


Policy Implementation Obligation to Use Environmentally Friendly Shopping Bags in DKI Jakarta

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Article Info	ABSTRACT
Keywords: Policy Implementation, Plastic Waste, Environmentally Friendly	The volume of waste from the people of Jakarta reaches 7,500 tons every day, 14% or 1,000 tons are single-use plastic waste. It is estimated that every day there are 650-800 thousand pieces of plastic bags entering the Bantargebang TPST. What needs to be worried about the massive use of plastic shopping bags, plastic shopping bags made from plastic (polyolefin or polyvinyl chloride) can be a threat to humans and the earth, in this case plastic shopping bags take 10 to 20 years to decompose, even taking up to hundreds of years to decompose completely. This study uses a qualitative method with a descriptive approach using the policy implementation theory from Grindle (1980) with primary and secondary data sources. Data collection techniques are carried out through interviews, observations and documentation, data analysis techniques used are data reduction, data presentation and drawing conclusions. The results of this study indicate that the implementation of the policy of mandatory use of environmentally friendly shopping bags in DKI Jakarta has been running well in the dimension of the policy context, but in the dimension of the content of the policy, namely the types of benefits that will be generated and resources that are still not optimal. Inhibiting factors for the implementation of the policy of mandatory use of environmentally friendly shopping bags in DKI Jakarta, namely: limited socialization and communication, resistance from business actors, less than optimal supervision, lack of interest from business actors in providing environmentally friendly shopping bags. Efforts made to overcome obstacles to the implementation of the policy of mandatory use of environmentally friendly shopping bags in DKI Jakarta, namely: socialization and public education, support and incentives for traders and business actors, strengthening regulations and supervision, and affordable shopping bag alternatives.
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INTRODUCTION

World Health Organization(WHO) defines waste as unused, unused, unloved or discarded material originating from human activities (Masrurroh et al, 2017). Meanwhile, Law of the Republic of Indonesia Number 18 of 2008 concerning Waste Management defines waste as the remains of daily human activities and/or natural processes in solid form. Waste is a problem because waste production increases every year. This increasing waste production is

influenced by the increasing population growth. Then a new problem emerged, namely the accumulation of waste and the threat of overload at TPSP in Indonesia. Finally, the accumulation of waste became a national problem. In a 2020 press release, the Minister of Environment and Forestry, Siti Nurbaya, stated that the problem of waste in Indonesia is still large with the amount of waste generated around 67.8 million tons per year.

The Ministry of Environment and Forestry shows that in 2023 the composition of waste will be dominated by organic waste followed by plastic and paper waste. Plastic waste is a challenge in itself because it is difficult to decompose in the wild and national waste management cannot be said to be good. Plastic bags are thrown into the environment as many as 10 billion sheets or as much as 85,000 tons (INAPLAS and BPS, in Krisyanti, 2020). The large amount of plastic waste has not been accompanied by an adequate waste management system. This data is supported by the Indonesia National Plastic Action Partnership (NPAP) (2020) which states that around 4.8 million tons of plastic waste in Indonesia is still mismanaged. As much as 48% of plastic waste is burned openly, 13% is dumped into official landfills but not managed and 9% leaks into waterways and the sea.

There is a fluctuation in waste generation every year in Jakarta, there was a drastic decrease in 2021, this was due to reduced community activities due to the Covid-19 pandemic, but in 2022 to 2024 it increased again. This is due to the high urban activities that affect the waste produced. Reported from Jawapos.com (2019), the Head of the DKI Jakarta Environmental Service, Andro Warih, stated that the volume of waste from the people of Jakarta reaches 7,500 tons every day, 14% or 1,000 tons is single-use plastic waste. It is estimated that every day there are 650-800 thousand plastic bags that enter the Bantargebang TPST. The data on plastic waste generation in DKI Jakarta

Table 1.2 Plastic Waste Generation (Bags) in DKI Jakarta



Source: DKI Jakarta Environmental Service, 2024

Seen in 2022, the generation of plastic waste (bags) was 19.18%, jumping in 2023 by 22.95%. This shows that plastic is still the dream of mothers to make it a prima donna in

wrapping in shopping bags. Quoted from Tempo.co, a study conducted by Travis P. Wagner (2017) estimated that the world's population throws away 5 trillion plastic bags every year. In fact, on average, we only use plastic bags for 12 minutes before throwing them away. In Indonesia, plastic bags are still everyday consumer goods.

The use of plastic shopping bags in Jakarta City is increasingly used by the community, plastic shopping bags have become something that cannot be separated from people's daily lives because of the nature of plastic shopping bags which are cheap, practical and very helpful in carrying goods, plastic shopping bags are wrapping bags made of plastic (polyolefin or polyvinyl chloride), which are intended to make it easier for people to carry goods such as food, drinks, clothing, household appliances, and so on. The massive use of plastic shopping bags has caused the dominance of plastic waste in the Jakarta City environment.

The thing to worry about the massive use of plastic shopping bags, plastic shopping bags made from plastic (polyolefin or polyvinyl chloride) can be a threat to humans and the Earth, in this case plastic shopping bags take 10 to 20 years to decompose, even taking hundreds to decompose perfectly. The decomposition of plastic into plastic particles can pollute the soil and groundwater. The toxins in plastic waste buried in the ground will seep into the soil and pollute the water in the soil, as well as the surrounding environment.

