

COMMERCIAL CAMPAIGN STRATEGIES IN REDUCING IN THE USE OF SINGLE – USE PLASTIC PACKAGING THROUGH ZERO WASTE CAMPAIGN

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Abstrak : Permasalahan sampah plastik sekali pakai menjadi sorotan global karena dampak negatifnya terhadap lingkungan. Sejumlah kota besar di Indonesia antara lain Jakarta, Semarang, Surabaya, Bandung, Palembang, dan Medan turut ambil bagian dalam menyikapi permasalahan ini, Kota Bandung menduduki peringkat ketiga dengan jumlah potensi sampah yang mencapai 1.301 ton setiap tahunnya. hari. Dari data yang disampaikan Dinas Lingkungan Hidup Kota Bandung, terungkap lebih dari 50 ton sampah plastik dihasilkan setiap harinya, terutama dari kemasan makanan dan minuman. Studi yang dilakukan oleh Institut Teknologi Bandung menunjukkan bahwa sekitar 70% total sampah kota berasal dari plastik sehingga menimbulkan risiko terhadap lingkungan dan kesehatan masyarakat. Kemasan makanan plastik tidak hanya berdampak buruk bagi kesehatan manusia karena senyawa kimianya, tetapi juga merugikan lingkungan karena kemampuannya terurai secara perlahan. Kurangnya kesadaran dan pemahaman masyarakat terhadap dampak plastik sekali pakai terhadap lingkungan dan kesehatan menjadi penyebab utama permasalahan ini. Selain itu, pelaku usaha kecil maupun besar yang menyediakan banyak makanan dan minuman seringkali memilih plastik sekali pakai atau plastik lapis ganda karena dianggap aman dan mampu menjaga kualitas produk. Untuk mengatasi hal ini, strategi yang diusulkan adalah meluncurkan kampanye komersial mengenai zero waste management untuk mengubah persepsi masyarakat, khususnya di kalangan pelajar, pekerja, dan pelaku usaha, mengenai penggunaan plastik sekali pakai dalam kemasan makanan dan minuman. Kampanye ini bertujuan untuk mempromosikan praktik ramah lingkungan, mendorong pengurangan, penggunaan kembali, dan daur ulang sampah plastik.

Kata Kunci : kampanye komersial, kampanye zero waste, usaha kecil dan besar, kemasan plastik sekali pakai, Bandung

Abstract : The issue of single-use plastic waste has become a global spotlight because of its negative impact on the environment. A number of large cities in Indonesia, including Jakarta, Semarang, Surabaya, Bandung, Palembang and Medan, have taken part in taking issue with this problem, with the city of Bandung ranking third in terms of the amount of potential waste reaching 1,301 tons every day. From data submitted by the Bandung City Environmental Service, it was revealed that more than 50 tons of plastic waste is produced

every day, mainly from food and drink packaging. Studies conducted by the Bandung Institute of Technology show that around 70% of total city waste comes from plastic, posing risks to the environment and public health. Plastic food packaging not only has a negative impact on human health due to its chemical compounds, but is also detrimental to the environment due to its ability to decompose slowly. Lack of public awareness and understanding of the impact of single-use plastic on the environment and health is the main cause of this problem. In addition, small and large businesses that provide a lot of food and drink often choose single-use plastic or double-layer plastic because they are considered safe and able to maintain product quality. To overcome this, the proposed strategy is to launch a commercial campaign regarding zero waste management to change public perception, especially among students, workers and business owners, regarding the use of single-use plastic in food and beverage packaging. The campaign aims to promote environmentally friendly practices, encouraging the reduction, reuse and recycling of plastic waste.

Keywords : commercial campaign, zero waste campaign, small and large business , single – use plastic packaging, Bandung

INTRODUCTION

Global awareness about environmental damage from plastic pollution has risen, prompting initiatives to reduce single-use plastics in everyday life. Supermarkets, especially in the UK, have begun packaging-free trials to address consumer concerns over excessive plastic packaging. However, supermarkets maintain that plastic packaging is crucial for preserving food freshness, preventing spoilage, and reducing waste. For instance, plastic can extend the shelf life of cucumbers from three to 14 days. Thus, plastic packaging plays a key role in maintaining food quality and safety.

In recent years, global awareness of the environmental damage caused by plastic pollution has led to initiatives aimed at reducing the use of single-use plastics. One example is a UK supermarket's packaging-free trial in response to consumer complaints about excessive plastic packaging. Supermarkets argue that plastic packaging is essential for maintaining food freshness and reducing waste, citing its ability to extend the shelf life of products like cucumbers from three to fourteen days. However, the environmental and health risks associated with plastic use, such as the presence of harmful chemicals like Bisphenol-A (BPA) and

phthalates, highlight the need for safer alternatives.

