

## Follower Analysis Reception Instagram Account Bye Bye Plastic Bag Against Plastic Problems in Bali

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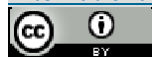
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### ABSTRACT

Indonesia is the second largest plastic polluter in the world. The method used is library research. Where the data comes from qualitative methods by collecting data in the form of observations and interviews with informants who are followers of the social media account @byebyeplasticbags analyzing the text content of Instagram users, both in receiving texts and responding to texts on one island one voice content. Reception of messages at the context level, how followers (*followers*) receive that context. Efforts to preserve the environment against single-use waste are not only the task of the government. However, it must be carried out collaboratively with the government, community, NGOs, and the private sector. The resource person agreed that the dissemination of information carried out by the bye bye plastic bag account on Instagram educates many people about the environment. They also receive messages conveyed by the end-oder. The message conveyed through the account is considered positive, interesting and does not seem pushy but reaches the public.

## INTRODUCTION

Indonesia is currently ranked second after China in terms of dumping plastic waste into the world's oceans. According to a study by the University of Georgia, an estimated 3.22 million tons of plastic waste is dumped annually into the sea around Indonesia, while another 8.82 million metric tons of China's plastic waste also enters the sea. The plastic waste crisis is not only limited to the oceans, but also has an impact on rivers in Indonesia. Based on data from the Ministry of Environment and Forestry, the achievement of reducing and handling household waste and household-like waste in 2022 consisting of 6 regencies/cities throughout Indonesia shows the following data: waste generation 303,961.75 (tons/year), reduction waste 10.73% or 33,039.19 (tons/year), waste handling 46.46% or 143,086.93 (tons/year), managed waste 57.19% or 176,126.13 (tons/year), and unmanaged waste 42.81% or 131,835.62 (tons/year) (KLHK, 2022).

Lack of public awareness to dispose of waste in its place is the biggest obstacle in reducing waste in Indonesia. The high waste generation is also triggered by the rapid growth of Indonesia's urban population and the increasing activity and consumption of urban communities. Some Indonesian people still doubt the truth of global warming and show little awareness about the issue, even though humans are the main cause of changes in the composition of the earth's atmosphere that trigger climate change ( *Intergovernmental Panel on Climate Change 2007: Physical Science* , 2007) . Bali is one of the islands that produces the most waste, which is 4,281 tons every day. As much as 11% of this waste flows into the oceans, and each year the amount of waste can reach up to 1.5 million tons (Geraldine et al., 2021) . Bali is one of the tourist destinations in Indonesia which is famous for its beautiful beaches. Beaches in Bali are a tourist attraction that makes Bali a tourist destination for both local and foreign tourists. However, over time, beaches in Bali have suffered damage caused by plastic waste. This phenomenon is very unfortunate, because apart from damaging the environment, the coast and even the marine ecosystem, this can reduce the interest of tourists to visit Bali (Anggasta & Widiastuti, 2022) .

The lack of public knowledge of the problem of single-use plastic waste has initiated various social movements from communities and corporations in an effort to find solutions to handling the problem of plastic waste. The efforts being made by the provincial government of Bali at the moment are issuing Perwali number 36 of 2018 concerning reducing plastic bags, and governor regulation number 97 of 2018 concerning restrictions on single-use plastic waste. The social movement carried out by various communities concerned with the environment is one form of effort to tackle the reduction of single-use plastic waste in Bali. *Bye bye plastic bags* (BBPB) is a youth organization in the environmental sustainability movement that has the power to mobilize young people and communities who are pioneers of environmental concern through concrete actions to clean up waste in Bali. Social media is an effective tool for communicating and supporting interaction.

