

# Communicating Plastics in Developing Economies: A Comparative Study of Indonesia and Türkiye

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## Abstract

This research investigates the communication campaign against plastics in the context of environmental communication, offering a comparative analysis between Indonesia and Türkiye. As plastic pollution emerges as a global concern, we conduct a multiple case study analysis on anti-plastic campaigns and policies in both countries. The primary goal is to assess the progress of plastic-related communication efforts. The comparative study leverages the diverse economic, cultural, and regulatory contexts of Indonesia and Türkiye, providing valuable insights into the influence of these factors on environmental communication. The research findings contribute to the development of effective communication strategies and advocate for positive actions in addressing plastic pollution not only in Indonesia and Türkiye but also on a global scale.

**Keywords:** environmental communication; comparative study; plastics awareness; developing economies; sustainable practices.

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## 1. INTRODUCTION

There has been a remarkable surge in awareness specifically focused on the dire consequences of single-use plastics. This awakening is vividly illustrated by powerful moments, such as the viral video depicting a sea turtle with a plastic straw lodged in its nostril (Figgner, 2023). Once celebrated for their convenience, single-use plastics have undergone a transformation, evolving into an ecological menace that pervades our oceans, ecosystems, and daily lives (DeWit, Burns, Guinchard, & Ahmed, 2021). This heightened awareness has ignited a global movement, leading to calls for change and driving the development of strategies aimed at mitigating the environmental impact of single-use plastic waste.

Plastic pollution, a relatively recent environmental threat, gained momentum following World War II when the widespread use of plastics began. According to a report by the WWF (2022) in the past two decades, plastic production has seen a significant increase. Alarmingly, by 2015, a staggering 60% of all plastic ever produced had already become waste (Geyer, Jambeck, & Law, 2017). This waste finds its way into various hotspots in the ocean, posing grave threats to marine ecosystems, imperilling wildlife, and jeopardizing the health of our oceans—a pivotal component in regulating Earth's climate.

### 1.1 Research Questions and Objectives

This study aims to comprehensively analyse communication campaigns on plastic within the context of environmental communication in Indonesia and Türkiye. Our key objectives include:

- 1) **Initiators of Communication Activities:** Identifying the key actors and entities initiating plastic awareness campaigns in both countries.
- 2) **Targeted Behaviours:** Investigating the specific behaviours these campaigns aim to influence, such as plastic collection, recycling, segregation, and other behaviour changes.
- 3) **Communication Theories:** Examining the communication theories underpinning these initiatives in both nations.
- 4) **Patterns:** Exploring recurring patterns of campaign activities to understand their evolution and effectiveness in both countries.

## 1.2 Rationale for Case Studies

Indonesia and Türkiye have been chosen as case studies due to their shared characteristics as developing economies with significant coastal regions. Indonesia, characterized by its expansive archipelago and extensive coastline, underscores the critical need for sustainable ocean management to enhance the livelihoods of coastal communities, safeguard ocean health, and promote sustainable economic growth (World Bank, n.d.). Similarly, Türkiye, which is surrounded by Black Sea, Mediterranean Sea, and the Sea of Marmara on three sides and is strategically situated at the crossroads of Europe and Asia, places significant importance on the vitality of its surrounding seas.

Both nations distinguish themselves as substantial contributors to plastic waste in marine environments, with Indonesia ranks as one of the major contributors to plastic waste in coastal environments, alongside the United States and China (Wang & Rachel, 2022) and Türkiye grappling with a substantial waste footprint in the Mediterranean Sea and its ranking among the top countries with significant mismanaged plastic waste (Karasik, 2022). Their status as developing economies further underscores the relevance of this comparative study.

Furthermore, these comparative case studies offer a valuable source of knowledge to inform global efforts to combat plastic pollution. By examining the case studies from Indonesia and Türkiye, we can extract valuable insights into how developing economies can navigate the complexities of the plastic crisis. These insights are not only instrumental in developing effective communication strategies but also in advocating for positive actions to address plastic pollution on a global scale, transcending boundaries and benefiting ecosystems worldwide.

## 2. LITERATURE REVIEW

Environmental communication plays a pivotal role in addressing complex environmental issues, such as plastic pollution and solid waste management, by bridging the gap between scientific knowledge and public understanding. It serves as a fundamental tool for inspiring behavioural changes and shaping policy interventions, making it imperative to understand the theoretical foundations and historical development of plastic communication efforts.