Plastic will be very harmful to the environment. If burned, plastic will produce toxic smoke that is harmful to health because it will decompose in the air as a dioxin compound that is very dangerous if inhaled by humans. In addition, smoke from burning plastic will produce greenhouse gases in the atmosphere which will further worsen the global warming that is currently taking place. If plastic is thrown away or left in rivers, it will cause river shallowing, damage the habitat of living things in the river, block the flow of water, which can ultimately potentially cause flooding.

In relation to the formulation of the problem mentioned above, the objectives of this study are: To analyze the implementation of the policy of mandatory use of environmentally friendly shopping bags in DKI Jakarta. To explain the inhibiting factors in the implementation of the policy of mandatory use of environmentally friendly shopping bags in DKI Jakarta. To find out efforts to overcome obstacles to the implementation of the policy of mandatory use of environmentally friendly shopping bags in DKI Jakarta.

METHOD

This research uses a qualitative approach, namely research that produces significant research according to data and information in the field. According to Sugiyono (2012: 32) that in qualitative research, data collection is not guided by theory, but guided by facts found in the field. While theory only serves to help researchers to create various research questions, not to guide how to collect data and data analysis.

According to Sugiyono (2013:376) when viewed from the data source, data collection can use, namely:

1. Primary data sources are sources that directly provide data to data collectors. Primary data in this study were obtained from interviews with informants.

2. Secondary sources are sources that do not directly provide data to data collectors, for example through other people or through documents. Secondary sources in this study were obtained from a review of reading materials and other literature related to the focus of the study in the form of books, regulations, reports, and documents related to the Implementation of the Single-Use Plastic Bag Ban Policy in South Jakarta (Study of the Regulation of the Governor of DKI Jakarta Province Number 142 of 2019 concerning the Obligation to Use Environmentally Friendly Shopping Bags in Shopping Centers, Supermarkets and Traditional Markets)

The determination of informants will use purposive sampling techniques according to the main research, while for business actors and the community in South Jakarta using accidental sampling. The technique is carried out by obtaining information from the initial informant who is very likely to develop the phenomena that occur in the research subject.

According to Creswell (2009:206) data collection is a series of interrelated activities that aim to collect information to answer the research questions that arise.

1. Observations were made on various facts and phenomena regarding the obligation to use environmentally friendly shopping bags in South Jakarta, DKI Jakarta Province.
2. The implementation of the interview and the order of questions will be adjusted to the circumstances of the research informants. Researchers will conduct in-depth interviews with informants directly, by telephone or email, or FGD interviews. Interviews are conducted by compiling several questions that have been guided by the theory in the form of open-ended and unstructured questions designed to elicit the views and opinions of informants. In this study, interviews are the main data collection technique.
3. In the context of this research, the dominant documents to be collected are formal documents such as licensing implementation reports. Primary data and secondary data obtained by researchers are then combined and triangulated with each other to provide meaning to the existing secondary data and maintain the objectivity of the research.

Data obtained from the research location needs to be processed and analyzed. Analysis and processing of the data requires clear and structured preparation and steps. Creswel (2013) argues that several steps must be taken before the analysis stage is carried out. First, processing and preparing data for analysis. This step consists of interview transcripts, scanning materials, typing field data, or sorting and organizing the data into different types depending on the source of information. Second, reading all the data. Wolcott (2009:13) argues that this step includes data sorting. At this stage, the data needs to be sorted or given an identity based on imaginable categories, in accordance with the theoretical basis used. Imaginable categories are sub-themes or focuses that are analyzed in the research. Third, analyzing in more detail by coding data. Data coding is the process of processing material or information into written segments before interpreting it. According to Miles & Huberman (1992:16) analysis consists of three streams of activities that occur simultaneously, namely: data reduction, data presentation, drawing conclusions/verification.

RESEARCH RESULTS AND DISCUSSION

Implementation of the Policy on Mandatory Use of Environmentally Friendly Shopping Bags in DKI Jakarta

Governor Regulation Number 142 of 2019 concerning the Obligation to Use Environmentally Friendly Shopping Bags has been stipulated and signed by the Governor of DKI Jakarta Anies Baswedan on December 27, 2019 in Jakarta. This regulation contains eight chapters and 30 articles. This regulation will come into effect on July 1, 2020. The government has given a six-month transition period before the regulation is actually enforced. This transition period is used to provide socialization to business actors and the public about the prohibition and to give them time to adapt to this new regulation. This ban is enforced to reduce the amount of single-use plastic waste that pollutes the environment in Jakarta, around 14% of which is single-use plastic.

Single-Use Plastic Shopping Bags are shopping bags that have handles and are used to transport or carry goods. These bags are made from or contain plastic-based materials, such as thermoplastic polymers, latex, polyethylene, thermoplastic synthetic polymers, or other similar materials. These bags are designed for single-use use and are usually not reusable.

In order to reduce the amount of waste originating from plastic used by the public and to increase public awareness to create a clean and healthy environment, the Governor of DKI Jakarta as the DKI Jakarta Provincial Government ratified Governor Regulation No. 142 of 2019 concerning the Obligation to Use Environmentally Friendly Shopping Bags in Shopping Centers, Supermarkets and Traditional Markets.

The legal basis for this regulation is Regional Regulation No. 3 of 2013 concerning Waste Management where 3R (Reduce, Reuse, and Recycle) is carried out. The obligation to bring shopping bags is one of the efforts to manage waste which is included in reduce where to reduce everything that causes waste. In addition, the basis for this Governor Regulation is also through Regional Regulation No. 2 of 2018 concerning Marketing.