Instagram social media *bye bye plastic bags*, BBPB was formed aiming to save the environment from the dangers caused by plastic waste and provide educating the public about the dangers of using plastic bags for life . The movement's focus is "say no to plastic bags," ie limiting or even refusing to use plastic bags. This idea indirectly contributes to the *Sustainable Development Goals (SDGs)* agenda, especially the 13th goal of climate action, the 14th goal of life under water, and the 15th goal of life on land . The persuasive message on *the one island one voice* movement was carried out by BBPB so that the message could target a wider public and not be limited to the public involved in *offline activities* . Through the Instagram account *@byebyeplasticbags* these messages are packed in photos, writings, *e-posters* and even videos. Using the theory of elaboration likelihood (*elaboration likelihood model*) researchers will see how message reception is carried out through two channels, namely the central and peripheral pathways. Through the delivery of messages from Instagram social media *@byebyeplasticbags* in disseminating information regarding the environmental problem of single-use plastic waste, it provides awareness and understanding regarding the dangers of environmental damage that is currently happening in the world. Reception analysis in this study looks at the relationship between audiences as (observers, consumers, and users of the internet). Media is a stimulus for individuals to enjoy serving messages or content displayed on Instagram. To measure audience standards with the media, namely using reception analysis, *to provide meaning from the audience's understanding of media messages by understanding how the social media content character Instagram @byebyeplasticbags is read by audiences.*

## LITERATURE REVIEW

Currently, the plastic problem in Indonesia is not going well. However, that does not mean there are no bright spots for the future. There are a number of people and organizations that are doing an amazing job of educating the public and providing resources to clean up plastic and create new solutions to reduce it in the future. So that the efforts made by *the bye bye plastic bag* (BBPB) are driven by the existence of a high concern for environmental sustainability, one of which is by saving and protecting against the impacts caused by plastic waste which can create its own problems in environmental sustainability. BBPB utilizes it as dissemination tool later ideas heard by the general public. With social media, BBPB also wants together with the whole community to overcome environmental problems related to plastic waste pollution.

## METHODOLOGY

This study uses qualitative methods by collecting data in the form of observations and interviews with informants who are followers of the social media account *@byebyeplasticbags* analyzing the text content of Instagram users, both in receiving texts and responding to texts on one island one voice content. Reception of messages at the context level, how followers (*followers*) receive that context.

## **RESULTS AND DISCUSSION**

The campaign content carried out by the bye bye plastic bag account has the goal to build community awareness to protect the environment. according to monitoring from sources on Instagram from the activity which is conducted for the publication of bye bye plastic bags about the environment is quite good. According to current sources Increasing public awareness to protect the environment. This is one of them influenced by interesting content and raising the latest general issues in Indonesia on the bye bye plastic bag account. The one island one voice content that is done by bye bye plastic bag on Instagram motivates its followers. This is due to its special and dimensional goals for social change or the behavior of the recipient of the message. The resource person agreed because the resource person took part in beach clean-up activities which were disseminated through the one island one voice content through the bye bye plastic bag Instagram account . The education provided by the bye bye plastic bag account too very much to the general public.

The first interview was with Sari, an 18 year old girl from Tabanan majoring in tourism at IHDN Denpasar, Bali. When asked about Indonesian laws on the environment, Sari replied that it is illegal to dump waste in rivers and forests. He doesn't know anything else. On plastic pollution, he is not aware of existing laws, but remembers that there are bins at the IHDN for non-organic waste, although he cannot say what happens to the waste afterwards. Sari has seen plastic being burned around Bali but isn't sure if it's legal or not, even though she knows it's bad. (Sari, personal interview, 18 June 2023).

My third interview was with Kadek, a 28 year old man from Jakarta who moved to Bali four years ago and works in a hostel in Nusa Dua. When asked about laws, he said that in Indonesia there are strict laws about logging and trees, but no laws around household waste disposal or waste incineration. Regarding the government, he said, the Ministry of Environment sometimes places public service advertisements and advertisements on television urging people not to throw garbage into rivers and roads. The Ministry of Environment also urges the public to reuse plastic as much as possible, such as reusing shopping bags and throwing plastic into non-organic trash whenever possible. I next asked specifically about President Widodo's promise for the UN Clean Seas Campaign and Presidential Regulation no.97/2017 to see if Kadek knew about it. He didn't hear about it either, but after I summarized them both seemed very excited about the prospect of Indonesia drastically reducing waste (Kadek, personal interview, 22 June 2023).

One of the biggest contributors to the plastic problem in Indonesia lies in how plastic is disposed of. Firstly, all waste that accumulates in a business or home is the responsibility of the owner to handle. There is no garbage collection across the country; it's only in a few larger areas, and even then at a high cost to the customer. Garbage is usually taken to an area in a city or village to be accumulated until the government comes to collect some of it and take it to a larger landfill which usually serves several areas across the island. The landfill is made on bare land, with no barrier between the soil and the waste, which creates leaching of the waste onto the ground and then into runoff into the sea.

