows that the BOTAK campaign positively impacted environmental awareness and attitudes toward reducing plastic use in modern retail sectors.

Various campaigns, such as BOTAK, have demonstrated attitude changes in reducing plastic use in the modern retail sector. However, plastic waste in Bogor City increased from 2019 to 2020 by 10 percent and by 15 percent in 2021–2023 (KLHK 2023). This suggests that other sectors, such as traditional retail, also contribute to plastic waste but have not been targeted by the BOTAK campaign. Thus, it is essential to understand how the traditional retail audience processes campaign messages and forms attitudes. This study applies ELM to assess the campaign's effectiveness in shaping Trader's attitudes, providing insights for planning more comprehensive future campaigns.

There have been many studies related to the plastic bag diet, but existing studies have not sufficiently elaborated on the peripheral route. Setiawan & Fithrah (2018) focused on campaign strategies but did not describe the audience's attitude towards campaign messages, while Dwi et al. (2016.) identified attitudes only

focusing on the central route. This study aims to identify the level of message elaboration in campaigns, examine the attitudes of Kebon Kembang Market Traders exposed to the campaign, and analyze the correlation between message elaboration levels and Trader's attitudes toward the Plastic-Free Market campaign.

By examining elaboration levels and Trader's attitudes toward the Plastic-Free Market campaign, this study offers a valuable reference for future research to deepen understanding of the factors influencing environmental campaign effectiveness and encourages theoretical development. Additionally, this study provides practical recommendations for policymakers and NGO to design more effective strategies for raising awareness and changing public attitudes toward single-use plastics in Traditional Retail Sector.

METHODOLOGY

The research employs an explanatory sequential mixed-methods approach, which integrates both quantitative and qualitative methodologies to provide a comprehensive understanding of the Plastic-Free Market Campaign conducted at Kebon Kembang Market in 2021. This approach allows for a detailed description of the campaign context while enhancing the interpretation of quantitative data through qualitative insights. The study focuses on a population of 280 traders who were exposed to the campaign. A sample of 30 traders was selected using accidental sampling. This method was chosen for its efficiency in terms of time and cost, while still satisfying the minimum sample size requirements for correlational studies as outlined (Nurdin & Hartati, 2019). According to Sugiyono (2017), suggests suitable sample sizes for correlational research range from 30 to 500 respondents. The accidental suggests suitable sample sizes for correlational research range from 30 to 500 respondents. The accidental sampling technique was chosen considering the availability of the trader's time to be interviewed.

To provide a comprehensive overview of the campaign, two informants were purposively selected: one from an NGO involved in the campaign and one trader who had significant knowledge about it. Additionally, data was gathered from various social media platforms, including Instagram (@iddkp), YouTube (@DietplastikIndonesia), Facebook (Dietplastik Indonesia), and the website plasticdiet.id. For quantitative analysis, IBM SPSS version 24 was utilized, employing Chi-Square correlation formulas to assess relationships between variables and conduct significance testing. Qualitative data was analyzed descriptively, organized by themes that supported quantitative interpretations, often illustrated with direct quotes from participants.

Before commencing the main research, the validity and reliability of the questionnaire were rigorously tested with ten respondents who shared

characteristics with the actual study participants at Kebon Kembang Market. The reliability tests yielded scores exceeding 0.6 across all variables, confirming that the questionnaires were reliable. In terms of validity, out of the initial set of questions, 21 were deemed valid, while 18 were invalid; some questions were revised for clarity while others were removed entirely.

This mixed-methods approach not only enriches the understanding of trader perspectives regarding the Plastic-Free Market Campaign but also highlights the effectiveness of integrating qualitative insights into quantitative findings, thereby enhancing overall research validity. By combining these methodologies, researchers can gain a deeper understanding of complex social phenomena such as environmental campaigns and their impact on community behavior.