1. Implementation of the Obligation to Use Environmentally Friendly Shopping Bags

Based on CHAPTER III Article 5, the implementation of the obligation to use environmentally friendly shopping bags in Regional Regulation No. 142 of 2019 is as follows:

- a. Business Actors Managers are required to use Environmentally Friendly Shopping Bags.
- b. Business managers are prohibited from using single-use plastic shopping bags.

Where the management is obliged to use environmentally friendly shopping bags in shopping centers, supermarkets, and traditional markets. Socialization is carried out to all business actors who carry out business activities in the environment of business actors and supervision is carried out on violations and reprimands are given to business actors who do not apply the Environmentally Friendly Shopping Bag regulations.

2. Community Rights

Community rights in Regional Regulation No. 142 of 2019 are regulated in Article 15 which reads as follows:

- a. The public has the right to easily obtain shopping containers in the form of Eco-Friendly Shopping Bags from the management.
 - b. The public has the right to bring their own environmentally friendly shopping bags and refuse to be given single-use plastic shopping bags by business actors.
 - c. The public has the right to obtain information from Business Actors regarding the types and materials of Eco-Friendly Shopping Bags available and the price that must be paid if they wish to obtain Eco-Friendly Shopping Bags.
3. Guidance and Supervision
- Regarding guidance and supervision in this policy, it is regulated in Chapter IV Article 16 and Article 17 of Regional Regulation No. 142 of 2019, namely as follows:
- a. Coaching
 1. The Regional Government provides guidance to Managers, Business Actors and Consumers so that they can fulfill their obligations as regulated in this Governor Regulation.
 2. Coaching is carried out continuously to create a community movement that is accustomed to bringing their own environmentally friendly shopping bags when shopping.
 3. Coaching is carried out through coordination, socialization and campaigns, counseling and technical guidance, supervision and consultation, giving awards to managers or business actors, and other coaching activities in order to reduce plastic waste.
 4. Guidance is coordinated by the Environmental Service and carried out by Regional Apparatus.
 - b. Supervision
 1. Supervision of the implementation of the provision of Environmentally Friendly Shopping Bags is carried out by the Regional Government.
 2. Supervision is carried out to ensure that Business Actors carry out the provision of Environmentally Friendly Shopping Bags properly.
 3. In carrying out supervision, the Cooperatives, SMEs and Trade Service and Satpol PP, coordinated by the Environmental Service, carry out field supervision and periodic monitoring of Business Actors.
 4. In carrying out supervision, the Environmental Service can involve consumer and community elements.

The results of this study were taken based on data in the field and from the results of interviews referring to the policy implementation indicators according to Grindle (1980). These indicators are used as benchmarks to measure the implementation of the environmentally friendly shopping bag policy in the Administrative City of South Jakarta.

ContentsPolicyMandatory Use of Eco-Friendly Shopping Bags in DKI Jakarta

Decisions made during policy formulation can also determine who will be charged with implementing various programs, and these decisions can affect how policies are pursued. This is due to the characteristics of the governance system itself, such as the remoteness and inaccessibility of the policy-making process to most individuals and the extensive competition

generated by broad needs and very scarce resources. These will be discussed in the following discussion of policy content:

1. Interests affected by the Policy

Based on the interests affected as explained above, there are differences in policy interests from each informant that are adjusted to the main tasks of each policy that occurs, which will make the policy less effective in regulating interests, especially the firmness of the government that is expected by the community. This is because the content of the policy that is stated in general will give rise to various interpretations that cause different interests to collide with each other.

Problematics The content of the policy that will affect interests will not be fulfilled when the substance of the policy made is unable to mandate concrete and clear substance so that there will be no more different interpretations in the process of implementing the policy. This is expected to be a picture for improving the Policy on the obligation to use environmentally friendly shopping bags in DKI Jakarta. As for efforts that can be made in order to improve and improve the implementation of the policy on the obligation to use environmentally friendly shopping bags in DKI Jakarta, various efforts can be made by the government, business actors, and the community. Conducting campaigns through social media, television, radio, and banners in shopping centers and traditional markets about the importance of reducing plastic, holding educational programs for the community to get used to bringing their own shopping bags and understand the environmental benefits of this policy, encouraging schools and communities to teach environmentally friendly habits from an early age, and providing sanctions or reprimands to business actors who still provide single-use plastic bags for free or violate the rules.

2. Types of Benefits That Will Be Generated

The public as an interest group, namely the public is seen as a manifestation of group interactions that give rise to the interests of society, besides that the public as rational voters, namely society consists of individuals who try to fulfill their own needs and interests, besides that, the public as representatives of the interests of society, namely the interests of the public are represented through votes, the most important thing is related to the public as citizens in the entire process of organizing government is seen as something that is most important.

Based on the types of benefits of the obligation to use environmentally friendly shopping bags in DKI Jakarta for traders as explained above, for the Environmental Agency, the environmentally friendly shopping bag policy has not only helped overcome the problem of plastic waste but also strengthened the role of the DKI Jakarta Environmental Agency in creating sustainable environmental policies. Sub-districts benefit in various aspects, ranging from a cleaner environment, efficient waste management, increased public awareness, to supporting the success of local government policies. Therefore, sub-districts need to be active in socialization, supervision, and support for the community and business actors so that this policy can run effectively and provide long-term positive impacts. This policy presents challenges for traders, especially in terms of costs and customer habits. However, there are also long-term benefits, such as new business opportunities, reduced plastic bag costs, and improved business image. Support from the government and public awareness are needed

so that this policy can run well without harming small traders. With good cooperation between traders, the government, and the community, this policy can create a cleaner environment and benefit all parties.