### 2.1. Environmental Communication: Theoretical Approach

Environmental communication encompasses a range of theories and concepts that inform the study of plastic pollution. One of the foundational theories in this domain is the "knowledge deficit model," which suggests that the lack of public understanding about environmental issues is due to a deficit in scientific knowledge dissemination. In the context of plastic pollution, this theory underscores the vital importance of effectively translating scientific findings into readily accessible information for the broader public. However, it is essential to acknowledge that the deficit model has encountered substantial criticism for its overly simplistic portrayal of the intricate link between knowledge, attitudes, beliefs, and behaviours, especially in the realm of politically charged topics like environmental communication. Despite its criticisms, the deficit model continues to be a fundamental component in both research and practical implementations of plastic communication efforts (Suldovsky, 2017). To address the shortcomings of the deficit model, scholars and practitioners often employ alternative approaches to engage the public, such as the contextual model, the public engagement model, and the lay expertise model.

The deficit model's foundational premise suggests that as individuals become more informed about environmental issues, they will inherently become more aware of environmental problems and subsequently exhibit more responsible behaviours towards the environment (Hungerford & Volk, 1990). However, previous research on linear models of environmental behaviour has not consistently supported this assertion, highlighting the complex interplay of factors influencing environmental attitudes and actions.

Another critical concept in environmental communication is the role of framing. Frames in public discourse and media representation serve as interpretive narratives that initiate a particular line of thinking. They convey the significance of an issue or decision, identify potential causes or actors, and suggest which political alternatives or measures should be prioritized (Nisbet, 2009). The way information about plastic pollution is framed can significantly impact public perception and action. For instance, framing plastic pollution as a threat to marine biodiversity and human health can evoke stronger emotional responses and drive behavioural changes.

Moreover, the concept of environmental risk communication emphasizes the need for clear and accurate communication of the risks associated with plastic pollution. Risk communication is a process that includes the interaction between decision makers, the society that will implement this decision, and the individuals who will participate in this decision when an environmental disaster occurs (Özmen, 2015). This involves not only conveying the potential harms but also offering solutions and actionable steps individuals can take to mitigate those risks.

Lastly, "participatory communication" is a crucial approach when studying initiatives that engage communities and stakeholders in addressing plastic pollution and solid waste management. The participatory model emphasizes the importance of the cultural identity of local communities and the importance of democratization and participation at all levels, international, national, local and individual. Participatory communication plays a significant role in environmental communication by empowering individuals and communities to become active participants in environmental decision-making, problem-solving, and awareness-raising (Servaes, 1999). It emphasizes involving the public in environmental decision-making and communication efforts, making it relevant for understanding the effectiveness of community-led initiatives in your study.

## 2.2. Development of Plastic Communication

The concept of plastic bags emerged in the 1930s, and Swedish engineer Sten Gustaf Thulin is credited with inventing the first plastic shopping bag using cellophane, though without handles. Plastic bags gained durability in the 1950s with the introduction of high-density polyethylene (HDPE) versions. They became widely popular in the 1960s due to their convenience and cost-effectiveness (Napper & Thompson, 2020). Over the past century and a half, humans have honed the art of creating synthetic polymers, often using carbon atoms from abundant sources like petroleum and other fossil fuels.

The 20th century, particularly after World War II, witnessed an explosive growth in plastic production. The convenience and versatility of plastics led to their widespread adoption in various applications. However, growing environmental concerns regarding plastic waste began to surface in the 1960s and 1970s (Rootes & Nulman, 2014). Regulation of plastic bag usage began in the late 20th century, including taxes and bans, with a global movement to reduce plastic bag usage in the 21st century, emphasizing the importance of considering unintended environmental consequences in innovations (Napper & Thompson, 2020).

Efforts to reduce, reuse, recycle, ban, or charge for plastic, particularly single-use bags, have seen a resurgence in recent years after a period of inactivity since the 1990s. In recent years, there has been a renewed global interest in addressing plastic pollution. Initiatives and campaigns worldwide have played a pivotal role in elevating awareness about plastic pollution. In 2018, the United Nations Environment Programme (UNEP) partnered with the Ellen MacArthur Foundation to combat what environmental experts have termed one of the world's most pressing challenges: single-use plastics (UNEP, 2021).