RESULTS AND DISCUSSION

The respondents consisted of thirty traders from Kebon Kembang Market in Cibogor Village who had received messages from the Plastic-Free Market Campaign and agreed to complete face-to-face questionnaires. Table 1 shown that the majority of respondents in this study were aged 38 - 52 years or Generation X with a total of 11 traders (37 percent). Most of the respondents are female with a total of 17 traders (56 percent). Educational background is high school/ equivalent with a total of 17 traders (57 percent) and has a very high income with a total of 13 traders (43 percent).

Table 1. Characteristics of respondents exposed to the Plastic Free Market Campaign 2023

Respondent Characteristics	Respondents (n)	Percentage (%)
Age		
18 – 32	10	33%
33 – 38	9	30%
39 – 52	11	37%
Gender		
Female	17	56%
Male	13	44%
Education Level		
No Formal Education	1	3.3%

Respondent Characteristics	Respondents (n)	Percentage (%)
Elementary School	1	3.3%
Junior High School	4	13.3%
Senior High School	17	56.7%
Diploma/Bachelor	6	20.0%
Postgraduate	1	3.30%
Income Level		
< 1.500.000	5	16.7%
1.500.000 - 2.500.000	7	23.3%
2.500.001 - 3.500.000	5	16.7%
> 3.500.000	13	43.3%
Total	30	100 %

Source: Data Analysis

The Plastic Free Market Campaign Overview

The first Plastic-Free Market Campaign was launched at Tebet Barat Market in South Jakarta as Indonesia's first pilot market followed by Kosambi and Cihapit Markets in Bandung City; Citraland Fresh Market in Surabaya; Pandu and Pekauman Markets in Banjarmasin; Sindu Sanur Market in Bali; as well as Baru Market and Kebon Kembang Market in Bogor City—this study focuses on Kebon Kembang Market located on Dewi Sartika Street within Cibogor Village of Central Bogor District featuring five blocks: A,B,E,F,G with a total of 1702 kiosks along with 58 stalls plus 538 non-kiosk units (Pakuan Jaya, n.d.).

The Plastic-Free Market Campaign primarily seeks to reduce single-use plastics within traditional markets, focusing on both traders and buyers. This collaborative initiative involves NGOs like the Gerakan Indonesia Diet Kantong Plastik, as well as Bogor City Government agencies such as DLH Kota Bogor, with support from volunteers. Activities include educating both traders and buyers about alternatives to single-use plastics and facilitating plastic-free transactions through various socialization events held at Kebon Kembang Market.

The Plastic-Free Market Campaign also targets buyers at Pasar Baru and Pasar Kebon Kembang in Bogor City through various activities, including the "Rampok Plastik" initiative (GIDKP, 2021). This campaign involves exchanging used plastics

from buyers for environmentally friendly bags that have been prepared. Additionally, buyers are challenged to shop without using any plastic. The media utilized by the NGO Gerakan Indonesia Diet Kantong Plastik includes both offline and online platforms. Offline media for this campaign consists of banners, posters, and stair stickers. For online media, the organization employs social media platforms such as Instagram, YouTube, Facebook, Twitter, and their website, featuring articles and videos about plastic-free shopping information.

The diverse online media used by Gerakan Indonesia Diet Kantong Plastik is a communication strategy aimed at reaching a wide audience with varying characteristics across different social media platforms. According to (Dainton & Zelle, 2018), media richness refers to the capacity of a medium to convey information effectively. Table 2 presents the engagement metrics from the online media used by Gerakan Indonesia Diet Kantong Plastik in promoting the Plastic-Free Market Campaign in Bogor City as of September 12, 2023.

Based on the data in Table 2, it can be observed that engagement with the Plastic-Free Market Campaign posts on Instagram received the highest number of likes and comments compared to other social media platforms. In contrast, posts on Facebook, YouTube, and the website garnered only two likes each and did not receive any comments. Moreover, content on YouTube was viewed only 18 times. This indicates that Instagram is the most effective platform for disseminating the Plastic-Free Market Campaign online. However, only a small portion of followers on Instagram @iddkp actively engaged with the campaign messages through likes and comments. This suggests that only a limited number of followers are actively involved in the Plastic-Free Market Campaign's messaging.