3. Degree of Desired Change

This approach is expected to increase compliance with the policy, help reduce the use of single-use plastic bags, and support the creation of a cleaner and more sustainable market environment. The degree of change felt by traders in the implementation of the Mandatory Use of Eco-Friendly Shopping Bags policy at the sub-district level in DKI Jakarta, as expressed by informants from the Cipete Selatan market manager stated that:

Changes that have been achieved:

1. Many traders have switched from using single-use plastic bags to KBRL, in response to socialization and outreach from the government.
2. Education about the negative impacts of plastic waste has increased traders' awareness to implement environmentally friendly practices in their daily operations.
3. Merchants are starting to provide and even sell eco-friendly shopping bags, such as cloth or woven bags, which not only support environmental policies but also add value to products.
4. encourage merchants to find creative and innovative solutions to meet customer needs, such as trade-in programs or discounts for consumers who bring their own bags.
5. Traders who implement KBRL get a better business image, especially in the eyes of consumers who are increasingly concerned about environmental issues.
6. Supportive consumers tend to be more loyal and appreciative of merchants who actively participate in sustainable initiatives.

Based on the degree of change to be achieved in the implementation of the policy of mandatory use of environmentally friendly shopping bags in DKI Jakarta as explained above, namely: The degree of change achieved by the DKI Jakarta DLH shows real progress in reducing the use of plastic bags and increasing environmental awareness. Although challenges still exist, especially in embracing all business actors and the community, continuous efforts through education, innovation, and supervision have provided a strong foundation for moving towards a more environmentally friendly and sustainable Jakarta. The degree of change achieved by sub-districts in DKI Jakarta shows significant improvements in waste management, environmental awareness, and synergy between local governments and the community. These changes support the creation of a cleaner, more sustainable, and more responsive Jakarta to today's environmental challenges. The degree of change achieved by traders shows a significant shift from old practices to more sustainable business patterns. Although there are challenges such as cost adjustments and changes in consumer habits, innovative steps and government support have helped optimize the implementation of the KBRL policy in DKI Jakarta, thereby supporting the creation of a cleaner and healthier environment.

4. Position of Policy Maker

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which will make the policy less effective in regulating interests, especially the firmness of the government that is expected by the community. This is because the content of the policy that is stated in general will give rise to various interpretations that cause different interests to collide with each other.

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5. Program Implementer

The policy of mandatory use of environmentally friendly shopping bags in DKI Jakarta will be the operationalization of various waste management policies in DKI Jakarta which have a major goal of encouraging DKI Jakarta to become a sustainable city. The policy of mandatory use of environmentally friendly shopping bags in DKI Jakarta has not yet fully answered the problems of community development, as conveyed by the research informant, the Kebayoran Baru Sub-district Head, who explained that on May 11, 2023:

Competent policy implementers in the use of shopping bags are parties involved in the implementation and supervision of policies related to the use of environmentally friendly shopping bags. This party needs to have adequate knowledge and skills related to regulations, environmental impacts and effective strategies to achieve the objectives of the policy. The competencies required are:

1. Legal and regulatory knowledge
2. Understanding environmental impact
3. Communication skills
4. Supervisory skills

The parties involved are:

1. Department of Environment
2. Environmental Sub-dept.
3. Mayor of South Jakarta Administrative City
4. The Sub-district Heads
5. Business Actors
6. General public

By having adequate competence, policy implementers can contribute significantly to reducing the use of single-use plastic bags and creating a more sustainable environment.

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6. Resources allocated

The policy of mandatory use of environmentally friendly shopping bags in DKI Jakarta is interpreted as an effort by the DKI Jakarta government to reduce the amount of plastic waste in DKI. This interpretation aims to provide protection and legal certainty to the community. Then in this case, The policy of requiring the use of environmentally friendly shopping bags in DKI Jakarta has not yet fully addressed the problems of community development,

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sanctions or reprimands to business actors who still provide single-use plastic bags for free or violate the rules.

Context of the Policy on the Mandatory Use of Environmentally Friendly Shopping Bags in DKI Jakarta

The context of policy implementation is an important factor in determining the impact of a policy. The context of policy implementation plays an important role in the actual and potential impacts on social, political, and economic arrangements. The same is true in relation to waste management.

The challenges that occur in government facts as expressed by Dwiyanto, that: "The tendency for procedures and regulations to lag behind the dynamics of social, political, economic and other bureaucratic environments has a very bad effect on the capacity of government bureaucracy to respond to the needs and aspirations of citizens, especially when bureaucratic officials idolize regulations and procedures."

1. Power, Interests and Strategies of the Actors Involved

The Environmental Agency (DLH) has the power and interest in formulating and implementing policies related to the environment. This power includes the establishment of regulations, law enforcement, and monitoring, while its interest is to protect and improve the quality of the environment, and ensure sustainable development.

Powers of the Environmental Service:

1. Formulating Policy

The Environmental Service has an important role in compiling and proposing policies related to the environment, such as regional regulations (perda), general environmental plans (RULH), and environmental action plans.

2. Law Enforcement

The Environmental Service has the authority to enforce the law against violations of environmental regulations, including providing administrative or criminal sanctions.

3. Monitoring

The Environmental Service carries out environmental quality monitoring, including monitoring air, water and soil pollution as well as monitoring the environmental impact of development projects.

4. Environmental Impact Control

The Environmental Service has the responsibility to control environmental impacts that may arise from development activities, such as AMDAL (Environmental Impact Analysis) evaluations.