## 2.3. Global Initiatives

Global initiatives combatting plastic pollution have surged in recent years, led by prominent organizations and collaborations. The United Nations Environment Programme (UNEP) initiated the "Clean Seas" campaign, dedicated to advocating for a plastic-free ocean and addressing the annual 11 million tons of plastic waste that inundate oceans (UNEP, 2021). Simultaneously, the Ocean Conservancy orchestrates annual global beach cleanups since 1986, a critical awareness-raising effort that also identifies the sources of marine plastic pollution and fosters behaviour change (Ocean Conservancy, 2016).

Global cooperation is a recognized necessity in the fight against plastic pollution. Research in *Frontiers in Marine Science* underscores the escalating threat posed by micro- and macro-plastic pollution to marine biodiversity, ecosystem functioning, and human well-being, emphasizing the inadequacy of local efforts and the need for international collaboration (Hatzonikolakis, et al., 2022). Moreover, the Ellen MacArthur Foundation's New Plastics Economy initiative spearheads the transformation of the plastics economy towards a circular and sustainable model through a coalition of over 500 signatories (Ellen MacArthur Foundation, 2022).

These global endeavors, driven by the understanding of the multifaceted challenges posed by plastic pollution, underscore the importance of effective environmental communication in comprehending and mitigating this urgent environmental crisis.

## 2.4. Relevance to the Research Problem

These theories and concepts are highly relevant to the study, as they provide a framework for understanding the complexities of environmental communication, specifically in the context of plastic pollution. They help interpret how communication strategies bridge knowledge gaps and influence public attitudes and behaviours.

## 2.5. Gap in Existing Knowledge

Existing research has several limitations:

1. **Limited Comparative Analysis:** The lack of comparative studies in developing economies hampers insights into contextual factors affecting plastic pollution communication.
2. **Understudied Cultural and Economic Influences:** Cultural and economic factors' impact on plastic pollution communication strategies within developing economies remains underexplored.
3. **Assessment of Recent Initiatives:** A current evaluation of rapidly changing plastic pollution communication strategies and recent policies is essential for filling knowledge gaps.

## 2.6. Research Limitations

This study aims to contribute to the understanding of plastic pollution communication but has limitations. It primarily examines initiatives and activities related to plastic pollution and relies on secondary data, without an extensive exploration of public reception. Recognizing this limitation is important, as the study may not provide a complete picture of public perception. Nevertheless, it offers valuable insights into strategies and efforts in plastic pollution communication, contributing to the broader understanding of environmental communication in developing economies.

## 3. METHODOLOGY

This study employs a qualitative research design, specifically using multiple case study approach. Multiple case research goes beyond individual case analysis to explore differences and similarities between cases, aiming to develop a theory about the factors influencing these distinctions (Hunziker & Blankenagel, 2021). The focus of the research is a comprehensive review of various communication campaigns related to single-use plastics in Indonesia and Türkiye, along with an examination of the legal and regulatory frameworks governing single-use plastics in both countries. Linking communication campaigns to legal and regulatory aspects in the research design provides a comprehensive and systematic approach to studying single-use plastic pollution; by helping uncover the interplay between messaging, policy, and real-world impact, ultimately offering valuable insights for more effective and sustainable solutions in Indonesia and Türkiye.

### 3.1. Data Collection

Data for this research will be collected from a range of research papers, media sources, including news articles, websites and social media posts, along with the review of relevant policy analysis on single-use plastics. The central focus of this analysis will be communication campaigns, defined here as "*organized courses of action formulated to achieve specific results, which may be executed through various communication channels such as television, radio, print media, social media, events, face-to-face interactions, websites, apps, print mailings, or email*" (One Planet Network, 2021). This study aims to shed light on the diverse communication efforts in response to this growing awareness and the challenges faced in translating it into concrete actions and policy changes.

### 3.2. Data Analysis

To systematically organize the findings, these campaigns will be categorized in alignment with the stages of environmental communication and behaviours change. This categorization provides a comprehensive view of communication initiatives concerning single-use plastics in Indonesia and Türkiye:

1. **Raising Awareness:** This category emphasizes the initial step of increasing public awareness about environmental issues. It aims to convey the problem's extent and its consequences. Public awareness, knowledge, and engagement are essential, especially in the context of climate change adaptation policies (Khatibi, Dedekorkut-Howes, Howes, & Torabi, 2021).

