

Transnational Advocacy Network Analysis: Greenpeace's Efforts in Addressing Plastic Waste in Indonesia (2019-2024)

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Abstract

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Plastic waste remains a global challenge. Indonesia is one of the countries with the most plastic waste in the world, ranking third. Two factors contribute to Indonesia's increased plastic usage: an expanding economy and a rapid population increase. If not properly and effectively managed, this waste leads to increased environmental pollution. The goal of this research is to examine the implementation of Greenpeace's transnational advocacy network in its efforts to reduce plastic use in Indonesia. This study employs the concept of international advocacy networks. This research adopts descriptive qualitative research methodologies, using data gathered through a literature review. The findings of this study provide details about Greenpeace's efforts to address the problem of plastic waste in Indonesia through its transnational advocacy network efforts, which include conducting brand audits, implementing anti-plastic campaigns, submitting recommendations, urging large corporations to take action, and promoting global plastic agreements. Greenpeace's motive to push for plastic waste in Indonesia is consistent with its mission: to safeguard the world and its contents from the negative impacts of the environment. Despite Greenpeace being fairly influential in tackling this issue, there are still various obstacles in efforts to reduce plastic waste. Hence, strategic and tactical steps are needed from all relevant stakeholders, including the public, to overcome the waste problem in Indonesia.

I. INTRODUCTION

Human population growth, as well as increased economic growth and activity in Indonesia, have resulted in increasing environmental challenges around the world. The environment is a vital part of human life. Waste management is one of the most pressing environmental challenges that we must address. Many multinational corporations continue to rely on throwaway plastic as a material due to its low cost and high quality. Supermarkets and micro, small, and medium enterprises continue to use plastic as packaging. According to Greenpeace, the primary cause of today's plastic waste pollution is the prevalence of pragmatic policies and mindsets, an instant-lifestyle culture, an irresponsible "throwaway" mentality, and the actions of producers who prioritise profit over responsibility (Greenpeace Indonesia, 2017). This research looks into how the Transnational Advocacy Network can help tackle plastic waste issue in Indonesia as an environmental problem within the field of international relations, specifically in the area of low politics (Zahran, R. Z. & Alfajri, 2023).

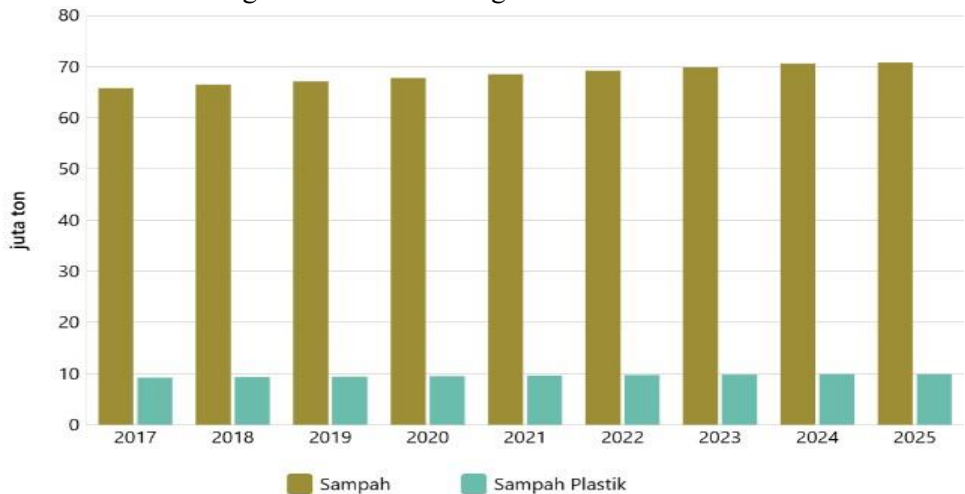
Plastic is an inorganic material that can be moulded into various shapes as needed. Plastics found their way into various aspects of life over time, including tableware, optical lenses, food packaging, furniture, fibreglass, and more. Their malleable, durable, and multifunctional characteristics make plastics essential in modern life. Plastics also play a major role in the health sector, ranging from life-saving medical equipment to packaging that maintains the quality and safety of food and household appliances that are practical and durable (Purwaningrum, 2016).