5. Counseling and Education

The Environmental Service plays a role in encouraging and educating the public about the importance of protecting the environment.

Based on the interests affected as explained above, there are differences in policy interests from each informant that are adjusted to the main tasks of each policy that occurs will make the policy quite effective in regulating interests, especially the firmness of the government that is expected by the community, this is because the content of the policy that

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2. Characteristics of Institutions and Rulers

The content of the policy is able to influence interests and is fulfilled when the substance of the policy made is able to mandate concrete and clear substances so that there will be no more different interpretations in the process of implementing the policy. This is expected to be a picture for improving the Policy on the obligation to use environmentally friendly shopping bags in DKI Jakarta. As for efforts that can be made in order to improve and improve the implementation of the policy on the obligation to use environmentally friendly shopping bags in DKI Jakarta, various efforts can be made by the government, business actors, and the community. Conducting campaigns through social media, television, radio, and banners in shopping centers and traditional markets about the importance of reducing plastic, holding educational programs for the community to get used to bringing their own shopping bags and understand the environmental benefits of this policy, encouraging schools and communities to teach environmentally friendly habits from an early age, and providing sanctions or reprimands to business actors who still provide single-use plastic bags for free or violate the rules.

3. Compliance and Responsiveness of Implementers to Policy

Based on the compliance affected as explained above, that there are differences in responses from each informant which are adjusted to make the policy quite effective in regulating interests, especially the firmness of the government that is expected by the community, this is because the content of the policy that is sounded in general will give rise to various interpretations that make interests that have one goal.

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Inhibiting Factors in the Implementation of the Mandatory Use of Environmentally Friendly Shopping Bags Policy in DKI Jakarta

Factors that hinder the implementation of the policy of mandatory use of environmentally friendly shopping bags in DKI Jakarta are explained by the statement of the Head of the Waste Reduction Section of the South Jakarta Environmental Service Sub-agency, stating that:

As a follow-up to the Regional Regulation of DKI Jakarta Province Number 3 of 2019 concerning the Management of Household Waste and Waste Similar to Household Waste, the South Jakarta Environmental Sub-agency is responsible for conducting socialization, monitoring, and evaluating business actors' compliance in reducing single-use plastics. In practice, a number of obstacles in the field hamper the effectiveness of this policy, so it is necessary to sharpen strategies and cross-sector collaboration such as:

1. Consumer behavior, consumers are still accustomed to getting free plastic bags, so volunteers and field officers often find buyers not bringing their own bags even though they have been informed (repeatedly) in the morning and evening at malls and traditional markets.
2. Cost burden, many supermarkets and traditional market traders are reluctant to provide environmentally friendly bags for free because the price per sheet is still high at around IDR 1,500-2,000, reducing consumer purchasing power and MSME margins.
3. Limited institutional and regulatory capacity, limited human resources in the Environmental Service and related agencies result in uneven policy socialization and less than optimal field supervision. Lack of coordination between regional agencies (eg: Satpol PP, Trade Service, Health Service) makes it difficult to enforce sanctions for violators, so that the deterrent effect has not been clearly felt.
4. The availability and quality of alternative, environmentally friendly bags that are waterproof and strong enough to carry wet goods (fish, vegetables) are still limited, so traders and buyers in traditional markets tend to return to single-use plastic for practical reasons. The supply of alternative bags in some traditional markets is not evenly distributed, especially in the outskirts of Jakarta, which makes policy implementation inconsistent across shopping points.
5. Ineffective communication and socialization strategies, Policy socialization materials are often one-way (pamphlets, banners), without being accompanied by training programs or workshops for traders and local communities. Language and delivery methods have not been adjusted to the character of the audience (eg: simple language for traditional market traders), so that policy messages are not well absorbed.

The policy of mandatory use of environmentally friendly shopping bags in DKI Jakarta will be the operationalization of various waste management policies in DKI Jakarta which have a major goal of encouraging DKI Jakarta to become a sustainable city. Factors that hinder the Implementation of the Policy of Mandatory Use of Environmentally Friendly Shopping Bags in DKI Jakarta, as conveyed by the research informant, the Kebayoran Baru Sub-district Head, who explained that on May 11, 2023:

Kebayoran Baru District, which consists of ten sub-districts, has various trading points ranging from modern shopping centers (malls), supermarkets. As the spearhead of government services at the sub-district level, the Kebayoran Baru Sub-district Head plays a role in facilitating policy socialization, monitoring implementation in the field, and coordinating with related agencies and business actors.

1. The characteristics of traditional markets, street vendors and kiosks in the Kebayoran Baru area still rely on single-use plastic bags for transaction speed. The informal transaction system makes it difficult for village officials to reprimand one by one consistently.
2. Consumer perception and habits, Kebayoran Baru residents who are accustomed to getting “free” plastic bags are reluctant to bring their own bags, especially for small daily shopping. Low collective awareness—still considered a personal matter, not a shared responsibility.
3. Availability and distribution, supply of environmentally friendly shopping bags (canvas, spunbond) in local grocery and wholesale stores is limited, making it difficult for traders to obtain them regularly.
4. The cost burden for MSMEs and wholesalers, the price of alternative bags (~Rp 1,500–2,000 per sheet) adds to the capital burden of small traders in Tebet, whose profit margins are already thin.
5. The socialization strategy is not yet specific, general campaigns through village information boards have not been accompanied by direct training or demonstrations of the use of alternative bags in local markets and supermarkets.