2. **Promoting Alternatives:** After raising awareness, the emphasis turns toward presenting feasible alternatives that individuals can incorporate into their daily routines. Environmental communication frequently utilizes this approach to endorse eco-friendly options and highlight the significance of individual actions in advancing sustainability. The development of alternative products to single-use plastics can be fundamentally promoted through enhancements in relevant legislation and standards, the implementation of targeted industrial policies, the encouragement of scientific and technological innovation, and the expansion of public participation.
3. **Advocating for Policy Change:** Recognizing the significance of systemic changes, this category highlights efforts to influence policy reform. While individual actions matter, addressing environmental challenges typically requires government intervention. Effective policies and plans are vital but not sufficient on their own (Khatibi, Dedekorkut-Howes, Howes, & Torabi, 2021).
4. **Mobilizing Action:** This category centres on motivating individuals and communities to actively participate in larger initiatives like clean-up drives or advocacy campaigns. Increased awareness of climate change has been linked to more environmentally friendly behaviour and improved environmental quality (Kousar, Afzal, Ahmed, & Boyne, 2022). Many environmental communication efforts aim to inspire concrete actions, underscoring the importance of well-planned campaigns and the assessment of their impact.

This categorization framework not only enables a comprehensive analysis of communication initiatives but also identifies their primary targets: the public, government authorities, and supply chain companies. Additionally, it categorizes the actors driving these initiatives, predominantly non-governmental organizations (NGOs), private companies, and government bodies (One Planet Network, 2021).

As part of our data collection process, we will also review relevant policy framework regarding single-use plastics. This aspect of our research is vital in understanding how policy measures influence the communication strategies and their effectiveness, especially in the context of advocating for policy change.

### 3.3. Findings

#### 3.3.1. Campaign Analysis

While we initially considered strict time limits for campaign analysis, we recognized the dynamic nature of these initiatives. As a result, we expanded our scope to include campaigns that, although initiated before 2018, remained relevant during our analysis from 2018 to 2022. This inclusive approach allows us to comprehensively assess their ongoing evolution. Our study encompasses eight case studies – communication campaigns from a diverse range of stakeholders, including government, non-profits, and for-profit entities. This approach provides a holistic understanding of their roles in combating plastic pollution through communication and advocacy, with each case representing specific characteristics, such as raising awareness, promoting alternatives, advocating for policy change, and mobilizing collective action.

##### 3.3.1.1. Plastic Bag Diet – Indonesia (2010)

*Targeted outcome: Mobilizing Action, Advocating for Policy Change; Actor: Various Stakeholders*

The Plastic Bag Diet campaign, launched in 2010 in Indonesia, aims to reduce single-use plastic waste by imposing a fee for plastic bags and eventually banning single-use plastics. This initiative began with Greenaration Indonesia and Canadian retailer Circle K collaborating on a pilot project that introduced fees for plastic bags, effectively discouraging their use and raising awareness about plastic waste through the #pay4plastic campaign (Kompas.com, 2010). As of 2013, the campaign continues to evolve under the leadership of Tiza Mafira, in collaboration with a diverse range of stakeholders. These include non-governmental organizations (NGOs) such as Change.org, the Ciliwung Institute, Earth Hour, among others, as well as well-known brands like the Body Shop (Rahman & Hisan, 2021). The #Pay4Plastic campaign has garnered 70,000 signatories and played a pivotal role in influencing the plastic bag policy implemented by the Ministry of Environment and Forestry (One Planet Network, 2021).

##### 3.3.1.2. Danone Aqua #BijakBerplastik – Indonesia (2018)

*Targeted outcome: Promoting Alternatives, Raising Awareness; Actor: For-Profits*

In 2018, PT Danone Aqua launched the #BijakBerplastik campaign on World Environment Day. This initiative involved a series of activities aimed at addressing environmental issues on land and in the sea, with

the ultimate goal of collecting more plastic waste from the Indonesian environment than the volume of plastic they used (BijakBerplastik Aqua, 2018). The #BijakBerplastik campaign emphasized three vital aspects: product innovation, consumer education, and garbage collection infrastructure development. (Info Tempo, 2023). In terms of innovation, Danone Aqua emphasized advancements in packaging, notably the introduction of recyclable PET bottles in their Aqua Life product line and the utilization returnable glass bottle in 2020 (BijakBerplastik Aqua, n.d.).

