

# The Effort of KPID West Java in Supporting Environment Sustainability through Tote Bag

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**Abstract**—Plastic has become worldwide issues due to the discarded debris and several environmental problems. Anti-plastic campaigns have been carried out in various countries. Such campaign has also been promoted in several cities in Indonesia. Among Indonesia cities, Bandung has been implementing the Regional Regulation (PERDA) Number 17/2012 on the appeal of reducing the use of plastic bags. The mayor issued this regulation based on the policy of plastic bags lessen consumption. KPID West Java (Indonesian Broadcasting Commission) is the broadcasting regulator institution and an independent state institution where the headquarters is located in Bandung city. However, KPID West Java has shown its creative way to support the Regional Regulation in reducing the use of plastic bags. This research used qualitative method with case study approach. The data collection has been conducted through the interview with the commissioner and field observation. The result of this research is the sustainable effort of making friendly Tote Bag in supporting anti plastic campaign. KPID West Java has given a good concern on the attempt of anti-plastic bag campaign.

**Keywords**—environment; sustainability effort; KPID West Java; Tote Bag

## I. INTRODUCTION

The problems about plastics have became the world issues. It is proved that at the average of half of trillion plastic waste are produced annually [1]. There will not be surprised if the plastic usage are durable things. Plastics are very lightweight to bring materials. However, the massive manufacturing of plastics has increased many problems and environmental complications. Furthermore, plastics have been accumulated as garbage's in landfills and in natural habitats globally [2]. Plastics garbage accumulated in the ocean, shore, terrestrial environments, islands and also scattered in the deep sea. The durability of plastics is predicted to be hundreds to thousands of years in the landfill and ocean. Barnes explained the effect of plastic garbage's which became small particle debris that considerable threat the animals in the ocean [3]. They probably will choke and potentially harmful sea organisms. The animals absorb toxic chemicals degrading to micro-plastics that may subsequently be ingested from the garbage debris [3]. In addition, plastics material made from fossil fuel resources that produce emissions. It disposed waste which associated to environmental cost [4]. Seeing the graphic below, plastic still

relatively use as daily usage in plastic consumption. The prevalent usage of plastics is the developed countries (India, South Africa, and Indonesia).

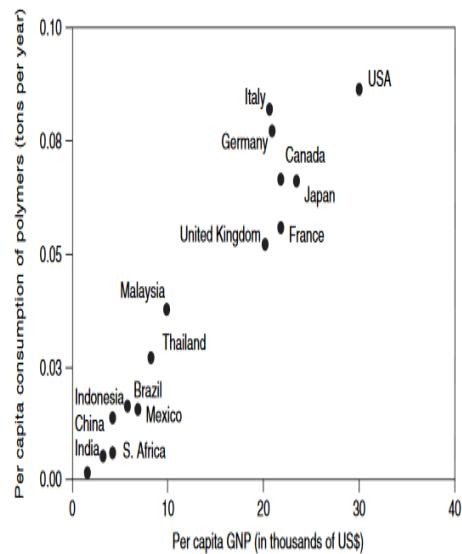


Fig. 1. Annual per capita consumption of plastics on the GNP of a country [4].

Gervet [5] emphasized Andradey [4] statement that plastic production uses fossil fuel where it subsidizes great emissions disposal. The elements of plastic contents semisynthetic polymerization products (long chains of atoms) [5].

In Indonesia, the Central Bureau of Statistics has released data that the total plastic waste in Indonesia is 64 million tons/year. Dumping its 3.2 million tons of which has led Indonesia to be the second largest contributor of plastic waste dumped into the sea. When the plastic waste is dumped into the sea, it will turn into a micro plastic of 0.3 to 5 mm in size. As a result, it will endanger fish consuming this micro plastic.

Anti-plastic campaigns have been carried out in various countries. Malaysia, for example, has a “No Plastic Bag Campaign Day” program although it is not effective yet. It has triggered disagreement responses among people as plastic users, government, environmentalists and the plastic manufacturer [6]. While in 2009, Australia forbid the use of

plastic bags at the retail. This ban has finally come into a success result. The free plastic bags are no longer be offered. If the consumers forget to bring their tote bag, they should pay for the store-provided tote bags [7]. Indonesia has also carried out the campaign, called "The Plastic Bag Diet Campaign" and felt its campaign was quite effective. Such campaign has also been promoted in several cities in Indonesia in which the mayors issued a Regional Regulation (PERDA) on the policy of reducing plastic bags. City of Bandung, for example, has issued and implemented a PERDA No. 17/2012 on the appeal of reducing the use of plastic bags. Within this PERDA, it is suggested "that the use of plastic bags has become an environmental problem, thereupon comprehensive and integrated efforts are needed to prevent the negative impact of plastic bag" [8].

The awareness in reducing the use of plastic bags was also rolled out by Indonesian Broadcasting Commission of West Java (KPID West Java) based in the city of Bandung. The Indonesian Broadcasting Commission of West Java has main roles to take care of and play an active role in supervising local broadcasters. However, the Indonesian Broadcasting Commission of West Java has also a concern for the environment. It is reflected on their Tote Bag given to the public or local broadcasting institutions in every media literacy activity and other activities involving the Indonesian Broadcasting Commission of West Java. What makes this research is different from the previous ones is the freshness idea of the Indonesian Broadcasting Commission of West Java i.e. delivering positive messages about the environmental tagline on their Tote bag.