Factors that hinder the implementation of the policy of mandatory use of environmentally friendly shopping bags in DKI Jakarta, this is in line with the statement of traders at Pasar Jaya Tebet Barat stating that:

As one of the business actors at Pasar Jaya Tebet Barat, I would like to convey some real obstacles that we face in implementing the policy of mandatory use of environmentally friendly shopping bags:

1. Price and business capital, “eco-friendly bags” (spunbond or thick paper) are sold for Rp 1,500–2,000 per sheet. For traders with fast capital turnover and thin margins like me who sell vegetables, fruits, or wet side dishes, providing these alternative bags for free will immediately erode daily profits. Finally, we are forced to impose additional costs on buyers, who often refuse.
2. Buyer attitudes and old habits, the majority of buyers in traditional markets come without preparing their own bags and expect free plastic bags, because that has always been the practice. When I offer paid eco-friendly bags, more often than not they choose to continue using regular plastic bags from other traders who have not implemented the policy.
3. Limited stock and supply chain, the supply of spunbond bags in large wholesalers is often empty or late delivery. We cannot guarantee daily availability even though in the market, daily stock is very important. If the alternative bags run out, we return to providing regular plastic so that transactions are not hampered.

4. Quality for wet products, for watery vegetables, fish, or meat, spunbond bags quickly become damp and sometimes tear. Buyers are worried about the bag breaking when bringing home wet goods. We are forced to use thin plastic as an additional layer to be safe—in fact, increasing plastic use.
5. Lack of touching socialization, we rarely attend "workshops" or formal socialization. Policy information is delivered through pamphlets in the village hall or banners in the corner of the market, but there is no direct demonstration or simulation of how to use environmentally friendly bags. It would be more effective if there was short training in the market or direct assistance by village officials.
6. There is no real incentive, if I as a trader comply with the policy for example not providing single-use plastic there is no reduction in market fees or special awards. Without incentives, we feel we are only 'disadvantaged' without getting any real benefits.

Factors that hinder the implementation of the policy of using environmentally friendly shopping bags in DKI Jakarta The essence of communication as the main pillar in interaction in the community is becoming increasingly prominent. Communication between the DKI Jakarta Environmental Agency, market managers, and traders is a key element that shapes the level of trader compliance with the policy. The dynamics of this communication cover various aspects, from counseling and coordination to handling challenges and obstacles faced in implementing the policy. Meanwhile, in the realm of consumer behavior, the social and educational campaign communication strategy used by the Environmental Agency also plays an important role in shaping consumer understanding and awareness of the importance of using environmentally friendly shopping bags.

Inhibiting factors that emerged in the implementation of the policy of mandatory use of environmentally friendly shopping bags in DKI Jakarta:

1. Limitations of socialization and communication

Lack of clear and consistent information on the procedures and benefits of using environmentally friendly shopping bags, so that traders and market managers do not fully understand this policy. The less than optimal outreach process can cause miscommunication between related agencies, such as between the Environmental Service and market managers and traders. It can be a major obstacle in implementing the policy of using environmentally friendly shopping bags. Here are some aspects of these limitations:

- a. The use of limited outreach methods (for example, only through posters or static announcements) means that information is not conveyed dynamically and comprehensively to all business actors and consumers.
- b. Lack of use of digital technology and social media reduces the reach of information, especially among the younger generation and business actors who rely more on digital platforms.
- c. Limitations in the coordination mechanism between the Environmental Service and business actors result in information and policy directives not being conveyed consistently.

- d. The absence of discussion forums or regular meetings to share updates and feedback results in unclear policy implementation in the field.
 - e. The communication channels used are not yet optimal to reach all levels of society and business actors, especially in traditional market areas which have different local communication characteristics.
 - f. The information provided is often general and less tailored to the needs and characteristics of each segment (for example, the differences between shopping centers and traditional markets).
 - g. The information provided often does not include technical details or implementation procedures, leaving business owners confused about the practical steps to take.
 - h. Inconsistency in messages delivered in different places and by different agencies creates confusion and reduces compliance levels.
2. Resistance from business actors
- Resistance from business actors often appears as one of the main challenges in implementing the policy of using environmentally friendly shopping bags in DKI Jakarta. Here are some aspects of resistance that are often faced:
- a. Eco-friendly shopping bags generally have higher production costs than conventional plastic bags. This makes business people worried about increasing operational costs and impacting their profit margins.
 - b. These cost increases have the potential to be passed on to consumers, which could reduce business competitiveness, especially in price-sensitive market segments.
 - c. Businesses must change long-standing operational practices, such as the habit of providing single-use plastic bags. These changes take time and adjustment, which are not always easy to do quickly.
 - d. The limited distribution and availability of environmentally friendly shopping bags can hamper the smooth running of business operations, especially in traditional markets or locations with suboptimal distribution infrastructure.
 - e. Concerns that consumers will be reluctant to use eco-friendly bags due to price or convenience may discourage businesses from fully implementing the policy.
 - f. Consumers who have become accustomed to the convenience and low cost of single-use plastic bags may find it difficult to immediately adapt to more environmentally friendly options.
 - g. Without any support in the form of subsidies or financial incentives, business actors feel they have to bear the entire burden of additional costs without any significant compensation from the government.
 - h. Businesses facing competitive pressures may feel that their primary focus is on maintaining operational stability and profitability, so that policy innovations that are perceived as risky are not a priority.
3. Consumer behavior that is still unwilling to change habits
- Implementation of the policy of mandatory use of environmentally friendly shopping bags, consumer behavior is often a significant inhibiting factor. Some aspects that indicate consumer behavior that is still not optimal include:

- a. Consumers have long been accustomed to using single-use plastic bags that are readily available and free.
 - b. Changing habits takes time and a high level of awareness to adopt more environmentally friendly alternatives.
 - c. Many consumers consider bringing their own bags impractical because they always have to remember them before shopping.
 - d. The convenience of having plastic bags automatically available at the cashier often makes consumers reluctant to switch.
 - e. Information about the benefits of using eco-friendly bags for the environment and health has not been communicated effectively to consumers.
 - f. Suboptimal socialization has made some consumers still doubt the effectiveness and urgency of this policy.
4. Lack of consistent law enforcement and regulation
- Inconsistent law enforcement and regulation is one of the main obstacles in implementing policies on the use of environmentally friendly shopping bags. Some aspects underlying this problem include:
- a. The provisions in regulations are often not specific enough, thus leaving room for different interpretations between one region and another.
 - b. The lack of clear technical and operational guidelines makes it difficult for supervisory authorities to apply sanctions uniformly.
 - c. In some business places, supervision can be carried out strictly, while in traditional markets supervision tends to be loose.
 - d. These differences in the intensity of supervision result in inconsistent application of sanctions and give rise to perceptions of injustice.
 - e. The limited number of officers and resources available results in incomplete supervision, especially in areas with high transaction volumes.
 - f. The lack of adequate technology or monitoring systems also contributes to the inability to control policy implementation in real time.

Efforts Made to Overcome Barriers to Policy Implementation Mandatory Use of Eco-Friendly Shopping Bags in DKI Jakarta

The policy of mandatory use of environmentally friendly shopping bags in DKI Jakarta is interpreted as an effort by the DKI Jakarta regional government to reduce the amount of plastic waste in DKI Jakarta. This interpretation aims to provide protection and legal certainty to the community.

Efforts to overcome the inhibiting factors in implementing the policy of mandatory use of environmentally friendly shopping bags in DKI Jakarta are in line with the statement of the Head of the Waste Reduction Section of the South Jakarta Environmental Service Sub-agency, who said that:

Efforts to overcome factors inhibiting the implementation of the policy of mandatory use of environmentally friendly shopping bags:

1. Approach through contextual socialization, conducting routine training in traditional markets, supermarkets, and shopping centers every month. LH Sub-dept officers

demonstrate how to use spunbond bags and recycled paper bags, including tips for maintaining them so they last for repeated use. Holding a “Dialogue of Environmentally Loving Traders” at the sub-district level, involving representatives of traders, mall management, and community leaders to share obstacles and practical solutions in the field.

2. Economic subsidies and incentives, proposing an assistance scheme in the form of vouchers for the procurement of environmentally friendly bags for 500 MSMEs every quarter, in collaboration with the Cooperatives and MSMEs Service.
3. Strengthening integrated supervision, building a mobile-based “SiPantau Plastik” reporting application, so that field officers from various OPDs can record violations in real-time and connect to a centralized sanctions system.

The policy of mandatory use of environmentally friendly shopping bags in DKI Jakarta will be the operationalization of various waste management policies in DKI Jakarta which have a major goal of encouraging DKI Jakarta to become a sustainable city. Efforts made to overcome the inhibiting factors in the implementation of the policy of mandatory use of environmentally friendly shopping bags in DKI Jakarta, as conveyed by the research informant, the Tebet Sub-district Head, who explained that on May 11, 2023:

Follow-up plan from Tebet District to overcome the inhibiting factors in implementing the policy of mandatory use of environmentally friendly shopping bags in shopping centers, supermarkets and traditional markets in DKI Jakarta:

1. Focusing on people's markets, holding a monthly "Traders' Dialogue with Sub-District Heads" in both main markets, to hear first-hand the challenges and demonstrate the use of environmentally friendly bags.
2. Increasing access and incentives, coordinating with the South Jakarta City Cooperatives & SMEs Office to distribute spunbond bag starter packages to 200 traders in Tebet every quarter. Providing awards (certificates of “Environmentally Loving Traders”) for orderly traders as non-financial incentives.
3. Empowering the village task force, prioritizing monitoring of this policy in the monthly work targets of PPSU/PLH, with a special day allocation for “Plastic Free Market” patrols in two markets. Training village officers to use a simple application (WhatsApp chatbot) to report violations in real time to the Sub-district.
4. Community-based education strategy, involving RW/RT for the “RW Bebas Plastik” program with door-to-door campaign and creative competition to make recycled bags. Involving elementary schools/madrasahs around Tebet in poster competition and small theater with the theme of plastic reduction.
5. Acceleration of enforcement of sanctions, establishing a “Gradual Warning System” at the sub-district level: verbal warnings→written warning from the sub-district→OPD fine recommendations, with a completion time limit of one week for each stage.

The success of the policy of mandatory use of environmentally friendly shopping bags depends on the synergy between the sub-district government, urban villages, business actors, and the community. Through the concrete steps above, it is hoped that the level of

compliance in Tebet District will increase significantly in the next 6 months, along with the growth of collective awareness and easy access to alternative bags.