Plastic waste is a global problem that affects practically every country, owing to the fact that plastic is non-biodegradable. From 1950 to 2015, global plastic waste production increased significantly. It was estimated that 2 million tonnes of plastic were produced annually worldwide in 1950. This statistic increased substantially to 381 million tonnes per year in 2016 and continues to rise at a rate of approximately 5.8 million tonnes per year on average. According to the Global Economic Forum's 2020 study, the globe generates over 300 million tonnes of plastic waste annually. Of this quantity, an estimated 8 million tonnes end up contaminating the oceans, endangering marine habitats and life (Alamsyah, 2023).

According to data from the Ministry of Environment and Forestry as shown in Figure 1 below, plastic waste in Indonesia reached 9.2 million tonnes per year in 2017.

Then it increased to 9.4 million tonnes in 2018, 9.5 million tonnes in 2020, followed by 9.6 million tonnes in 2021, and continued to increase until 9.7 million tonnes in 2022. It increased again, reaching 9.8 million tonnes in 2023 and 9.9 million tonnes in 2024. We expect the generation of plastic waste to increase until 2025, reaching 9.9 million tonnes. Every year, the amount of plastic waste produced increases by one tonne.

Figure 1. Plastic waste growth chart in Indonesia



Source : (Arif, 2024)

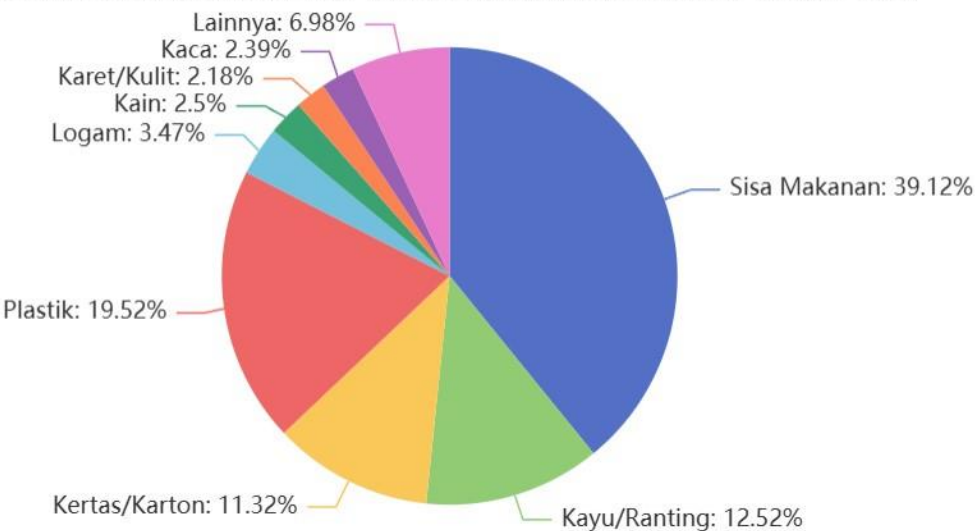
Indonesia is currently ranked as the third largest contributor of plastic waste in the world. Above it, Nigeria is in second place as the largest producer of plastic waste, while India is in first place with plastic pollution levels reaching around 10.2 million tonnes per year. Other countries that are also listed as major contributors to global plastic pollution include Pakistan, Bangladesh, Russia, and Brazil. The high amount of plastic waste from these countries has become a global concern because of its serious impact on the environment, especially on marine and terrestrial ecosystems (Arif, 2024).

Plastic waste is a significant hazard to the environment in Indonesia, particularly because much of it is not adequately managed and is dumped directly into rivers. The material pollutes water and harms the ecosystem, killing nearby plants (Ecoton, 2024). Plastic waste is Indonesia's second most common sort of waste, trailing only food waste

as indicated in Figure 2 below. This report is a fact-check, and vital concerns cannot be ignored.

Figure 2: Waste Composition Based on Type

KOMPOSISI SAMPAH BERDASARKAN JENIS SAMPAH



Source: (SIPSN, 2025)

Various parties in Indonesia have tried to deal with the plastic waste problem, from the government and corporations to non-governmental organisations (NGO) like Greenpeace. This multi-actor and multilevel approach is nothing new, considering that efforts to address environmental issues in Indonesia are shared responsibility of the government at every level of government, which also involves non-government actors (Alfajri et al., 2025). Established over 50 years ago, Greenpeace is an international environmental organisation with a global network. Around 2.8 million individual donors, charitable foundations, and private parties support the organisation (Greenpeace Indonesia, 2019).

Greenpeace plays an important role in global environmental issues. They promote non-violent direct action to expose environmental problems and promote solutions for a greener and more peaceful future. With the increasingly critical environment due to plastic pollution, Greenpeace as an international non-governmental organization that

focuses on the environment since 1972 now has around 2.8 million supporters from all over the world based in Amsterdam, while in Indonesia Greenpeace is located in Jakarta (Greenpeace Indonesia, 2025).

