

The Importance of Partnership for Sustainable Social Marketing Campaign: The Case of the Indonesian Movement for Plastic Bag Diet (GIDKP)

*1st Taufiqur Rahman
Department of Communication
Universitas Muhammadiyah Yogyakarta
 Yogyakarta, Indonesia
 taufiqurrahman@umy.ac.id

2nd Khairatun Hisan
Department of Communication
Universitas Muhammadiyah Yogyakarta
 Yogyakarta, Indonesia
 khairatunhisan48@yahoo.com

Abstract—The Indonesian Movement for Plastic Bag Diet (GIDKP) is a movement that actively contributes to reducing plastic waste in Indonesia, especially plastic bags. This movement has a social marketing program called "Plastic Bag Diet". GIDKP conducts its activities by targeting three parties to reduce plastic bag waste in Indonesia, namely the government, companies, and the community. The results of this study indicate that the sustainability of the GIDKP program can be maintained because it has a strategic target for partnership, named three pillars that are used as references in each program and activity. Those three pillars are advocacy, company involvement, and public education. Consistency with these three pillars makes this social marketing program can survived for a relatively long period of time from 2013 to 2019 when this research was conducted.

Keywords—Partnership, social marketing, plastic bag, diet, sustainable

I. INTRODUCTION

In 2016, Indonesia was ranked as the second largest contributor of waste after China, especially in the quantity of plastic waste thrown into the ocean. Higher quantity of plastic waste was found in big cities which are the biggest contributors to waste in Indonesia such as Jakarta, Bali, Surabaya, Bandung and other big cities. Waste figures in Indonesia increase every year, and the average increase is one million tons per year. The Ministry of Environment and Forestry predicts that in 2019 the quantity of waste in Indonesia will reach 68 million tons, and from that amount plastic waste is estimated to reach 9.52 tons. [1].

Seeing the situation, in 2013, several institutions and communities that were active in the issue of plastic waste in Indonesia organized a joint movement to deal with the waste problem in Indonesia. Communities which include Change.org, Ciliwung Institute, Earth Hour Indonesia, Greeneration Indonesia, Leaf Plus, Indorelawan, Si Dalang, The Body Shop, and several young activists collaborating in establishing a movement called "Plastic Bag Diet" and the movement was named "Indonesian Movement for Plastic Bags Diet (GIDKP)". This movement is a national association whose mission is to encourage people to be wiser in using plastic bags. The meaning of the word diet itself means "wise"

in using disposable plastic. Within GIDKP itself there is a daily management team in charge of social marketing, this team consists of Tiza Mafira as the Director, Rahyang Nusantara as the National Coordinator, and Adithiyasanti Sofia as the Program Manager. This team carries out social marketing activities mainly in the national level.

This movement can be categorized as a movement that runs a social marketing program because they market social ideas for the benefit of the wider community, not for the interests of those involved in the movement. Andreasen defines social marketing as a process that applies marketing principles and techniques to create, communicate, and provide value to influence the behavior of the target community that benefits the community as the target audience. [2]. The social marketing carried out by GIDKP also calls on the public to know the impact caused by unwise use of plastics on the environment and ultimately affects human life itself. This movement is interesting to be investigated because of its capability to sustain the movement for many years from 2013 to 2019. The secret of the sustainability of this movement is because it has a strategic partnership target that is based on three main pillars, namely, advocacy, company involvement and public education.

The importance of partnership has become an important feature of more current social marketing definition. Several authors added few more P's in social marketing mix which include Partnership and Policy. [3]. The importance of partnership was also highlighted in a consensus definition developed by the Boards of the International Social Marketing Association (iSMA), the European Social Marketing Association (ESMA) and the Australian Association of Social Marketing (AASM) in 2013:

Social Marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviours that benefit individuals and communities for the greater social good. Social Marketing practice is guided by ethical principles. It seeks to integrate research, best practice, theory, audience and partnership insight, to inform the delivery of competition sensitive and segmented social change programmes that are effective, efficient, equitable and sustainable. [4]

This paper specifically aims to investigate the development of partnership in the implementation of social marketing theory in the plastic bag diet campaign by GIDKP.

II. METHOD

This research is a qualitative research using a single case study approach. According to Daymon and Holloway (2002), case study research enables researchers to obtain rich and detailed information from various dimensions of a case or several cases in small quantities. [5]. Case studies are carried out by conducting a careful analysis of a case and its background, trying to understand the point of view of the people who work there, noting various influences, aspects of communication, experience and paying attention to the relationships between the factors studied.

III. RESULT

GIDKP started its social marketing program by identifying problems related to the problem of plastic waste in Indonesia. The determination of the three pillars as a GIDKP strategic orientation, namely advocacy, company involvement and public education, is an important and a major step that shows the serious intention of GIDKP to solve the problem of plastic waste, especially plastic bags by developing partnership with various parties.

The background of taking the three pillars was the result of the team's discussion regarding the waste problem in Indonesia. GIDKP sees that the waste problem cannot be solved simply by changing one of the stakeholders. GIDKP sees that the community will not change their habits if there is no education about the dangers of rubbish, besides that if private companies, especially shopping centers still provide plastic bags for free, the community will find it difficult to reduce the use of plastic bags. Then, if prevention efforts are made in the corporate sector, they will be constrained by the absence of regulations that underlie the activities of reducing waste, so that it will be easily protested by the community. For this reason, government policy is also needed to encourage efforts to reduce plastic waste through local regulations and ministerial regulations. Based on these three pillars, GIDKP identified several strategic partners in implementing planned social marketing programs (Interview with Adithiyasanti Sofia, 7 February 2019).