Landfill is the most common way that most of the world disposes of waste, but in Indonesia the situation is dire.

In my interview with Annisa, Sari and Kadek, I also asked about garbage disposal. When asked what residents usually do with plastic waste, Annisa replied that most residents in her village throw garbage into the forest. I asked him if he knew of any way to reduce plastic pollution and he replied that people could collect plastic bags and reuse them for other purposes. Lastly, I asked her what she knew about recycling and Annisa replied that recycling is taking out trash and making it something useful. He said he recycled some of the plastic stuff when he could. She also shared that she helps the environment by burning plastic waste because once it is burned it will disappear (Anissa, personal interview, 13 June 2023).

Next, I spoke to Sari and she said that people usually throw trash in the trash and then burn it or pick it up. When asked about reducing plastic, she answered similarly to Annisa that people can collect plastic bags and bottles and reuse them, telling a story about how her grandmother always reused plastic items. Lastly, I asked about recycling and she said that recycling is taking things and making them into something different, like taking a plastic water bottle, cutting the top off and planting flowers in it, which she does whenever she can (Sari, personal interview, 18 June 2023).

Kadek said most people throw plastic on the road or throw it in rivers and forests. Then I then asked about burning plastic, he said it's not illegal, and people often do it because there's nowhere else to put plastic, because the landfills are full. When I was asked about other ways to reduce plastic pollution, Kadek said that the best way to reduce pollution was to stop using plastic. She gives examples such as using reusable water bottles and bringing reusable bags to the store. He said that recycling is taking plastic and processing it into something else. He went on to say that recycling is not that big in Bali, but he has seen a lot of places doing recycling, which is taking plastic items and using them to make art or crafts. Lastly, I asked him if he recycled and he said no, but he made a conscious effort not to use plastic whenever possible (Kadek, personal interview, 22 June 2023).

My last interview on this topic was conducted with a woman named Ibu Indah, and living in the center of Denpasar, when I asked her about the common ways of disposing of plastic waste, Ibu Indah spoke about how when she was growing up, there was no plastic and everything was thrown into the forest in his village. Currently, he says that most people burn their plastic and some dispose of it or bury it in rural communities. Regarding reducing plastic, he said that some people have stopped using plastic bags, but people need plastic to survive, so it doesn't reduce much. Lastly I asked about recycling and he described it as plastic being sent to a facility to be reused there.

Four interviews concluded that people generally dispose of their own plastic waste, many do not know what recycling is and although some people are concerned about reducing plastic it is not a major concern for most people. My interviews were stratified by age group to get a more accurate view of the general behavior of each group and I found young adults to be the most

informed from these four interviews. There are other factors at work, because Kadek is from Jakarta which has a huge plastic problem, but it's also a major landfill and recycling facility, so maybe people in the area know more about the major plastic problem.

According to my interviews and other sources, trash is disposed of in a number of ways at home: it is collected by the garbage service; taken to the village landfill; burnt; buried; or dumped into ditches, rivers and forests. As Ibu Indah said, before the last few decades Bali was an island of organic materials used for everything. Food, utensils, plates, bowls, offerings, bags and packaging are all made from banana leaves, grass, flowers, coconut, bamboo and other plants and animals. Everything that is used is biodegradable and completely natural, so when someone is done with a snack, they can throw a banana leaf to the side of the road and it will biodegrade there, back to the earth. Since plastic was introduced to Bali, the ability of utensils, plates, bowls, bags and packaging to decompose quickly and safely has changed, but people's habits have not. People would still eat a few snacks from the shop and just crumple up the bag and throw it on the side of the road. This habit is reinforced by the disposal of waste that would have decomposed decades ago, but now only pollutes and destroys the earth. More than 10% of Indonesia's population still disposes of their garbage by throwing it in ditches, rivers and forests (Ministry of Environment 2012, 168).