II. THEORETICAL FRAMEWORK

In this research, the author uses the concept of a transnational advocacy network. Transnational advocacy networks are international relations actors that are united by togetherness, exchanging information on issues to be raised and shared discourse. Transnational advocacy networks can act as advocates, conflict resolution mediators, capacity-building mobilisers, and evaluators and monitors (Riyanti et al., 2022). Transnational advocacy networks are also known as networks in which diverse groups from two or more countries have common aims. Transnational advocacy networks serve as pressure groups targeting policies inside a country or international agency. Transnational advocacy networks promote the struggle for human rights, women's rights, and the environment. Transnational advocacy networks act as pressure organisations, opposing problems or policies that clash with their goals .

Transnational advocacy networks play an important role in global and regional policy formation by connecting various actors, including civil society, state governments, and international organisations. These networks not only focus on policy change but also seek to change institutional structures and basic principles in international interactions. Through the use of information and the strengthening of connections between actors, transnational advocacy networks provide a space for marginalised groups to speak out and promote social change. More than just tools to achieve policy goals, these networks are transformative forces capable of changing the way we understand and respond to global issues (Sikkink, 1999).

Greenpeace vows war on single-use plastics, which have disastrous environmental consequences. Greenpeace also calls on the government to urgently fix the waste management system. Greenpeace asks that the government protect the environment and encourages producers and businesses to accept responsibility for post-consumer plastic waste. This campaign is in line with the multilevel, multi-actor approach to Indonesia's environmental affairs and governance (Alfajri et al., 2025). Greenpeace Indonesia engages in various campaigns to prevent plastic waste in Indonesia as part of its activism. Sikkink (1999) argues that advocacy networks have a substantial impact on information transmission, resource mobilisation, and public opinion. Greenpeace engages in plastic waste advocacy using a range of means, beginning with structure and function, roles and

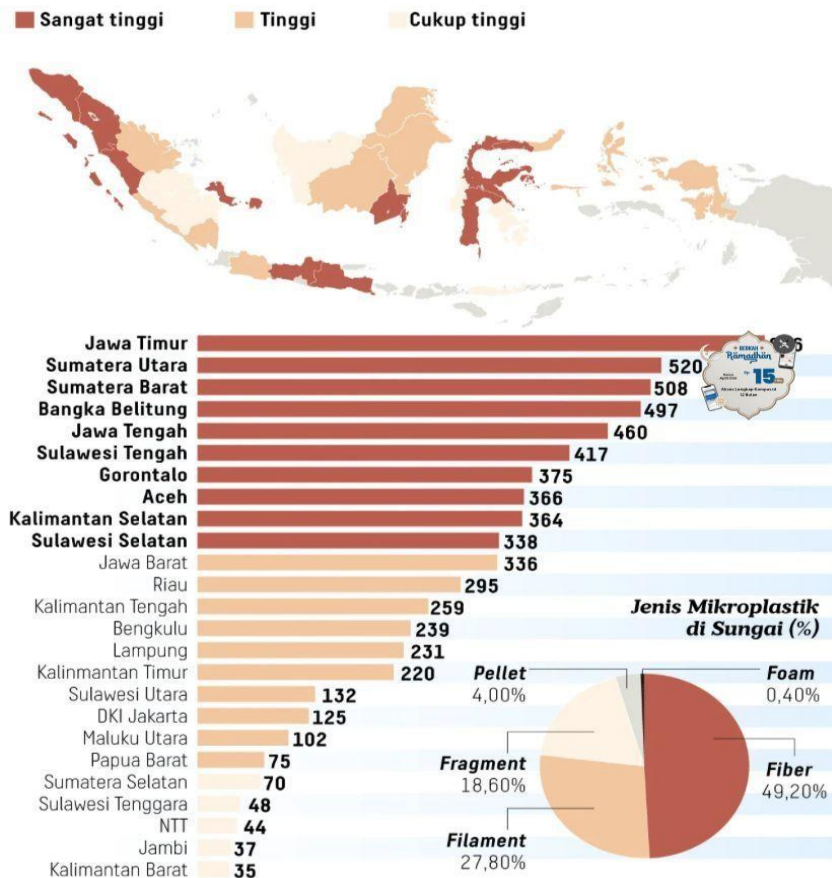
information, policy impact, and values and norms that could enhance public awareness of plastic waste in Indonesia. In order to tackle the plastic waste issues in Indonesia, Greenpeace established a transnational advocacy network and championed the subsequent five programmes, as detailed below