Table 2. Media Rich Plastic Free Market Campaign 2023

Media	Post	Date	Engagement
Instagram	<i>Pasar Baru dan Pasar Kebon Kembang sebagai pilot project</i>	September 28, 2021	Like 126 Comment 1
	<i>Panduan pedagang pasar rakyat</i>	December 7, 2021	Like 52 Comment 0
	<i>Infografik Pasar Bebas Plastik Kota Bogor</i>	December 11, 2021	Like 60 Comment 0
	<i>Challenge Enviromoms</i>	February 2, 2022	Like 75

Media	Post	Date	Engagement
			Comment 1
	<i>Lokakarya kepala pasar</i>	March 8, 2022	Like 118
			Comment 0
Facebook	<i>Pasar Baru dan Pasar Kebon Kembang sebagai pilot project</i>	September 28, 2021	Like 2
			Comment 0
	<i>Panduan pedagang pasar rakyat</i>	December 7, 2021	Like 1
			Comment 0
	<i>Infografik Pasar Bebas Plastik Kota Bogor</i>	December 11, 2021	Like 0
			Comment 0
	<i>Launching Pasar Bebas Plastik (re-post postingan Walikota Bogor Bima Arya)</i>	December 14, 2021	Like 2
			Comment 0
	<i>Challenge Enviromoms</i>	February 2, 2022	Like 0
			Comment 0
	<i>Lokakarya kepala pasar</i>	March 8, 2022	Like 1
			Comment 0
Youtube	<i>Tiga Pasar Bebas Plastik di Indonesia</i>	April 3, 2023	Views 18x
			Like 0
			Comment 0
Website	<i>Giat sosialisasi Pasar Bebas Plastik</i>	June 22, 2021	Like 0
			Comment 0
	<i>Pasar Baru & Pasar Kebon Kembang menuju Pasar Bebas Plastik</i>	December 24, 2021	Like 0
			Comment 0

Source: Social Media Gerakan Indonesia Diet Kantong Plastik

In addition to social media, the NGO Gerakan Indonesia Diet Kantong Plastik (GIDKP) also employs offline media in the form of posters displayed on various walls in Pasar Kebon Kembang. As shown in Figure 1, these posters inform both buyers

and sellers at Pasar Kebon Kembang about reducing plastic bag usage, encouraging them to always bring reusable bags when shopping. Furthermore, starting December 13, 2021, Pasar Kebon Kembang has been designated as a pilot market for the Plastic-Free Market program.



Figure 1. Plastic Free Market Campaign Poster at Kebon Kembang Market in 2023

Source: Author Documentation

Based on the theory by Murphy & Peck (1980), creating a complete message involves considering the "Five W's": who, what, where, when, and why. The posters at Pasar Kebon Kembang indicate that the "who" in this campaign refers to both buyers and traders. The "what" aspect aims to reduce plastic usage and encourage bringing personal shopping bags. The "where" and "when" aspects are clear from the poster, specifying that the location is Pasar Kebon Kembang and the implementation date is December 13, 2021. However, the "why" aspect is not addressed in the poster.

Level of Message Elaboration

The Elaboration Likelihood Model (ELM) suggests that the level of message elaboration can be assessed through motivation to process messages, ability to process messages, and individual cognitive processing characteristics in evaluating persuasive communication (Petty & Cacioppo, 1986). To achieve attitude change, it is crucial to consider whether the audience's level of elaboration is low or high (Rucker & Petty, 2006). In the context of this research, message elaboration serves as an important variable for analyzing how the Plastic-Free Market Campaign messages are processed by traders at Pasar Kebon Kembang, ultimately shaping their attitudes.

Motivation to process messages is a key indicator influencing individuals' intentions and goals in processing a message. In this study, it refers to the extent to which traders are strongly motivated to process the messages from the Plastic-Free Market Campaign. The ability to process messages is analyzed to identify trader's capacity to comprehend the campaign's information. Additionally, cognitive processing characteristics are relevant factors that describe how individuals perceive the quality of the arguments presented.

