

THE YOUTH RESPONSE TOWARDS SOCIAL MARKETING CAMPAIGN OF “INDONESIA PLASTIC BAG DIET MOVEMENT”

Ridha Amalia Rizki^{1*} and Reza Saputra¹

¹ Universitas Paramadina

Abstract: The consumption of plastic bag in Indonesia has already become daily intake habit –very huge and uncontrollable. Unfortunately, those plastic wastes end up in the roadsides, waterways and oceans. According to the data in 2015, Indonesia became the 2nd biggest contributor to plastic waste. *Gerakan Indonesia Diet Kantong Plastik* or Indonesia Plastic Bag Diet Movement has started their pilot project in cooperation with some minimarkets in Jakarta to control the usage of plastic bag. Not only stop there, they have created a petition to the President, Jakarta’s Governor and Indonesian’s Ministry of Environment and Forestry regarding the regulation to limit the consumption of plastic bag. The government finally gave response, they introduced an exercise tax on the plastic bag consumption in 22 cities, applied it in minimarkets, supermarkets and other retail stores for this trial regulation. Indonesia Plastic Bag Diet Movement gets more enthusiasm to spread their social campaign through some digital channels. The goal of this study was to measure the response of youth on social marketing campaign from Indonesia Plastic Bag Diet Movement to engage the youth.

Keywords: Social Marketing Campaign, Indonesian Plastic Bag Diet Movement, Youth Response, Effectively of Campaign

Introduction

As a human being, the way we handle a problem or issue is by communicating to each other. Public communication campaigns also can become an alternative to manage a social issue. Public communication campaigns itself can be defined as “purpose to inform or influence behaviors in large audiences within a specified time period using an organized set of communication activities and featuring an array of mediated messages in multiple channels generally to produce non-commercial benefits to individuals and society. Campaign designer performs a situational analysis and set objectives leading to development persuasive messages that are disseminated via traditional mass media, new technologies, and interpersonal networks (Rice and Atkin, 2013: 3).”

It means to say that public communication campaign has an objective to create an impact on the behavioral level. Commercial marketing usually offers a product or service. Otherwise, the uncommercial marketing on public social campaigns proposes a concept to lead people to change their mindset or behavior. The aim of those concepts typically want to influence target audience to do one of four things from “(1) accepting a new behavior, (2) rejecting a potentially undesirable behavior, (3) modifying a current behavior, or (4) abandoning an old undesirable one (Kotler, Lee, and Rothchild, 2008: 8)”. It takes a longer time to invest on people mindset than to encourage people to come for midnight sales.

Nowadays, a huge number of plastic bag usage has become one of environment global issues. Likewise, plastic waste also becomes the serious environmental problem in Indonesia. For Indonesia citizen, the plastic bag is a necessity in daily life – due to its cheap price and easiness to find. Back then, this is also because “plastics have become increasingly dominant in the consumer marketplace since their commercial development in 1930s and 1940s (sciencemag.com, 12th February 2015)”. Due to the very low awareness on environmental sustainability, society cannot manage the overuse of plastic bag and they increase their own plastic pollution. They do not think about the harmful impact in a long time period.

Surprisingly, that kind of mismanaged habit which was made Indonesia stands at the second rank as the plastic waste polluter. “Indonesia is the world’s second-largest plastic waste producer, after China. According to a report from Science, Indonesians use about 187.2 million tons of plastic each year. Meanwhile, Greeneration Indonesia estimates each Indonesian individual consumes 700 plastic bags per year (indonesia-investments.com, 25th July 2015)”. The more specific pattern in Jakarta as a capital city of Indonesia, “13 percent of Jakarta’s waste – some 6,000 tons per day— are the plastic litter (asiancorrespondent.com, 20th February 2017)”. Those huge number of plastics were dumped each year, most of which end up in the ocean.