Efforts to overcome the inhibiting factors in implementing the policy of mandatory use of environmentally friendly shopping bags in DKI Jakarta, this is in line with the statement of traders at Pasar Jaya Tebet Barat stating that:

As business actors in Pasar Jaya Tebet Barat, we welcome the various efforts that have been and will be made by the DKI Jakarta Provincial Government and partners, but still have several notes to improve the implementation of the policy of mandatory use of environmentally friendly shopping bags in DKI Jakarta:

1. Eco-Friendly Bag Purchase Voucher, we appreciate the voucher worth Rp 500,000 per quarter. With that fund, we can try various types of bags (spunbond, recycled paper) without reducing our own capital. Note: The voucher claim process should be made easier (the nearest dealer in Pasar Minggu), because the queue at the Cooperative Office is quite long.
2. "Swap Bag" program and discounts for consumers, consumer incentives in the form of small discounts (for example IDR 1,000 per purchase) when bringing your own bag are effective in encouraging new habits. Some of our buyers have started to routinely bring cloth bags. Note: The amount of the discount should be adjusted to the average purchase in traditional markets (IDR 50,000–100,000), for example increasing to 2–3% to make it feel significant.
3. Field socialization and training in the market, the presence of village officers to demonstrate the use and care of environmentally friendly bags is very helpful. When there is a "market tour workshop," we can immediately try and ask questions. Note: The schedule should be informed two weeks in advance via the trader WhatsApp group, so that more people can attend.
4. Testing the quality of the bag, a trial project for a waterproof bag and strong enough to withstand wet loads gives confidence to switch. We have received samples of layered spunbond bags that do not leak when carrying fish. Note: A maximum price standard is needed, for example below IDR 1,500 per sheet so that small traders can still afford to buy.
5. Collaboration with private players, the presence of alternative bag sales "corners" at the entrances of malls and supermarkets has not been felt in traditional markets. We hope that similar cooperation can be carried out in market areas, for example small stands that sell cheap and quality bags.

In facing challenges and obstacles during the implementation of the policy of using environmentally friendly shopping bags, the DKI Jakarta Environmental Agency needs to integrate various strategies that support each other so that the policy objectives can be achieved and the level of compliance of business actors increases. Some integrative efforts that can be implemented include:

1. Socialization and community education, this can be done with the following steps:
 - a. Conducting campaigns and educating the public about the negative impacts of plastic bags and the benefits of using environmentally friendly bags.

- b. Providing educational materials in shopping centers, supermarkets, and traditional markets in the form of posters, banners, or digital media.
 - c. Involving environmental communities, schools, and community organizations in the plastic waste reduction movement.
2. Support and incentives for traders and business actors
 - a. Providing subsidies or assistance to traditional market traders so that they can provide environmentally friendly shopping bags at affordable prices.
 - b. Encourage local producers to create cheaper and more accessible shopping bag alternatives for small traders.
 - c. Provide awards or incentives for shopping centers and stores that successfully implement this policy well.
3. Strengthening regulation and supervision
 - a. Conduct regular inspections and evaluations of shopping centers, supermarkets, and traditional markets to ensure policies are implemented properly.
 - b. Providing warnings and sanctions to business actors who still use single-use plastic bags.
 - c. Push for additional regulations, such as a ban on the production or distribution of certain plastic bags at the manufacturer level.
4. Providing affordable alternative shopping bags
 - a. Promote the use of shopping bags made of cloth, woven, recycled paper, or other biodegradable materials.
 - b. Inviting micro, small and medium enterprises (MSMEs) to participate in the production of environmentally friendly shopping bags.
 - c. Encourage shopping centers and convenience stores to provide shopping bag lending or exchange programs.

CONCLUSION

Based on the results of the research and discussion that have been described previously, it can be concluded that: The implementation of the policy of mandatory use of environmentally friendly shopping bags in DKI Jakarta has been running well in the dimension of the policy context, but in the dimension of the policy content such as the types of benefits that will be generated and resources, it is still not optimal. Policy Content: Socialization related to Pergub 142 of 2019 has been implemented in accordance with the main duties and functions of the Mayor of the South Jakarta Administrative City, the Environmental Service, Sub-districts and Urban Villages, in addition to business actors to provide environmentally friendly shopping bags. The benefits of this policy have not been able to reduce the volume of plastic waste which is still soaring. The degree of change is quite significant, especially in consumer habits and operational systems of business actors. Consumer habits and operational systems of business actors have begun to change through awareness campaigns, synergy between local governments and the community. Decision making is at the level of the DKI Jakarta Regional Government (Environmental Service) based on the results of enforcing regulations where policies are related to regulatory compliance and government supervision. The results of the

supervision report from the South Jakarta City Environmental Service Sub-Department. Competent policy implementers according to their fields are very helpful, such as the Environmental Service, the South Jakarta City Environmental Service Sub-Department, the Mayor of the South Jakarta City Administration, the Sub-District Heads, business actors and the general public. The resources produced are less than optimal because of the number of implementers in the Environmental Service, the South Jakarta Environmental Service Sub-Department and in the Sub-District. Implementation context: Power, interests and strategies of the actors involved, namely the Environmental Service, in formulating and implementing. The implementing institutions in DKI are quite strong, coordination between institutions and consistency of supervision and law enforcement are increasingly being improved. The level of compliance is quite significant. Business actors have complied, although the responses are also mixed. There are supportive responses, while others object because they are considered troublesome or add costs even though they still support the policy. Inhibiting factors for the implementation of the policy of mandatory use of environmentally friendly shopping bags in DKI Jakarta, namely: Limited socialization and communication, Resistance from business actors, Suboptimal supervision, lack of interest from business actors in providing environmentally friendly shopping bags, Efforts made to overcome obstacles to the implementation of the policy of mandatory use of environmentally friendly shopping bags in DKI Jakarta, namely: Socialization and public education, Support and incentives for traders and business actors, Strengthening supervision, affordable alternatives to environmentally friendly shopping bags

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