### 3.3.1.3. BOTAK (Bogor Tanpa Kantong Plastik) – Indonesia (2018)

**Targeted outcome: Promoting Alternative, Advocating for Policy Change, Raising Awareness; Actor: Local Government**

In 2018, the Bogor City Government initiated the BOTAK (Bogor Tanpa Kantong Plastik) social campaign with the goal of reducing the use of single-use plastics in shopping centres and modern retail establishments. This campaign primarily aims to encourage people to transition from single-use plastics to environmentally friendly bags (Mihardja, Komsiah, & Harmaningsih, 2021) Since its launch, the BOTAK campaign has achieved notable results. The volume of waste transported to the final waste disposal site (TPAS) Galuga has decreased by approximately 7%, equating to a reduction of 50 tons of waste per day. This decrease is significant, as it has reduced the daily waste output from 650 tons to 600 tons (Khoirunnisa, Sahsan, & Sari, 2020).

### 3.3.1.4. Greenpeace #PantangBerplastik – Indonesia (2018)

**Targeted outcome: Mobilizing Actions, Promoting Alternatives, Raising Awareness; Actor: NGO**

Launched in 2018, the Greenpeace #PantangPlastic campaign in Indonesia aimed to mobilize public action and raise awareness. The campaign focused on collecting petitions from the public to exert pressure on the Indonesian government to implement policies holding producers accountable for the damage caused by plastic waste polluting the oceans (Sunardi, 2021). To achieve its goals, Greenpeace collaborated with the Indonesian Ulema Council (MUI) and the Indonesian Ministry of Forestry and Environment. This collaboration was instrumental in promoting the use of reusable bags to reduce plastic bag usage in Indonesia. Moreover, the campaign targeted influential organizations, Nahdatul Ulama (NU), and Muhammadiyah, with a combined following of 100 million people, to bolster its efforts (Nugraha & Purwaningsih, 2018).

### 3.3.1.5. #SıfırAtıkProjesi (Zero Waste Project) – Türkiye (2017)

**Targeted outcome: Separation of waste at source, prevent waste, use natural resources efficiently; Actor: Ministry of Environment and Urbanization and Prime Ministry**

The Zero Waste project in Türkiye, initiated in September 2017 by the Ministry of Environment and Urbanization in collaboration with the Prime Ministry, aims to enhance resource efficiency, minimize waste generation, facilitate source-separated waste collection, and promote recycling (Karasik, 2022). Initially launched within the ministry, the project has now expanded significantly across individual, institutional, and municipal levels. Its objectives encompass reducing costs, mitigating environmental risks, fostering a "conscious consumer" ethos among employees, and enhancing environmental awareness within the institution. As part of the project's scope, a policy was introduced in 2019 that made single-use plastic bags subject to a fee, akin to Indonesia's Plastic Bag Diet campaign. This measure has resulted in a 75% reduction in plastic bag usage to date, preventing the generation of 354,000 tons of plastic waste (Turkish Ministry of Environment, Urbanisation and Climate Change, 2021).

### 3.3.1.6. OMO #İyilikİçinKirlenmekGüzeldir – Türkiye (2022)

**Targeted outcome: Raising Awareness; Actor: For Profits**

The "İyilik İçin Kirlenmek Güzeldir" campaign by OMO, a Unilever brand, launched in 2021 to encourage children to learn by "getting dirty" (*kirlenmek*) and promote environmental responsibility. OMO

has introduced eco-friendly changes, like using recycled plastic bottles for OMO Liquid Detergent, aiming to reduce 70 tons of new plastic production annually. The campaign emphasizes taking real action over virtual support, with slogans like "Tweets can't clean the seas" and "Hashtags can't plant trees" (Unilever Türkiye, 2021). It's received recognition, including the Curious Felis Award for Environmental Benefit (Felis Odulleri, 2022). Additionally, the campaign creates play parks from collected plastic waste, specifically in underserved areas.