Table 1. The top countries ranked by mass of mismanaged plastic waste (in units of millions of metric tons per year). Econ. classif., economic classification; HIC, high income; UMI, upper middle income; LMI, lower middle income; LI, low income (World Bank definitions based on 2010 Gross National Income). Mismanaged waste is the sum of inadequately managed waste plus 2% littering. Total mismanaged plastic waste is calculated for populations within 50 km of the coast in the 192 countries considered. pop., population; gen., generation; ppd, person per day; MMT, million metric tons.

Rank	Country	Econ. classif.	Coastal pop. [millions]	Waste gen. rate [kg/ppd]	% plastic waste	% mismanaged waste	Mismanaged plastic waste [MMT/year]	% of total mismanaged plastic waste	Plastic marine debris [MMT/year]
1	China	UMI	262.9	1.10	11	76	8.82	27.7	1.32–3.53
2	Indonesia	LMI	187.2	0.52	11	83	3.22	10.1	0.48–1.29
3	Philippines	LMI	83.4	0.5	15	83	1.88	5.9	0.28–0.75
4	Vietnam	LMI	55.9	0.79	13	88	1.83	5.8	0.28–0.73
5	Sri Lanka	LMI	14.6	5.1	7	84	1.59	5.0	0.24–0.64

Henceforth, social marketing campaign is able to help find a solution for the uncontrollable plastic waste issue. Social marketing campaign would be an alternative to disseminate information, raise awareness and change the people behavior. “Social marketing is a process that applies marketing principles and techniques to create, communicate, and deliver value in order to influence target audience behaviors that benefit society (public health, safety, the environment, and communities) as well as the target audience (Kotler, Lee and Rothchild, 2011:2)”. In conclusion, social marketing comes out as a result of any social issue which is needed to prevent or manage much bigger problem, such the growth of plastic waste.

The environmental campaign to handle this issue is carried out by a community of Indonesian youth. They have started their movement to reduce plastic bag consumption. The pilot project of this movement was initiated in October 2010 by Greeneration Indonesia. They have done a trial for paid plastic bag. “At that time, plastic bag diet campaign was cooperated with one of retail stores in 6 cities, implemented in the retail store cashier from November 2010 until November 2011. The movement has reduced 8,233,930 pieces of plastic bag and collected donation for about 117 million for cleaning up plastic waste in several cities as Bogor, Yogyakarta and Bali (dietkantongplastik.org, 2016)”.

Greeneration Indonesia took further the actions. They collaborated with other institutions and communities which have the same concern in plastic waste issue. In 2013, they initiated a national movement named “Gerakan Indonesia Diet Kantong Plastik” or what is called as Indonesia Plastic Bag Diet Movement. Educating more people to be wise in the use of plastic bag became the goal of this movement. Furthermore, they created a petition to the President, Jakarta’s Governor and Indonesian’s Ministry for the Environment and Forestry regarding the policy to limit the consumption of plastic bag. Until then, the government announced the new policy on paid plastic bag about IDR 200 (+ USD \$ 0.02). Ministry of Environment and Forestry had done the trial regulation for 3 months and finally extended the regulation. Meanwhile, Indonesian Plastic Bag Diet Movement keep continuing to conduct a social marketing campaign with aim to control the plastic bag usage.

In order to deliver the message to this social marketing campaign, Indonesian Plastic Bag Diet Movement should find a way to build good engagement with their target audience. The main target that would be discussed in this paper is millennial generations (youth). “Today’s young people, in the near future, will be the primary

and probably the most profitable customers (Kotler, Kartajaya & Setiawan, 2016: 33)". As a first step to approach young generations, we need a deep understanding of youth behavior as consumers.

The role of youth in influencing the rest of market is immense. That's why this generation is called as early adopters. "The truth is that young people are just not afraid of experimentation. They try new products and experience new services that older segments is deemed too risky (Kotler, Kartajaya, Setiawan, 2016: 33)". The youth involved in Indonesian Plastic Bag Movement were dare to act for changing people behavior in terms of managing plastic waste. They took the first step to build a new habit for reducing plastic waste, such as bringing their own shopping bag when they are going to shop, joining a voluntary program to clean up plastic waste in the riverside and many more. They utilized social media and their website to ignite the spirit of reducing plastic waste.