The health risks of plastic, particularly BPA and phthalates used in food and beverage packaging, are significant. These substances can leach into food and drinks, posing long-term health risks such as cancer and hormonal disruptions. In Indonesia, the widespread use of plastic in everyday life, from food packaging to containers for high-temperature cooking, exacerbates exposure to these harmful chemicals. Public awareness and education about choosing safer types of plastic and proper use are critical to mitigating these risks.

Plastic waste poses severe environmental hazards, as it does not decompose naturally and can persist for years, polluting soil and water. Indonesia ranks second after China in plastic waste production, with urban areas contributing significantly due to the consumption of ready-to-eat foods packaged in plastic. Cities like Bandung produce large amounts of plastic waste daily, straining waste management infrastructure and threatening local ecosystems. Efforts to address this include public education on environmentally friendly plastics, stricter regulations, and support for waste reduction initiatives.

In response to the growing plastic waste problem, cities like Bandung have implemented various waste reduction programs, such as composting and recycling. The Bandung City Cleanliness department has initiated campaigns like "Kang Pis Man" to encourage waste separation and reduction. However, the effectiveness of these campaigns has been limited, possibly due to inadequate media outreach and public engagement. The challenge remains to create more effective strategies to reduce plastic waste and promote sustainable practices.

A notable initiative by the Indonesian Retail Entrepreneurs Association (Aprindo) in 2019 aimed to reduce plastic bag use by charging for them in modern retail outlets. This policy, part of a broader effort to cut waste by 30% and improve waste management by 70% by 2025, has had mixed results. While some consumers still opt to pay for plastic bags, a cultural shift towards using reusable

bags is needed. Convincing consumers of the benefits and providing better services for environmentally conscious shoppers are crucial steps in fostering a cleaner and healthier environment. Business actors and the government must prioritize consumer education and support to achieve these goals.

RESEARCH METHODS

The research method used in this study is a qualitative method. In the book *Qualitative Research Methodology*, Anggito (2018) explains that the qualitative research method is a way of searching to understand the central symptoms in a problem. In this effort, researchers conduct interviews, observations, and collect data through questionnaires to obtain in-depth perspectives from respondents. The information collected in the form of text or words is analyzed to produce a clearer description or depiction of the phenomenon being studied. Researchers also compare the data obtained with literature and previous research to obtain a more meaningful interpretation. The results of this study are then written in the form of a comprehensive written report.

Data Analysis

In this study, data analysis was conducted using a combination of questionnaires, observations, and interviews. The questionnaire revealed that most respondents are from Bandung, predominantly aged 21-24, and often buy food in plastic packaging while rarely using their own containers. Observational data showed that there is a lack of awareness about the environmental and health risks of single-use plastics. Interviews highlighted the pressing issue of plastic waste, suggesting that businesses and consumers need to adopt better waste management practices and that public education on the dangers of plastic is insufficient.

Collected Data

In this writing, the data used for research comes from various aspects and methods, namely:

Interview

According to Sugiyono (2016:194), interviews are an effective data collection strategy for conducting preliminary studies to identify issues needing further investigation or to gain insights into respondents' perspectives.

Observation

Observation is a data collection technique that involves directly witnessing events or situations and recording them on an observation sheet. Researchers observe their study subjects directly, noting their actions, circumstances, and behaviours. The author travelled around Bandung to find suitable convenience stores and waste bank for the study.

Questioner

For this study, data was collected through an online questionnaire using Google Forms. The survey gathered responses from 167 participants who met the following criteria: aged 18-30 years, residing or temporarily staying in the Bandung area, and having experience purchasing food or drinks with single-use plastics.

RESULT AND DISCUSSION

Data show that Bandung's youth aged 21-24 are significantly less aware of the adverse effects of single-use plastics. In response, the KuyAh Resik campaign was created to raise awareness and educate this population about the environmental and health consequences of plastic consumption. The program urges people to decrease plastic trash in their daily lives using a combination of

rational and emotional arguments, resulting in a cleaner environment and greater health.

Concept Message

The KuyAh Resik campaign aims to educate Bandung employees and students aged 21 to 24 about the environmental and health consequences of single-use plastics. Through a powerful visual identity and the slogan "Start from yourself, Bumi Resik without plastic," the campaign advocates personal responsibility in decreasing plastic consumption and provides practical alternatives to plastic packaging.

Media Concept

The KuyAh Resik campaign will employ a comprehensive media approach to promote eco-friendly activities and minimize single-use plastic consumption. Billboards in high-traffic locations of Bandung, Instagram postings, and Shopee will increase awareness and promote alternatives like as foldable bags, cups, and mesh bags. These reusable goods are intended to replace single-use plastics in daily life, establishing a strong visual identity for the campaign and encouraging sustainable practices.