### **3.3.1.7. Oral B #TemizMarmara – Türkiye (2022)**

*Targeted outcome: Raising Awareness; Actor: For Profits*

The "Oral-B Temiz Marmara" campaign, led by Oral-B in partnership with ÇEVKO and Watsons, is a CSR initiative aimed at reducing Marmara Sea pollution (Kılınç, 2022). It involves a team of 20+ divers cleaning plastic waste in the sea near Istanbul's Ortaköy district and recycling it through Beşiktaş Municipality. Consumers can contribute by purchasing Oral-B Pure Active or bamboo toothbrushes at Watsons stores, online, or via the Watsons Mobile App. Ayça Turgay, P&G Türkiye's Corporate Communications President, emphasizes the campaign's goal of raising awareness about ocean plastic waste and aligning with sustainability objectives like global carbon neutrality by 2040 and transitioning to 100% recyclable or recycled products by 2030.

### **3.3.1.8. WWF Türkiye Blue Panda – Türkiye (2022)**

*Targeted outcome: Raising Awareness; Actor: Global NGO*

The Blue Panda campaign, launched in 2019 by WWF, focuses on combatting plastic pollution reached the Mediterranean Sea in 2020. It features the "Blue Panda" sailing vessel and aims to raise awareness about the environmental threats posed by excessive plastic consumption (WWF Türkiye, n.d.). In Türkiye, the campaign collaborates with municipalities and individuals to combat plastic pollution, achieving milestones like "Zero Waste" status for the Princes' Islands and reduced plastic usage in restaurants. Overall, it strives for a cleaner, more sustainable Mediterranean by addressing plastic pollution and promoting responsible environmental practices.

## **3.3.2. Policy Framework**

In our comprehensive analysis of plastic pollution policies in Indonesia and Türkiye, we reviewed a total of 23 policies that have been instrumental in addressing the escalating issue of plastic pollution. These policies span various levels, from national to local, and encompass a wide range of approaches, each designed to contribute to the mitigation of plastic waste and the promotion of sustainable practices. Furthermore, to ensure a consistent and structured comparative analysis, we drew upon the insights provided by the Duke Nicholas Institute for Environmental Policy Solutions policy brief for Indonesia (Wang & Rachel, 2022) and Türkiye (Karasik, 2022).

In Indonesia, the policy framework includes foundational legislation, such as the National Law Act No 18/2008 on Solid Waste Management, which addresses municipal waste management and the prohibition of open dump sites. The country's dedication to environmental protection is further evident in subsequent policies, including Act No 32/2009 on Environmental Protection and Management. Additionally, Indonesia places a strong emphasis on the 3Rs (Reduce, Reuse, and Recycle) through Government Regulation No 81/2012, which guides the management of household and household-like waste. In Indonesia, the imposition of a plastic bag charge is implemented by 22 regional government (Aranditio, 2023), grounded in the legal framework of a pollution levy (Hasan, 2021).

Meanwhile, Türkiye's policy landscape is characterized by ambitious initiatives, notably the Zero Waste Project launched in 2017, which envisions making buildings waste-free by 2030 and expanding recycling capacity (Karasik, 2022). In addition, Türkiye has extended its commitment to the global stage, aligning with the Basel Convention and adopting stricter controls over the transboundary movement of waste with the Plastic Waste Amendments. The country's National Waste Management and Action Plan for 2016–2023 sets the stage for comprehensive waste management, with the aim of disposing of 35% of waste through recycling and 65% through regular storage by 2023. Akin to Indonesia, a plastic bag charge, considered as a levy,

involves a 0.25 Turkish lira fee on plastic bags at the point of sale, with a portion of the fee allocated to recycling.

#### 4. RESULTS AND DISCUSSION

The findings of this research underscore the significance of addressing the knowledge deficit regarding plastic pollution, as proposed by the Knowledge Deficit Model. The campaigns in Indonesia and Türkiye have both strived to bridge the gap in public understanding by raising awareness about the issue and promoting responsible consumer behaviour. However, it's worth noticing that navigating the landscape of plastic pollution campaigns proved to be a significant challenge due to the widespread use of similar taglines across various topics and organizations. Identifying the campaign initiators and tracking their evolution required considerable effort. This highlights the crucial need for clear branding and distinctive messaging in environmental campaigns to prevent confusion and ensure that the intended message effectively reaches the target audience.

The research findings reveal distinct approaches taken by Indonesia and Türkiye in their plastic pollution campaigns. Indonesia has witnessed a plethora of campaigns initiated by diverse stakeholders, including NGOs, for-profit entities, and collaborations between these groups. In contrast, Türkiye's campaigns, primarily led by for-profit companies albeit through collaboration with various NGOs, place a strong emphasis on corporate social responsibility. These differing strategies may be influenced by the unique socio-economic contexts of each country, reflecting the diversity of approaches to combat plastic pollution.