Youth are also called as trendsetters, "when it comes to trends (Kotler, Kartajaya, Setiawan, 2016: 34)". The youth follow trends so fast. "The entire universe of social media, such as Facebook and Twitter, also started out as a trend among youth. Similarly, with music-streaming services such as Spotify, Apple Music and Joox were brought to the mainstream market by young customers (Kotler, Kartajaya, Setiawan, 2016: 34)".

Young activists in Indonesian Plastic Bag Diet Movement became trendsetter on eco- friendly lifestyle. They had succeeded their pilot project to pay for plastic bag in some minimarkets. Then, they initiated a nationwide online petition to make "Pay for Plastic" be the part of government regulation. Moreover, after the Ministry of Environment and Forestry announced regulation on paid plastic, some minimarkets and retail stores provided shopping bags which were available to be purchased by their customers. On the other hand, customers start to bring their own shopping bags.

Last but not least, youth also could become game changers. "They are often associated with irresponsible and selfish behaviors. However recent trends show that they are maturing much earlier. This is because young people respond more quickly to changes happening in the world such as globalization and technological advances (Kotler, Kartajaya, Setiawan, 2016: 34)".

This type of youth thinks in the opposite way. They are not always in the same direction as the current movement. They respond more critically to the regulation that has been declared by the government with regards to paid plastic tax. For them, the regulation will be useless, because the government only charge for a very cheap plastic tax, about IDR 200 (+\$ USD 0.02). It will give impact if the increasing of the amount of the tax is about IDR 500 - IDR 2000 (+ \$ USD 0.05 – 0.2).

"Early adopters, trendsetters, and game changers—all lead to the conclusion that youth are the key to mind-share. If brands want to influence the minds of mainstream customers, convincing youth is the important first step (Kotler, Kartajaya, Setiawan, 2016: 35)". According to this theory, we want to measure and identify how far the response of youth towards Indonesian Plastic Bag Diet Movement campaigns looks like. Do they already become the part of an early adopter, finally happens to become a trendsetter or become a game changer in a way to reduce plastic waste?

In the era of tech-savvy, young generation massively utilize their social media and other online platforms. That is why Indonesian Plastic Bag Diet Movement maximizes digital campaigns. Later on, in the results, we will also measure level of engagement on those youth response. "Engagement is the first step in building relationship between customer and your brand (Paine, 2011: 79)". In terms of managing social marketing campaigns, especially in plastic bag diet issue, engagement becomes important part to build involvement for youth.

Methodology

This research applied a quantitative method. "Quantitative research describes or explains a problem which could be generalized. Thus, the depth of the data or analysis would not be priority. Furthermore, researcher was more concerned to broadness of the data, so that the data or the result would be perceived as a representation from the

whole population” (Kriyantono, 2009 : 55). To collect the data, we did a survey to 1,052 active students in Universitas Paramadina (2013-2016) who have social media and recognize Indonesian Plastic Bag Movement. Based on the result of calculation with Slovin Formula, the samples were taken from about 91 students from 1,052. As the next step, we applied Proportional Stratified Sampling as a sampling technique.

$$n = \frac{N}{1 + Ne^2}$$

n = number of the sample

N = total population

e = error margin

$$n = \frac{1052}{1 + 1052(0.1)^2}$$

$$n = \frac{1052}{11.52}$$

$$n = \frac{1052}{1 + 1052(0.1)^2}$$

$$n = 91.32 \text{ or approximately about } 91$$

The youth response towards Indonesian Plastic Bag Diet Movement would be measured using the theory of “Youth for Mind Share”. This theory indicates different response shown by youth generation as the target of Indonesian Plastic Bag Movement. Those different responses consist of several dimension. Those are early adopters, trendsetters and game changers. More or less, early adopters are youth who are welcomed to something new. While, trendsetters are youth who only follow the trend and are proud to get involved or take a part on specific trend. On the other hand, game changers are youth who act more critically to current movement. Each of those dimensions consist of these indicators:

Early adopters

- Rebellious & Anti-Establishment
- Not afraid of experimentation
- Tech savvy

Trendsetters

- Very agile
- Following trend so fast
- Very fragmented
- Follow the movement toward digital lifestyle

Early adopters

- Selfish
- Much mature earlier
- Concerned about what is happening around them

From those dimensions, we analyze the data with central tendency of statistical techniques. “The measurement of central tendency is also known as average. There are three ways to identify the average in statistics; those are mean, median and modus” (Kountur 2009: 177).

After the data have been collected, mean can be found from:

Where X is total of sum of all data values and n is number of total items in sample.

After getting the data from a simple table, value of median and modus, we could find out deeper analysis by connecting the result of youth involvement with the level of the involvement itself. Aside from measuring the pattern of youth response towards Indonesian Plastic Diet Bag Movement campaign, this research will also discover the relationship between those youth and plastic bag diet campaign itself.

Results

In the full cross-sectional sample, 65.6% respondents are female and the rest 34.4% respondents are male. The percentage of youth around 15-20 years old are about 4%, 21-25 years old are 73% and 23% for 26-30 years old.

The respondents mostly know about social marketing campaign of Indonesian Plastic Bag Diet Movement from advertisement (3%), community event (3%), In- store POP (9%), mouth to mouth way (16%), news and publication (28%), social media (30%), and also from website (11%).

From those data, we conclude that youth are highly connected to social media. Social media become the most influential channel to make them aware of Indonesian Plastic Bag Diet Movement. On the second place, news and publications also gave contribution to build awareness on youth. Nowadays, young generation who embrace the connection are easier to gain new information. There is no doubt that when Indonesian Plastic Bag Diet Movement spreads out the information widely on social media and mass media, the youth start to recognize many activities they have done to reduce plastic bag usage.

Measurement of Youth Response towards “Indonesia Plastic Bag Diet Movement”

Referring to the table, Indonesian Plastic Bag Diet campaign is quite effective for 51.6% of youth, slightly effective for 47.3% of youth and not effective for the rest of them. These can be figured out from youth behavior on how they respond to the campaign. There are some dimensions that affect this level of campaign effectiveness; those are three types of youth response towards social marketing campaign.

Table 2. The Effectively Level of Indonesian Plastic Bag Diet Campaign

The Youth Response					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not effective (29-57)	1	1.1	1.1	1.1
	Slightly effective (58-86)	47	51.6	51.6	52.7
	Effective (87-116)	43	47.3	47.3	100.0
	Total	91	100.0	100.0	

Based on the theory from Kotler, Kartajaya and Setiawan, there are three types of youth response towards social marketing campaign. They could become early adopter, trendsetter and game changer. Early adopters are those who already aware of and habituate green lifestyle to reduce plastic bag usage. They react and take initiative earlier than others. All they need are just to continue what they have done before.

Trendsetters are those who always follow what happens recently. They aware of plastic bag issue and respond it because they are stimulated by current trend. They could make significant action when they are highly motivated at a certain time, but also easily letting it go what they have done just because the issue of plastic bag usage is not relevant or hype-up again for them.

On the other hand, game changers are young generation who respond beyond common people. They don't just accept what have been implemented, but they ask more to find critical reason. Once they take part in plastic bag issue, their idealism would bring them into further actions. Nevertheless, when they are not interested to that issue, they will just ignore and there will be less possibility to give any contribution.