Table 3. Number and percentage of Pasar Kebon Kembang traders by level of message elaboration indicators in 2023

Level of Message Elaboration	Respondents (n)	Percentage (%)
Motivation to Process Message		
Low	18	60
High	12	40
Ability to Process Message		
Low	17	57
High	13	43
Nature of Cognitive Processing		
Low	12	40
High	18	60
Total (n)	30	100

Source: Data Analysis

Based on Table 3, it can be observed that the motivation among traders to process the Plastic-Free Market campaign messages is categorized as low, with 18 traders (60 percent) showing low motivation. This indicates that the majority of traders perceive the issue of reducing plastic use and replacing plastic bags with spunbond bags as unimportant.

In terms of the trader's ability to process the message, 17 traders (57 percent) fall into the low category, while the remaining 13 traders (43 percent) are in the high category. This suggests that most traders do not seek information or actively think

about the issue of reducing plastic and switching to spunbond bags. Therefore, the majority of respondents show a low capacity to process the Plastic-Free Market campaign messages.

In both aspects, the majority of traders are classified as low. However, in the aspect of cognitive processing characteristics, most traders are in the high category, with 18 traders (60 percent) demonstrating high cognitive processing. This indicates that the majority of Kebon Kembang Market traders successfully comprehend the campaign messages concerning the issue of reducing plastic use and switching to spunbond bags.

These findings suggest that low motivation indicates the campaign message has not yet provided information that directly impacts the trader's interests. Additionally, the trader's low processing ability indicates that their exposure to the campaign messages has not been sufficient to stimulate critical thinking regarding the Plastic-Free Market campaign. The high cognitive processing characteristic, alongside low motivation and processing ability, suggests that there are barriers that need to be addressed to ensure that traders can fully support the plastic-free market campaign.

Table 4. Number and percentage of Pasar Kebon Kembang traders by level of message elaboration in 2023

Level of Message Elaboration	Respondents (n)	Percentages (%)
Low	16	53
High	14	47
Total (n)	30	100

Source: Data Analysis

Table 4 shows that the overall message elaboration level among the majority of traders at Kebon Kembang Market falls within the low category, with 16 traders (53 percent) exhibiting low elaboration and only 14 traders (47 percent) in the high elaboration category. The low elaboration level aligns with low motivation to process the message and a low ability to process the message among most traders. This aligns with the study by Short et al. (2023), which indicates that personal relevance is positively correlated with message processing. In this study, traders processed the message without a vested interest in it and did not seek out or reflect on additional information, although they still retained the message conveyed by the Plastic-Free Market campaign.

Attitude

Attitude reflects the responses of Kebon Kembang Market traders regarding their beliefs and evaluations about reducing the use of plastic bags in their trade. If a trader's response demonstrates a supportive evaluation toward reducing single-use plastic bags, it suggests the trader believes that single-use plastic should be reduced due to its potential environmental impact. Conversely, if a trader's evaluation does not support reducing single-use plastic bags, the trader likely does not consider it necessary to limit plastic bag usage. If a trader's evaluation is neutral, they have no definitive stance on reducing single-use plastics.

Table 5. Number and percentage of Pasar Kebon Kembang traders by attitude in 2023

Attitude	Respondents (n)	Percentages (%)
Unfavorable Attitude	13	43
Neutral	11	37
Favorable Attitude	6	20
Total (n)	30	100

Source: Data Analysis

Table 5 shows that 13 traders, representing 43 percent, do not support the campaign message concerning reducing plastic and replacing it with spunbond bags. Meanwhile, 11 traders, or 37 percent, are neutral towards the campaign message, meaning they have no clear stance on the issue. Only 6 traders, or 20 percent, support the campaign message. This indicates that only a small portion of traders support the issue of reducing plastic and replacing it with spunbond bags.

Based on these results, the majority of traders fall within the non-supportive evaluation category, indicating they do not support the issue of reducing plastic and replacing it with spunbond bags. Spunbond bags are reusable and more environmentally friendly (Miskiyah et al., 2023).

