

The Role of Social Marketing Campaign in Increasing Public Awareness of Bringing Drinking Bottle

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Abstract---*Bandung is a city famous for creativity in various fields, including culinary. The culinary category with quite high growth is in the beverage industry. The impact of the increased processed beverage industry is the increase in plastic waste. In an effort to reduce plastic waste, it is necessary to have public awareness to work to reduce plastic waste, one of the efforts that can be done by bringing drinking bottles every day. In increasing public awareness, it is necessary to have a social marketing campaign. Calculation of the sample used in the study is to use iteration, the calculation results are carried out 3 times and the results obtained are 116 respondents. The research design uses descriptive and verification and the research method used is multiple regression. The results showed that the social marketing campaign had an influence on the decision to bring bottles to the community, with a simultaneous effect value of 63.8% and the rest was influenced by other variables not examined in this study.*

Keywords---*Social Marketing Campaign, Purchase Decision, Decision to Bring Drinking Bottles, Prevention of Plastic Waste*

I. Introduction

Bandung is a city famous for creativity in various fields, including culinary. The culinary category with quite high growth is in the beverage industry. In the first quarter of 2019, the growth of the beverage processing industry reached 24.2% on an annual basis, making the beverage industry one of the fastest growing sectors. The impact of the increased processed beverage industry is the increase in plastic waste. This happens because the tavern only provides disposable packaging of various sizes. Some taverns have started to reduce the number of disposable packages by giving a discount of 10% price reduction for customers who bring a tumbler, but this is not widely known because of the lack of socialization and awareness levels are still lacking.

In 2018, based on data obtained from the Indonesian Plastic Industry Association (INAPLAS) and the Central Statistics Agency (BPS), plastic waste in Indonesia reached 64 million tons per year, of which 3.2 million tons were plastic waste thrown into the sea. According to the same source, 10 billion pieces of plastic bags are thrown into the environment per year or as many as 85,000 tons of plastic bags while based on Greenpeace Indonesia data, waste production in Indonesia reaches 65 million tons per year. 10.4 million tons or 16 percent is plastic waste. Waste becomes an increasingly pressing problem in almost all regions in Indonesia, because if it is not done properly and effectively it will cause changes in environmental balance that can be detrimental and even unexpected so that it can pollute the environment both to soil,

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water and air. Waste becomes a very complex environmental problem in any aspect because it has an impact on economic, political and socio-cultural problems.

Quoting online news at theaseanpost.com which states that Indonesia is the second largest contributor of plastic waste to the oceans in the world after China, with the condition that most plastics cannot be recycled and cannot be biodegradable, meaning that it usually ends up in a landfill.



Figure 1: Indonesia Plastic Waste Problem

Source : theaseanpost.com

In the same news, the government set a target to reduce plastic waste by 70 percent by 2025. In efforts to reduce plastic waste, it is necessary to have public awareness to work to reduce plastic waste, one of the efforts that can be carried out by bringing drinking bottles every day. In increasing public awareness, it is necessary to have a social marketing campaign. According to Kotler and Armstrong (2018: 229) Social Marketing Campaign can be interpreted as the design, implementation, and control of programs such as changes in the behavior of a person or group of people in a particular direction according to the movements carried out by campaign makers.

Based on the phenomena, the researcher observed and saw in the field, the writer is interested in conducting research on social marketing campaigns and the decision to bring a drinking tumbler. And based on this background, research problems are then formulated as follows:

1. What is the public response to the social marketing campaign that aims to disseminate information about socialization in bringing drinking bottles every day?
2. What is the response of the community in the decision process in bringing drinking bottles every day?
3. How much influence does the social marketing campaign have on increasing one's decision to bring a drinking bottle every day?

II. Theoretical Framework

Social Marketing Campaign

The development of social marketing occurs in parallel with the development of commercial marketing. According to Kotler and Zaltman in Sigit Indra Wijaya (2016: 133) defines social marketing as a way of influencing behavior change that is focused on improving health, tackling accidents, protecting the environment, policies, educational curriculum, non-governmental organizations, and business. whereas according to Kotler and Armstrong (2018: 229) Social Marketing Campaign is the design, implementation, and control of programs such as changes in the behavior of a person or group of people in a certain direction according to the movements carried out by campaign makers.