The study has revealed that both Indonesia and Türkiye have implemented plastic bag levies as a means of discouraging single-use plastic bag consumption. In Indonesia, the Plastic Bag Diet campaign, launched in 2010, was one of the early initiatives to introduce a fee for plastic bags. The scope of this campaign influenced policy change, leading to the implementation of plastic bag levy in various regions. On the other hand, in Türkiye, the plastic bag levy, has been introduced as part of (Karasik, 2022) and as part of the Zero Waste project.

The research findings offer valuable insights into the interconnectedness of campaign success and policy success in addressing plastic pollution in Indonesia and Türkiye. Notably, successful campaigns have played a pivotal role in advocating for policy changes in both countries. For instance, Indonesia's Plastic Bag Diet campaign effectively mobilized public action and contributed to the adoption of policy changes. In Türkiye, global and government-led initiatives have influenced for-profit companies like OMO and Oral-B, which aim to raise awareness and promote responsible consumer behaviour. This underlines the symbiotic relationship between impactful campaigns and supportive policies in the fight against plastic pollution.

Furthermore, the research underscores the significance of well-defined campaign objectives and their alignment with targeted behaviours. While campaigns in both Indonesia and Türkiye exhibit diverse objectives, they all share the overarching goal of raising awareness about the plastic pollution issue. This awareness is often accompanied by calls to action, as exemplified by Indonesia's Plastic Diet campaign, which advocates for a plastic bag levy, policy change, and the transition to reusable bags. The clarity of campaign objectives and their alignment with specific behaviours are critical for achieving desired outcomes and encouraging public participation. However, it is worth noting that the research indicates a lack of action mobilization in analysed campaigns in Türkiye, which appears to focus more on awareness than on driving specific behaviour changes or actions.

Moreover, creativity emerges as a crucial element in effective plastic pollution campaigns. Unique approaches, such as the use of a sailing vessel in WWF's Blue Panda campaign in Türkiye, capture public attention and stimulate discussions about the impact of plastic pollution on marine ecosystems. Similarly, campaigns like BOTAK in Indonesia, with its easy-to-remember name, or initiatives such as OMO-UNILEVER building playgrounds using recycled plastic, showcase how creative strategies can enhance engagement and raise awareness about the plastic pollution challenge.

#### 5. CONCLUSION

In an era of rising global concern about plastic pollution, this research delved into environmental communication campaigns in Indonesia and Türkiye. By employing multiple case studies, we've assessed how these campaigns evolve and impact the fight against plastic pollution. Grounded in theoretical frameworks like the Knowledge Deficit Model, Framing Theory, Environmental Risks Communication, and Participatory Communication Theory, our findings emphasize the central role of effective communication in addressing the plastic pollution crisis.

Our research highlights that both countries have aptly addressed the knowledge deficit through their campaigns, bridging the information gap and raising awareness about the dire consequences of plastic pollution. These campaigns also masterfully framed the issue, emphasizing its urgency, influencing public perceptions, and inspiring actions to reduce single-use plastic consumption.

Furthermore, our findings emphasize the campaigns' role in environmental risks communication. These initiatives go beyond mere awareness-raising, effectively conveying the environmental risks associated with plastic pollution, making the consequences tangible and immediate, reshaping public attitudes and behaviours.

The collaborative, participatory approach seen in these campaigns underscores the importance of shared responsibility. By engaging diverse stakeholders, these campaigns resonate with varied audiences and foster meaningful dialogue, promoting collective action.

In summary, this research showcases the integral role of effective communication in the fight against plastic pollution, offering insights tailored to each nation's unique context. It provides a roadmap for not just Indonesia and Türkiye but the global community to navigate the complex landscape of plastic pollution awareness and action, encouraging positive environmental actions worldwide.

**Next step:** This research, focused on understanding the current state of plastic pollution campaigns in Indonesia and Türkiye, has so far provided an overview of the topic. However, we recognize the potential for deeper critical analysis. Leveraging critical lenses such as consumer society and greenwashing could unveil the complex interactions between consumerism, corporate practices, and environmental awareness. Future research should consider these critical perspectives, enriching our understanding and potentially uncovering innovative solutions to combat plastic pollution.

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