This means that traders continue to use plastic in their sales and do not switch to spunbond bags. Traders expressed resistance to replacing plastic with spunbond bags due to the higher costs associated with providing spunbond bags compared to plastic bags if traders have to supply them instead of buyers bringing their own. Traders noted this with statements such as:

“...if we have to provide those kinds of bags, it requires more capital, Miss. Plastic costs, what, about five hundred IDR each, but with those kinds of bags, it takes much more capital, like five thousand each. Unless they bring their own bags, then it’s better for us, we don’t have to spend extra...” (ANR, interview, May 23, 2023).

“...we actually wouldn’t be able to operate; if we reduce (plastic), it would automatically reduce operational costs, but we couldn’t figure out how to sell these items without plastic unless buyers bring their own bags...” (SWD, interview, September 1, 2023).

Additionally, traders feel hesitant to ask buyers if they have brought their own spunbond bags, as they fear that if plastic is not provided, buyers may choose not to shop. This is reflected in statements like: *“...they might decide not to buy, Miss, hahaha...” (ETI, interview, June 1, 2023).*

Correlation between Elaboration Level and Attitude

As previously mentioned, message elaboration level involves a complex process that occurs when individuals receive and process persuasive communication messages, forming an attitude. Meanwhile, attitude reflects supportive, neutral, or non-supportive evaluations by Kebon Kembang Market traders towards the Plastic-Free Market campaign.

The low message elaboration level among most traders suggests they process the campaign message superficially without fully considering the benefits of the message. Consequently, the majority of traders have a non-supportive attitude towards the issue of reducing plastic and replacing it with spunbond bags. Based on this, the researcher hypothesizes that the level of message elaboration may determine trader’s attitudes towards the Plastic-Free Market campaign.

Hypothesis 1: There is a correlation between the level of message elaboration and trader’s attitudes.

Table 6. Correlation Test Results of Message Elaboration Level with the Attitude of Kebon Kembang Market Traders in 2023

Level of Message Elaboration	Attitude	
	Asymptotic	Cramer’s V
Pearson Chi-Square	0.005	0.594

Source: Data Analysis

Table 6 showed a significant association between the level of campaign message elaboration and trader's attitude, $p < 0.005$. Cramer's V test shows a medium effect with a value of 0.594. Thus, Hypothesis 1 is accepted.

The results indicate a significant correlation between the level of message elaboration and the attitudes of Kebon Kembang Market traders, with an asymptotic value of 0.005 and a Cramer's V value of 0.594, showing a very strong correlation between these variables. Based on these results, the research hypothesis, which posits a strong correlation between the level of elaboration and the attitude of Kebon Kembang Market traders, is accepted. This means that the higher the level of message elaboration, the stronger the attitude of support for the campaign message. Conversely, the lower the level of message elaboration, the weaker the support for the campaign message.

Traders with a high level of elaboration process messages more deeply. These traders have an interest in the message they receive, have the ability to process the message, and support the campaign. On the other hand, traders with a low level of elaboration do not process messages deeply. These traders lack interest in the received message, have a low ability to process the message, and do not support the campaign.

Traders with high elaboration levels tend to process messages through the central route, while those with low elaboration levels tend to process messages through the peripheral route. In terms of attitude, most traders fall into the non-supportive evaluation category. This means that the Plastic-Free Market campaign has not been able to change trader's attitudes towards the use of plastic in sales or replacing plastic with environmentally friendly bags. Traders stated that replacing plastic with spunbond bags in sales is challenging as an alternative. This is reflected in the statements of traders with low elaboration levels as follows.

"...the arguments presented are only about polluting the environment, filling rivers with plastic waste that doesn't degrade for centuries. If that's the case, there should be an alternative for us, that's it. We would actually use an alternative if there was one we could use. There's something called degradable plastic, but the problem is what's available in the market is this (plastic), so we use this..." (SWD, interview, September 1, 2023).

Furthermore, the trader also stated that it's challenging to sell without plastic unless consumers bring their own environmentally friendly bags. Additionally, the policy of selling without plastic must also be implemented across various sectors and in larger industries.