In creating social marketing programs, marketers should understand clearly what behaviors people want to implement. Required specifications for the audience by selecting groups that are in line with social marketing programs. According to Weinreich, 2015: 8), a good social marketing campaign involves participation and invitations beyond just seeing and listening to messages. Social marketing can be said to be successful if there is a program designed to communicate and convey specific values through the principles and techniques of social marketing, this is called the Social Marketing Campaign (SCM).

According to Kotler (2016: 182), the dimensions of social marketing campaign are (1) create awareness and interest, (2) change attitudes and conditions, (3) motivate people to want to change their behavior (4) empowering people to act (5) prevent backsliding.

Purchase Decision Process

When someone purchases a product or service, there are several stages in determining the purchase, which is called the purchase decision process. According to Kotler and Armstrong (2018: 158), consumer buyer behavior refers to the buying behavior of final consumers, individuals, and households that provide goods and services for personal consumption.

According to Kotler and Keller (2016: 99), there are five buying decision processes as in the following figure:

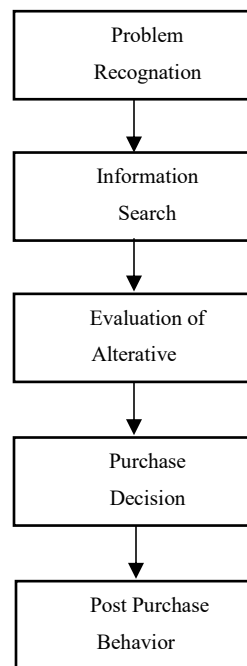


Figure 1: Five-Stage Model of the
Source : Kotler and Keller

Consumer Buying Process
(2016:99)

Research Paradigm and Hypothesis

Based on the description above, it can be seen that the research paradigm is as follows:

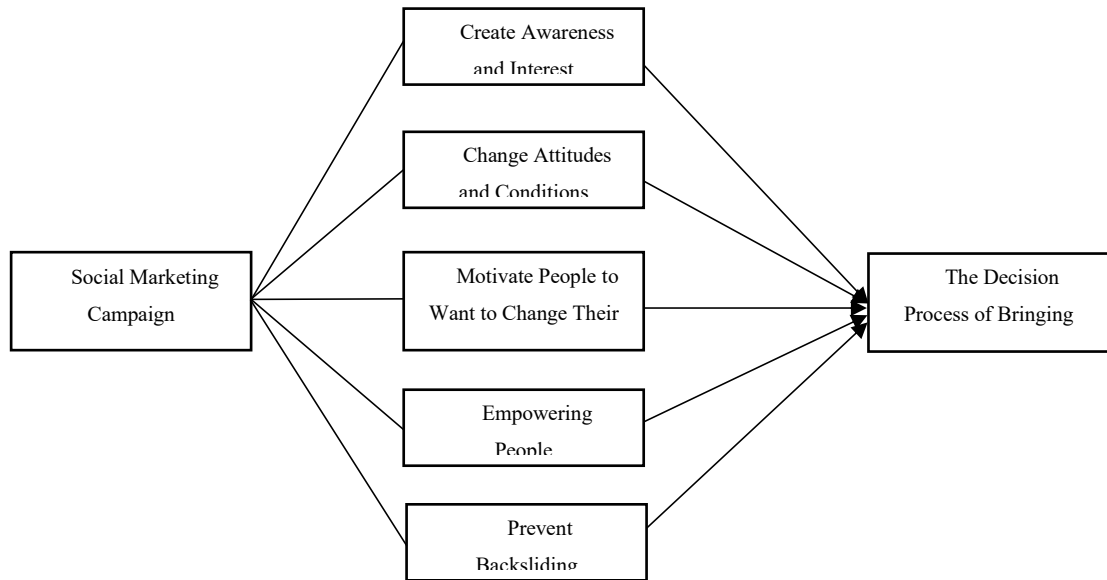


Figure 2:
Research Paradigm

It influences the community's decision process in carrying drinking bottles

H2 Change Attitudes and Conditions influences the community decision process in carrying drinking bottles