Content created by bye bye plastic bag is about environmental conservation and instilling values of concern for the environment. The message conveyed is in the form of environmental or ecosystem facts that are currently happening in Indonesia. The materials presented also provide information as knowledge for the community and account followers on Instagram. They also make interesting infographics so that people who see and their followers really like the content presented. Annisa as the resource person in this study reasoned in following the bye bye plastic bag account. The reason from the source is that the bye bye plastic bag account is because the content displayed is interesting and adds to the knowledge of the source. Interesting things from the content that educate the speakers can be seen from the photography, the background of the story that makes the speakers always find out this information to add to the insights of the speakers.

First, it's interesting from a photography perspective, second, from the background of the story, it's as if I were part of it, making me curious. Annisa also shared that the post that educated the public at large was the beach clean-up activity in the content one island one voice which was carried out by bye bye plastic bags and socialized via Instagram, one of them. This activity invites the public to clean the environment from single-use plastic waste to maintain the health of the earth. Researchers see that this activity has educated the wider community, and many wider communities have accepted this activity. The campaign content carried out by bye bye plastic bag on Instagram motivates its followers. Because the purpose is specific and has dimensions for social change or behavior from the recipient of the message.

Informants in this study said that they often access bye bye plastic bag accounts because they want to find the latest information about the environment and beaches in Bali. This is because Bali is famous for its beaches as a tourist spot for visitors. The informant was interested in the bye bye plastic bag account in conveying environmental sustainability because the account is consistent in conveying information related to the environment. The bye bye plastic bag account adds to their knowledge about the importance of protecting the environment for good together as dependent human beings his life on nature. If nature is damaged, human life on this earth will also be damaged.

Bye-bye plastic bag encoder , the aim is to invite the public and followers to take care of the environment. The message conveyed via Instagram packaged as attractive as possible to keep up with the times such as, good photos, creative infographics and videos so that message recipients can capture the message conveyed by message maker. The resource person also recommends viewing all of the bye-bye plastic bag account posts Post a plastic rejection march. Kadek explains in the post inviting people to reduce the use of single-use plastics. Kadek was interested because of the message conveyed by the bye bye plastic bag account through his post because it is informative and inspiring for many people to do good for the environment. I really agree that bye bye plastic bag invites people to protect the environment, because the invitation is for the good of the account, isn't it for me personally, but for the benefit of the people .

Encoder as the party that produces the message according to the key message from ongoing campaigns both online and in the field. According to them this should be adapted to the times and technology and trends that are developing in Indonesia Instagram social media. The key messages on their Instagram social media make them in the form of photography, infographics, videos, narratives and hashtags to convey the campaign the. The resource person as a follower of the bye bye plastic bag account on Instagram supports the dissemination of information about environmental sustainability on Instagram. This is considered very effective and positive for the benefit of many people.

## **CONCLUSIONS AND RECOMMENDATIONS**

Bye bye plastic bag content regarding environmental sustainability as a medium for educating followers regarding the environment, all sources in this study are followers of bye bye plastic bag accounts. Four of the informants in this study were included in the reading of the dominant position. This is because all of the informants gained knowledge about plastic issues, how important it is to care for the environment and the impact that results from not protecting the environment. They all also agree that the dissemination of information by the bye bye plastic bag account on Instagram educates people about the environment. they also receive the message conveyed by the encoder. The message conveyed through the account is considered positive, interesting and does not seem pushy but reaches the public. Conservation is carried out using Instagram because it is considered effective in conveying it. The bye bye plastic bag makes the account also keep up with the

times and trends that exist among the public today. The interesting content presented starts from very informative posters, the videos that are made are also interesting and creative, not pushy.

They also made a video about the conservation activities carried out by the bye bye plastic bag to provide an example and not just invite. Posts are also in the form of good photos and mixed with infographics with research done so that what is conveyed does not become a lie. All facts are based on what has been done, the research they have examined and the opinions of experts who are competent in their fields. The dissemination of information on the problem of plastic waste on environmental sustainability in the bye bye plastic bag account, the source of this research agreed that a conservation campaign via Instagram was considered very appropriate. Instagram itself is also quick to disseminate information so if the dissemination of environmental information through official accounts is very easy for the public to know about. The reason the source also follows the account is because there is an official account and bye bye plastic bag is an independent agency that is not managed by the government and is not a political tool. Dissemination of information about the problem of single-use plastics on the environment was accepted by all sources in this study and supported to continue environmental sustainability activities carried out.

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