

ABSTRACT

Research shows that Bandung city has a capability of producing plastic sewage enormously 200 gross ton a day in which compare with the last year it increases about 40 percent in 2015. The landslide accident in TPA Leuwi Gajah recorded had killed 150 citizens with plastic content of 15 percent indicated the existence of plastic is inevitably dangerous. The fact today, Bandung city government has found it difficult to find another final place sewage disposal to replace TPA Leuwi Gajah. It is because there was inadequate final place sewage disposal to contain Bandung city sewage, e.g. TPA Babakan in Ciparay is incapable of containing the sewage produced daily in Bandung city. Nevertheless, the government program like PERDA 17 tahun 2012, Gerakan Pungut Sampah is ineffectively impacted the citizens habit in reducing the use of plastic bags. Kompas surveys told that the citizens find it reluctant to bring their own-non-plastic-bag while shopping. On the other hand, shifting the citizens mindset about plastic bag consumption should have had been accomodated in order to ignite the citizens participation in reducing plastic bag consumption. Gerakan Indonesia Diet Kantong Plastik becomes a focus organization to solve the plastic bag consumption since 2013. One of the program is Kampanye Rampok Plastik is formulated as GIDKP weapon to shape and order the citizens mindset about plastic bag consumption.

Public relations, public relation campaign and perception are the concepts that is used in this research. Within the public relation, the theory of public relation process developed by Allan Center, Scott Cutlip and Gleen Broom as bases to analyze the strategy used in the research object. The other way around, this reseach would also be using perception-forming theory developed by Jalaludin Rakhmat.

This research is a descriptive-qualitative with a thorough interview. The paradigm used in this research is post-positivism which the data collected would be analyzed with Miles and Huberman method with data validity technique and also be using triangulated source to the public relation practitioners.

The results of the research showed that the perception that wants to be form that the society start to realize what is the negative impact of using plastic bag. After identifying and analyzing, Kampanye Rampok Plastik have already followed the steps in the PR process with the strategies that used to form the society perception that consist of message strategies, communicator strategies, and message checking strategies. However, the result of the research showed that the GIDKP has not do such comprehensive evaluation. So then, the researcher suggested that GIDKP has allow to do a public survey to measure how is the achievement of their goals from Kampanye Rampok Plastik.

Keywords: Public Relations, the campaign of Public Relations, Kampanye Rampok Plastik, perception.