H3 Motivate People to Want to Change Their Behavior influences the community's decision process in carrying drinking bottles

H4 Empowering People to Act influences the community decision process in carrying drinking bottles

H5 Prevent Backsliding influences the community decision process in carrying drinking bottles

III. Research Methods, Research Design and Analysis Model

The method used for this research is descriptive and verification analysis, where the results will be processed and conclusions drawn. Descriptive research aims to find out how the public responds to each dimension of the social marketing campaign as well as how someone's decision process to bring a drinking bottle every day. While verification research is used to determine the effect of the social marketing campaign dimension in influencing a person's decision process to bring a drinking bottle. The research model used is multiple linear regression, this is used to test whether the independent variables affect the dependent variable in this study, and test the hypothesis whether the hypothesis is accepted or rejected. The multiple linear regression equation is as follows:

$$Y = a + \beta x_1 + \beta x_2 + \beta x_3 + \beta x_4 + \beta x_5 + \beta x_6$$

Determination of the sample size of this study was calculated using the iteration method. According to Sitepu (1994: 108) in Lisdayanti (2019), the use of the iteration method must be compatible with the analytical tool used in hypothesis

testing, namely multiple regression analysis, which is basically calculated from the correlation coefficient between variables. In this study the iteration calculation is carried out three times, so that the minimum sample that can be used in the study is 115.97 which is then rounded up to 116 respondents. In sampling, it is used in a non-probability way, where each object in a population that has homogeneous properties will get the same opportunity to be used as a research sample. Whereas the sampling technique in this study was purposive sampling, which means someone would be sampled if they met the criteria of having the information needed in the study.

IV. Research and Discussion Results

Based on the results of data processing carried out on the questionnaire that has been collected, it is known that descriptive research results are as follows:



Diagram 1: Recapitulation Social Marketing Campaign

Based on the results of data processing carried out, it shows the recapitulation results of the social marketing campaign, where the highest dimension assessed is creating awareness and interest, where the organization or public figure must make an effort to attract attention and ensure the target audience understands the message conveyed. The message carried is flexible or general. In addition, the organization or public figure must ensure that the message conveyed is understood by the target audience as a measure of the initial success of a campaign.

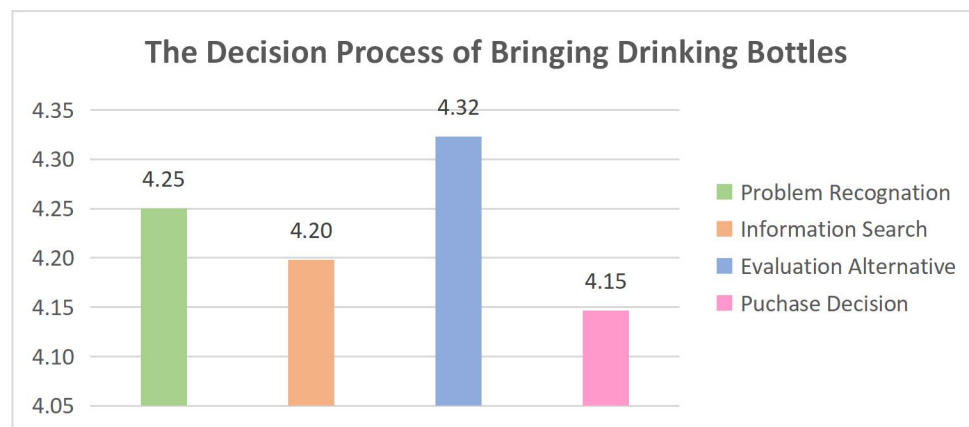


Diagram 2: Recapitulation The Decision Process of Bringing Drinking Bottles

Based on the results of data processing conducted, it shows the recapitulation results of The Decision Process of Bringing Drinking Bottles, where the highest dimension assessed is an alternative evaluation, where people consider the alternatives in bringing their own drinking bottles every day. At this stage, people begin to think about attributes that can influence habits to change their lifestyle. With the variety of drinking bottles on the market, the public has many alternatives in choosing and using the type of drinking bottles that can be used daily, so that in this way the problem of plastic waste can be reduced and the Indonesian government's target in reducing 70% of waste by 2025 can be achieved.