Visual Concept

Logo

The KuyAh Resik marketing logo cleverly combines Indonesian and Sundanese motifs, with "Resik" meaning "clean" and "Kuy" indicating an informal invitation. The logo includes a turtle replacing the "a" in "KuyAh Resik," which represents the impact of plastic trash on marine life. The color blue denotes education, tranquility, and clean oceans, reflecting the campaign's goal of reducing plastic pollution and promoting a peaceful, plastic-free environment.



Picture 1. KuyAh Resik Logo
(Source : Private Document, 2024)

Typography

The design incorporates two distinct fonts: a cheerful and personal typeface for the KuyAh Resik logo, and a bold, legible font for social media posts to ensure clarity and accessibility.

Berkshire Swash

Berkshire Swash, a bold script font, was customized by adding turtle foot elements to its strokes. This modification was intended to create a unique, personal, and friendly impression for the campaign's target audience.



Picture 2. Berkshire Swash Font
(Source : Private Document, 2024)

Helvetica

Helvetica, a serif typeface, is used for social media posts on Instagram due to its clarity and readability. This choice aims to enhance message effectiveness and ensure that the campaign's content is easily understood by the target audience.

Picture 5. Graphic Elements of KuyAh Resik
(Source : Private Document, 2024)

Design Result

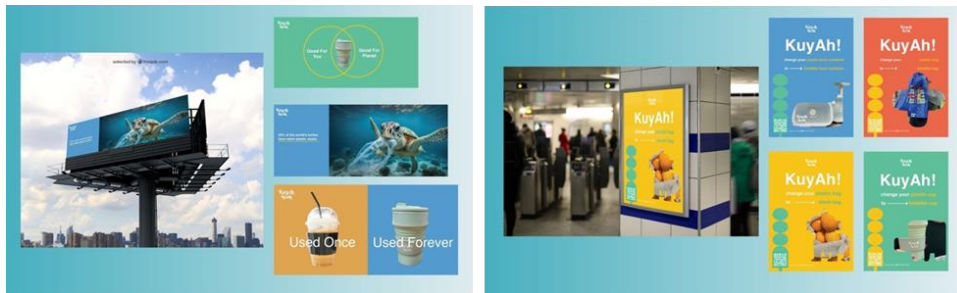
Main Media

Instagram Feeds & Instagram Story



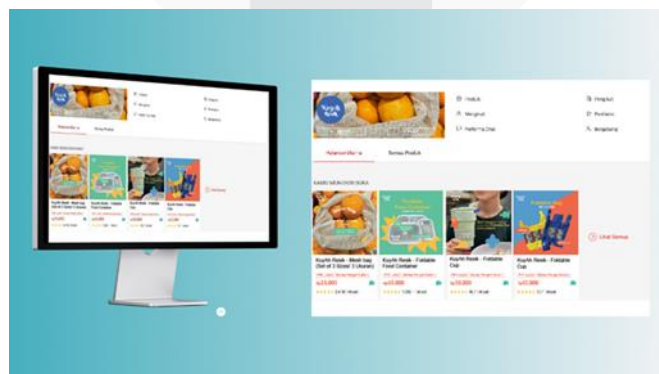
Picture 6. Instagram Feeds & Instagram Story of KuyAh Resik
(Source : <https://www.instagram.com/kuyahresik/>, 2024)

Billboard



Picture 7. Billboard and Poster on Bandung Street
(Source : Private Document, 2024)

Online Marketplace (Shopee)



Picture 8. Online Marketplace (Shopee)
(Source : Private Document, 2024)

Tiktok Video and Instagram Reels



Picture 9. Tiktok and Instagram reels video
(Source : <https://www.instagram.com/kuyahresik/>, 2024)

Additional Media

Mesh Bag Box



Picture 10. Mesh bag collaborating with Dietplastik Indonesia
(Source : Private Document, 2024)

Packaging



Picture 11. Packaging for KuyAh Resik Campaign Product
(Source : Private Document, 2024)

CONCLUSION

Based on the research, the KuyAh Resik campaign aims to enhance awareness about the detrimental effects of single-use plastics on health and the environment among young people in Bandung. The campaign leverages a comprehensive strategy, including a distinct visual identity, engaging social media presence, and practical product solutions, to foster positive behavioral changes. By using a blend of vibrant colors, purposeful graphic elements, and clear messaging, the campaign seeks to inspire individuals to reduce plastic use and adopt eco-friendly alternatives, ultimately promoting a cleaner and healthier environment.

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