Indonesian Broadcasting Commission of West Java intentionally made this Tote bag in a quite large size. It is black, very strong and durable so that it can be used for several times and to carry a lot of items. Besides, it is very easy to fold and carried everywhere. Once it is about to be used, this folded bag will expand into a large space for loading lots of items. The Indonesian Broadcasting Commission of West Java attached their institution name on Tote bag. It is to inform the public that the Indonesian Broadcasting Commission of West Java strongly support the anti-plastic campaign as stipulated in the PERDA No. 17 to reduce the use of plastic. It is reflected in the picture of heart put on the bottom right side of the Tote bag. There is a tagline written in the heart logo, "Use this bag to replace the plastic bag" [8]. This logo of heart represents reduce, reuse, and recycle. Recycling is waste management strategy to reprocess plastic products. It gives the beneficial to the environmental as well as the trends in demonstrating plastic wastes recycle [2].

## II. METHOD

The method used in this study is qualitative with a semiotic approach, i.e. an approach that examines the signs existing in an object within a community group. The author uses the semiotic approach by Pierce to describe the meaning of the tagline symbol found the Tote bag made by the West Java Chapter of KPID. Representation is a human investigation of how humans translate symbols/signs created by other humans. According to Danesi, the process of interpreting the ideas and message in some physical way is called representation [9]. It

can be defined more precisely as the use of 'signs' (pictures, sounds, etc.) to relate, depict, portray, or reproduce something perceived, sensed, imagined, or felt in some physical form. The concept of representation is closely related to semiotic analysis. Semiotics is the study of signs in human life. Peirce state that the theory of meaning triangles consists of three main elements, namely sign, object, and interpretant. A sign is a physical thing that can be captured by the five human senses and represents the sign itself. Furthermore, Peirce states that sign consists of symbols (signs that appear from agreement), icons (signs that appear from physical representation) and indices (signs that appear from causal relationships). Meanwhile, sign reference is called object. Objects or sign references are social contexts that are references to signs or something referred to by signs. Interpretant or sign user is the concept of thinking from people who use the sign and lower it to a certain meaning or meaning on someone's mind about the object referred to by a sign. The most important thing in the process of semiotic is how meaning arises from a sign when the sign is used by people while communicating.

## III. RESULT AND DISCUSSION

The tagline "Use this bag to replace plastic bag" indicates a meaning of flexible persuasive communication, i.e. an invitation to use environmentally friendly container. This tagline is put in the right corner of heart logo to express the love of the Indonesian Broadcasting Commission of West Java to the beautiful and scenic nature of the West Java environment.



Fig. 2. Tote Bag KPID West Java.

Given the adverse effects of the use of plastic bags which is difficult to decompose on the ground, producing harmful emissions that cause global warming when it is burned, and causing floods because plastic waste stacking up in the rivers, the persuasion to replace plastic bags to cloth bags is very communicative. In addition, the tagline phrase shows a solution instead of just persuading to change to cloth bag. If we analyze each phrase, "Use this bag..." is a solution directly given by

the Indonesian Broadcasting Commission of West Java to environmental problems there; while, "...to replace plastic bag" becomes the reason for the adverse effects of using a plastic bag for the ecosystem.



Fig. 3. Reducing plastic tagline on the Tote Bag.

The tagline "Use this bag to replace plastic bag" is reinforced by the designer i.e. the placement of a large size logo of the Indonesian Broadcasting Commission of West Java in the middle of the bag. Under the logo, there is information about its office address along with media social links. This momentum is expected to create a public brand awareness about the existence of the Indonesian Broadcasting Commission of West Java as a broadcasting supervisory institution that cares about the environment. Although they are not engaged in environmental institutions, they have contributed to increasing the awareness of the environmental issues through its tagline. If the brand awareness about the existence of the Indonesian Broadcasting Commission of West Java has been injected into the minds of the community through its momentum tagline, public will increasingly recognize the Indonesian Broadcasting Commission of West Java which is not only an institution that serves to fulfill the public's right to know about the broadcasting institutions in West Java, but also an institution that has a great sense of love and care for the environment.

#### IV. CONCLUSION

The use of a logo with a tagline is very important to increase brand awareness as the determining factor of a brand

to be recognized by the public. Taglines can be considered visual verbal language. Therefore, tagline should be used as the phrase associated with the brand. In addition, a good tagline will immediately remind listeners and readers with the brands that are carried using this creative visual language. Because of its function as a verbal logo, tagline must be in accordance with the development of certain times and moments. In this case, the moment is when global warming issue, the environment, and the reduction of plastic use become the international and national issues. Therefore, the Indonesian Broadcasting Commission of West Java inserts these environmental moments in the tagline "Use this bag to replace plastic bag" while giving brand awareness to the community about their existence that care about the environmental issues.

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