Meanwhile, to find out how the research hypotheses formulated previously were accepted or rejected, and to assess how much influence the social marketing campaign has in influencing the community's decision to use drinking bottles every day, it can be seen as follows:

Table 1: Correlation

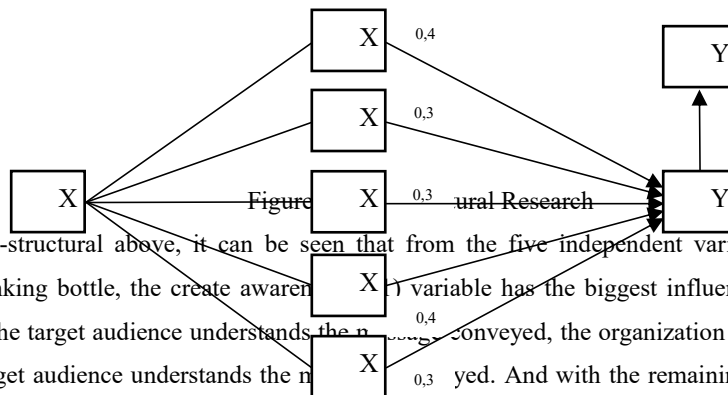
	Y	X ₁	X ₂	X ₃	X ₄	X ₅
Y	1,000	,697	,622	,565	,678	,603
X ₁		1,000	,652	,568	,523	,506
X ₂			1,000	,534	,661	,549
X ₃				1,000	,571	,521
X ₄					1,000	,648
X ₅						1,000

Source : SPSS Output (data processed, 2020)

To calculate how much influence the independent variable has on the dependent variable can be determined through the coefficient of determination (Kd), with the formula:

$$Kd = rs^2 \times 100\%$$

Based on the formula above, it can be seen that the influence between independent variables is as follows:



Based on the sub-structural above, it can be seen that from the five independent variables that influence people's decision to use a drinking bottle, the create awareness variable has the biggest influence. With the effort to attract attention and ensure the target audience understands the message conveyed, the organization and the public figure must be able to ensure the target audience understands the message conveyed. And with the remaining influence not examined by 0.362 can be influenced by other variables such as the role of social media and celebrity endorsement.

Based on data processing, it is known that the regression equation is as follows:

$$Y = 1.155 + 0.296x_1 + 0.35x_2 + 0.062x_3 + 0.232x_4 + 0.140x_5 + \varepsilon$$

That is, if the entire free variable is considered zero, then the decision to use a drinking bottle will have a value of 1.155 times. And the decision to use a drinking bottle can be improved if the independent variable of the social marketing campaign increases.

V. Conslusions and Suggestions

Based on the results of previous studies regarding the decision process using a drinking bottle, it can be concluded the results of the study are as follows:

- The social marketing campaign variable has been considered good by the community, this is indicated by the overall recapitulation value above the number 4. This shows that the effort to explain the problem of plastic waste is considered good enough and the public thinks that carrying a drinking bottle is a behavior that has an impact good for the environment.
- The decision process variable for carrying a drinking bottle as a whole is considered good, and the highest value is in the third stage which is the alternative evaluation stage. This shows that the community has an interest in tackling plastic waste by carrying drinking bottles.
- The results of the analysis of the influence between variables of the social marketing campaign, the biggest influence that can influence the decision to bring a drinking bottle is the variable create awareness and interest so that it must be of increased concern.

Based on the things stated above, the authors provide the following suggestions:

- The lowest value of the social marketing campaign is empowering people to act, this is intended to empower people to be able to change their intentions into concrete actions. This must be improved so that it has a positive value for environmental sustainability.
- The lowest value in the decision process of bringing a drinking bool, there is at the last stage which is the decision "I will bring my drinking bottle". This stage is the final stage that must be considered by organizations and public figures and the government, with the change in the decision, the significant impact in the prevention of plastic waste will be easier.
- From the five dimensions of the social marketing campaign studied, the greatest value is in creating awareness and interest. This should be of particular concern, such as entrepreneurs who sell drinks in plastic packaging. Things can be done such as giving discounts to consumers who bring a tumbler when shopping.

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