“...we’re actually dependent on the consumers. If they are informed and educated, maybe they will bring (environmentally friendly bags) themselves. But I also think it’s unfair to target only us. Big industries are still using it too. For example, Miss, you might have shopped at Sxxxxxx, I’ll mention the brand, where only the straw has been replaced, not the cup. They only replaced the 5 percent, while the real environmental polluter is the bigger part, the cup, which is also plastic. Why only change the straw? Don’t just target us...” (SWD, interview, September 1, 2023).

The findings of this study indicate that low elaboration levels with low motivation and processing ability reduce supportive attitudes. This is consistent with Hartati's (2015) research, which suggests that the higher a person's motivation to process messages, the more they support persuasive communication messages on the issue of comprehensive exams. The findings also align with Putri (2019) research, which states that motivation to process messages and the ability to process messages influence decision-making in persuasive communication, and that the peripheral route is the one taken by respondents in processing persuasive communication messages.

Low message elaboration levels indicate that message processing tends to occur through the peripheral route, resulting in unfavorable attitudes. According to Hutomo (2018), both central and peripheral routes in the persuasion process create beliefs and attitudes towards a brand. In this study, the majority of traders have low elaboration levels, so message processing relies only on simple cues within the context of persuasion and tends to be processed through the peripheral route. This is consistent with Wang et al. (2022) findings, which show that the peripheral route significantly influences parents' perceptions of viruses and vaccines.

Aryanto & Mulyani (2019) stated that cues on the peripheral route from information presented on a website have the most significant effect on tourist attitudes towards the website, attitudes towards tourist destinations, attitudes towards bio-tourism, and visitation intentions. Consumer behavioral intention greatly depends on the type of environmental product considered and the level of engagement with the product (Rahman, 2018).

In this study, the majority of traders have low elaboration levels, so message processing occurs through the peripheral route. Most of these traders perceive their attitude within the non-supportive evaluation category. This means that the Plastic-Free Market campaign in Kebon Kembang Market has not yet succeeded in

changing trader's attitudes regarding reducing plastic use and replacing plastic with spunbond bags.

CONCLUSION

Based on research regarding the correlation between message elaboration level and the attitudes of Kebon Kembang Market traders, it can be concluded that the message elaboration level in the Plastic-Free Market campaign is low. This low level correlates with limited support for reducing plastic usage and replacing plastic with spunbond bags in sales activities. Specifically, the findings show that as message elaboration decreases, trader's attitudes toward persuasive communication messages also become less supportive and less likely to change positively.

The low elaboration level among traders is largely due to their limited motivation and ability to process campaign messages effectively. Factors such as time constraints, lack of interest, or insufficient understanding of the campaign's objectives contribute to this issue. Consequently, traders exhibit a reduced capacity to internalize the importance of reducing plastic usage and adopting more sustainable practices in market.

To address these challenges, future campaigns must focus on strategies that enhance message elaboration among target audiences. Campaign planners can incorporate simple cues to capture attention and foster support for environmental initiatives. These cues may include emphasizing source expertise, using attractive and relatable messengers, and presenting compelling arguments that align with trader's experiences and values. Additionally, the content should be tailored to resonate with the trader's specific context, making it easier for them to connect with the campaign's objectives.

Effective communication requires not only delivering information but also ensuring that the audience is motivated and capable of processing it. Future campaigns should create an environment that empowers traders to engage actively with the messages. For instance, interactive workshops or discussions could enable traders to voice concerns, ask questions, and share insights about plastic usage in their daily operations. By fostering active participation, campaigns can increase message engagement and encourage long-term sustainable practices.

By adopting these strategies, campaigns can potentially raise the level of message elaboration among Kebon Kembang Market traders. This, in turn, may lead to more favorable attitudes toward reducing plastic usage and adopting alternatives like spunbond bags. Ultimately, fostering wiser attitudes about single-use plastics will contribute significantly to broader environmental goals and encourage sustainable practices within traditional retail sectors.

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