The first target is the government. This relates to advocacy, GIDKP in 2018 targeting local governments and city governments. The reason for this is that the GIDKP feels that the slow pace of regulation by the ministry in passing regulations, makes the GIDKP focus more on the city and regional governments to implement policies to reduce plastic bags through mayor and regional regulations, it is felt easier to do change. In addition, with the *Jakstranas* regulation now cities in Indonesia have begun to make policies for reducing plastic bags. This was conveyed by Adithiyasanti Sofia as the Communication and Program Manager of GIDKP that the government as a regulator is very influential in making plastic bag reduction policies in Indonesia, because if the policy has been established, the public and companies can follow existing policies or regulations.

A similar matter was conveyed by Septarini Wahyu Widiarsi as staff of the Capacity Building of the City of Balikpapan Environmental Office who stated that government policies were needed to clarify what steps would be taken,

related to the plastic bag trials that had been carried out were still unclear, the companies and regions also felt less clear with the policies given. (Interview with Septarini Wahyu Widiarsi. February 22, 2019). In 2018, GIDKP in its activities collaborated more with the Ministry of Environment and Forestry in inviting cities and regions in Indonesia to reduce the use of plastic bags through policies made by the Mayor and Regent.

In 2018 GIDKP has collaborated with the Ministry of Environment and Forestry, which from this collaboration GIDKP also played a role in helping KLHK inform the development of cities that have endorsed the mayor's regulatory policy on reducing plastic bags. This form of cooperation has made GIDKP able to contribute in making the strategy that will be carried out by KLHK in encouraging local governments to implement policies to reduce plastic bags in cities and regions in Indonesia. One of the results of this partnership is a workshop conducted by KLHK, GIDKP, and the Banjarmasin city government that invites 24 districts or cities to formulate a strategy for reducing plastic waste. From this activity 24 cities and regencies are committed to reducing the use of plastic bags.

Another way to obtain the attention from the government is by conducting online petition. This petition aims to encourage local governments and modern retailers to take action to reduce plastic bags. One of the online petitions that GIDKP has done and succeeded is # pay4plastic, this petition was first campaigned in 2013 and in 2016 this petition successfully reached more than 70,000 support, both online and offline. From this the Petition # pay4plastic also received a positive response by the Minister of Environment and Forestry and followed up with the emergence of a paid plastic bag policy. In 2018, GIDKP is still conducting an online petition to encourage the government to issue tax regulations on the use of plastic bags in retail market.

For public education, GIDKP targets elementary, junior high, high school students and also mothers. For students who are educated are school students located in Greater Jakarta, Bandung, and have also held education in Denpasar. The reason for the education carried out is that GIDKP realizes the importance of education in shaping human development. From the education provided it is hoped that students will be able to understand the importance of making efforts to reduce plastic bags and apply them in everyday life (GIDKP, 2018). In addition to education to students, GIDKP also makes mothers as the target audience to be educated, the reason for selecting the target audience is based on observations made by the GIDKP that most women who do shopping activities for daily needs and also It is expected that when a mother implements a reduction in plastic bags in the household will be followed by members in her home (Interview with Adithiyasanti Sofia, 7 February 2019).

The target of the campaign in the field of corporate engagement is modern retail companies. Modern retails were selected, because plastic bags are widely used and distributed in retail companies. From the results of a plastic bag trial in 2016, the data showed a reduction of plastic bags by 55% in 27 cities (GIDKP, 2019). This shows that retail companies have a significant role in efforts to reduce disposable plastic bags in Indonesia.

For corporate engagement, GIDKP has established partnerships with private sectors such as The Body Shop and Superindo, and for education GIDKP has also established partnership with several schools in Jakarta, Bogor, Depok, Tangerang, Bekasi, Bandung and also Denpasar, then there are also partnerships with communities, community organizations, and women organizations. GIDKP has also developed partnership with national and international NGO's such as Ecoton in Surabaya, Bye Bye Plastic Bag and Diver Clean Action in Bali and international NGO's such as Plastic Solution Fund, Break Free from Plastic and Zero Waste Asia.

In determining the targets in the implementation of the program, GIDKP has quite broad targets, namely from the government, modern retail, and also the community. But from the results of the interview, in 2018 GIDKP mostly cooperated and also invited the city and regional governments to implement local government policies to reduce the use of plastic bags.

IV. CONCLUSION

From the data that researchers have collected and analyzed from the social marketing strategy implemented by GIDKP, the researchers argue that GIDKP has a good strategic partnership strategy, namely targeting 3 stakeholders who have large influence in reducing plastic waste, especially plastic bags, namely the government, retail companies, and also the community, because the waste problem in Indonesia is quite complex. Therefore, the involvement of all parties is important to make changes, especially in changing people's behavior.

GIDKP has developed partnership with various parties such as government, communities, private companies, and NGO's. Partnership is an essential factor for social marketing to run smoothly. Support from partners who have established

relationship with GIDKP makes social marketing of plastic bag diets easily disseminated to the community, and also the goals to be achieved by GIDKP are easier to achieve with the partnership they are doing. The strategic partnership developed by GIDKP arguably become a determinant factor for the ability of the movement to sustain its program for several years.

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