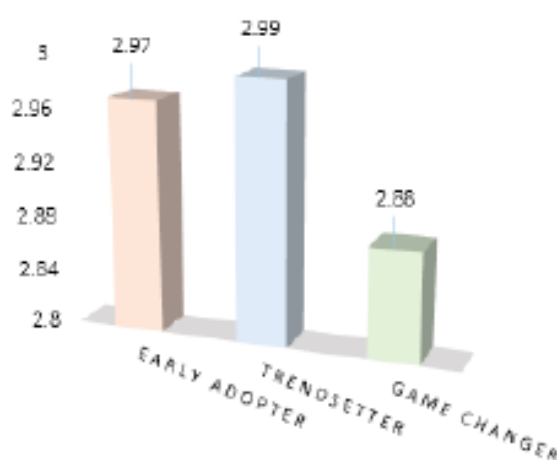


Figure 1 The Average of Youth Response Towards Indonesian Plastic Bag Diet Campaign.

From the graphic above, we can figure out the average from each type of youth response. The value for early adopter is 2.97, while trendsetter is 2.99 and also game changer is 2.88. From those three types of youth responses, the highest value is mostly given to trendsetter.

It means that, most of youth put themselves as a part of trendsetter. They agree with the statement that they involve in plastic bag issue and Indonesian Plastic Bag Diet movement because they are following the 'Go Green' Lifestyle as the current trend. They really want to show that they also take part in reducing plastic bag waste.

They are aware of plastic bag diet movement and they also signed the paid for plastic petition because they just follow what their friends have done or shared in social media. This type of youth is mostly enthusiastic in certain times, but they might not be loyal in long term periods – unless there are some ways to keep them maintaining good habits on reducing plastic bags.

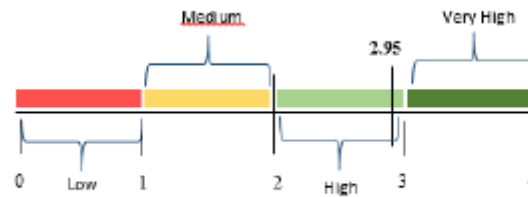


Figure 2 The Level of Youth Involvement

Overall, the involvement of youth towards Indonesian Plastic Bag Diet movement is high. The value of mean is about 2.95, where the minimum which can be mentioned as high is 2.

Referring to the graphic above, youth involvement in Indonesian Plastic Bag Diet campaign is quite **high**. This can be found out from how they respond to the campaign. The value of mean is about 2.95, where the minimum which can be mentioned as high is more than 2. It means that, young generation is already aware of and slightly cares about certain situation. They knew what to do and they took a small step to change their behavior. But, they will not always maintain their goodwill.

Furthermore, the relationship of youth with plastic bag diet issue becomes a concern which we need to learn about. “Involvement is one way to measure the strength of those relationships (Paine, 2011: 80)”. It is the way we can find out the level of target audience understanding on social marketing campaign communication. In this case, we need to identify the pattern on which the youth are as trendsetters.

Involvement itself, “comes in a variety of levels and intensities, including (Paine, 2011: 80)”:

- Level 1: Lurking
- Level 2 : Casual
- Level 3 : Active
- Level 4: Committed
- Level 5 : Loyalist

First level of involvement, which is called as **lurking** could be happened if people start to have positive impression on the campaign. They decided to like the campaign on Facebook or bookmark the web page, then a relationship has begun to form. Next, on the second level – **casual**, if they take some sort of action that indicates desire to have further contact. They might subscribe and follow social media which is related to the issue. However, this level of involvement is “where most relationships end” (Paine, 2011: 82)”.

If they are seriously interested in plastic bag issue, they will also actively participate in social media threads and repost some contents. They will move to third level of engagement that is **active**. Even they get nothing in return, they are very welcomed to contribute in reducing plastic bag usage. But, they might not always stay there. The one who really cares and puts concern on plastic bag issue will go to the next level of involvement– **committed**. They taking action on behalf of plastic bag diet movement. “But, involvement does not end there, the ultimate goal is donating or volunteering (Paine, 2011: 83)”. The final involvement brings those youth to become a **loyalist**. They bring more people to reduce plastic bag usage. They have strong motivation to advocate this plastic bag diet issue.

Therefore, the youth involvement present the level of youth engagement. From the survey, majority of youth as trendsetter are most likely in the third level of involvement– that is **active** participants. Their status right now is actively engaged with the campaign.

They already pass through the first and two level of involvement when the campaign starts becoming popular. They notice about the plastic bag diet movement, start to put attention on it and follow the information about it. More than that, they are also enthusiastic to share related issue on their social media, while the trend is still

going on. But then, when the communication of plastic bag diet movement is not so hyping again, they slowly forget and leave it behind. They are still in this level, not yet becoming a committed or loyalist one.

Although their current status is actively engaged with plastic bag diet campaign, trendsetter will not always stick to their current interest. This type of youth might not spread the plastic bag diet campaign anymore after they found something more interesting for them. Hence, there must be further actions and alternative solutions to maintain these positive actions on reducing plastic bag usage.

“According to Petty and Cacioppo’s elaboration likelihood model (ELM), information processing follows a central and/or peripheral route depending on the degree of involvement in the message. Within the central route, a person engages in thoughtful consideration (elaboration) of the issue-relevant information (=arguments) within a message. If the person lacks the motivation or ability to undertake issue-relevant thinking, processing follows a peripheral route. Actively thinking about the arguments in the message is the central route. When the person is not motivated to think about the arguments, the peripheral route is followed. In the theory of peripheral route generally includes visual cues like the package, pictures or the context in which the message is presented. (Mooij, 2004 : 210).”

By understanding the way they perceive and respond Indonesia Plastic Bag Diet campaign from elaboration likelihood model (ELM), we can decide which strategy is more effective to approach different type of young people. The one who can process the information for relevant-issue easily can be invited in a forum of discussion. However, the one who has not interested or motivated in related-issue would need special treatment. The way to communicate and educate them is more into clear and interesting visualization.

According to all explanation above, we come up with some recommendations for the sustainability of this social marketing campaign. First, the government need to continue the paid plastic bag policy and increase the value of the tax. From our perspective, the value of tax which is only IDR 200,- (around USD \$ 0.02) will not maintain the long term behavioral changes on youth. If the government could increase the value of the tax about IDR 1000-IDR 2000 (around USD \$ 0.1 - \$ 0.2) and re-run this campaign in many retail stores, youth will re-think to take plastic bag diet campaign as their serious concern.

Second important thing is education for youth to involve beyond following the trend. The goal of the campaign is to make sure youth really understand the problem and are responsible to lend a hand in plastic bag issue. To make them understand more, we can approach youth in more relevant content of marketing. “Content marketing is an art to create and spread relevant-authentic content from a brand,” (Marketeers, September 2015: 36). We could provide more content such as fun facts videos, infographics, and fun challenges of other activities that create youth attraction.

Last but not least, we could encourage youth to buy or create shopping bag business which provides unique, fancy and easy design to bring everywhere. As one of the examples comes from a local brand named Bagoes.co.id. They provide many good looking and foldable designs for shopping bags. So that, youth have alternative yet fascinating to bring their stuff and can still avoid using more plastic bags.



Figure 3 Bagoes Indonesia's products.

Conclusion

This research describes the youth response as part of future agent of change in order to respond to environmental issue. Specifically, this research measures the youth involvement in plastic bag diet campaign. According to the result of this research, youth are most likely become trendsetter, rather than an early adopter or game changer. They already aware of and understand about the issue. They have willingness to spread the information to their relatives and friends. But, it only happened when the issue becomes popular among them.

In addition, we also measure the level of involvement on youth. They are not only in the level of lurking or casual. They actively engaged with the plastic bag diet campaign, but not yet become committed or even loyalist. It happened by reason of intensity and continuity of the campaign. When the Indonesian Plastic Bag Plastic Bag Diet Movement or other similar organization does not communicate the issue massively, the youth will also not respond it very well. The youth will start getting bored and forgetting the importance of reducing plastic bag.

There should be further campaigns to help youth maintain their involvement in reducing plastic bag usage. It would need longer time – not only counting by in months. It might take years by years to see the significance results. Not only related organization which has responsibility to spread this positive actions, but also the government, education institutions, family and youth themselves also have to collaborate and find the solution together.

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