III. RESULT AND DISCUSSION

Transnational advocacy networks are a strategy that is the main part used by the Greenpeace NGO in voicing its campaign. NGOs in conveying their vision and messages are influenced by the existence of their networks. Transnational advocacy networks are activism networks that were initially formed based on shared ideas and values, are transnational in nature because in the running of this network it involves various actors, ranging from Non-Governmental Organizations (NGOs), Social Movements at the local level, Financing Institutions, media, Intergovernmental Organizations, and other actors. Transnational advocacy networks have a main goal, namely to change the attitude of an international organization or country. In achieving its goals, transnational advocacy networks carry out an issue framing in an interesting way, paying attention to the outside community so that they can put more pressure on the parties targeted by advocacy. In this study, the transnational advocacy network involving the Greenpeace organization as the main actor who collaborates with other actors in Indonesia in dealing with the issue of plastic waste in Indonesia.

The research explores Greenpeace's transnational advocacy network for Indonesia, aiming to reduce plastic waste in the country, a pressing issue due to severe pollution in many provinces by single-use plastics, as shown in Figure 3 below. This initiative is in line with UN Environment Program Guidelines and national regulations.

Figure 3. Plastic waste across provinces of Indonesia



Source: (Arif, 2024)

The volume of plastic waste shows an increasing trend from year to year, making plastic pollution an environmental issue that is still not effectively resolved. Rapid economic growth, urbanisation, and population expansion are the main factors that exacerbate this problem. The high level of plastic consumption in various sectors accumulation of plastic waste. Without proper management, plastic waste can have a serious impact on environmental sustainability. Based on data from the United Nations Environment Program (UNEP), around 80% of plastic waste in the ocean comes from activities on land. This waste not only pollutes the marine ecosystem but also threatens the survival of marine flora and fauna that depend on the balance of the ecosystem (Sunardi, 2021).

3.1. Greenpeace Conducts Brand Audit of Plastic Waste in Indonesia

In 2019, Greenpeace Indonesia conducted large-scale brand audits in eight cities, namely Tangerang, Pekanbaru, Padang, Bandung, Semarang, Yogyakarta, Makassar, and Bali. The audit aimed to identify the main producers that contribute to the production of plastic waste in Indonesia. The findings showed that the three corporations with the highest contribution of plastic packaging waste were Indofood, Orang Tua, and Mayora. The COVID-19 pandemic halted the audit, but the Thousand Islands region resumed the activity in 2024. The latest audit listed Indofood, Gudang Garam, and Mayora as the most dominant brands contributing to plastic pollution in the area. Greenpeace and a number of other environmental organisations conducted brand evaluations in 50 locations throughout many Asian nations from 2023–2024, including Indonesia, the Philippines, India, and Vietnam. This activity drew participation from 25 environmental NGOs, including Greenpeace, the major originator. The audit collected 33,467 sachets of various brands. The obtained data identified several prominent corporations as significant contributors to plastic pollution. Unilever, Wings, Mayora Indah, Wadia Group, Balaji Wafers Private Limited, Procter & Gamble, Nestlé, Yes 2 Healthy Life, JG Summit Holdings, and Salim Group are among the corporations represented. Three Indonesian corporations—Mayora Indah, Wings, and Salim Group—are among the producers with the largest contribution to plastic waste. Furthermore, two Indian enterprises, one from the Philippines, one from Singapore, and three others are from countries other than Asia (Greenpeace Indonesia, 2024a).

A Greenpeace report, created in partnership with numerous civil society organisations, states that 9,698 sachets of plastic waste were gathered during brand audit activities in 34 sites. The audit found five major makers of plastic, including Wings, Salim Group, Mayora Indah, Unilever, and Kapal Api Group. Only Unilever and Danone have taken the initiative to reduce waste. However, according to the Minister of Environment Regulation No. 75/2019, most producers have not demonstrated adequate commitment to decreasing the use of single-use plastic packaging. As a result, Greenpeace urges these corporations to immediately take meaningful steps to reduce the manufacturing of single-use plastics and begin implementing a reuse system as a longterm solution to the plastic waste challenge (Azzahra et al., 2023).

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plastic waste were collected. The audit identified five main producers that contribute the most to plastic, namely Wings, Salim Group, Mayora Indah, Unilever, and Kapal Api Group. Of these corporations, only Unilever and Danone were noted to have started waste reduction initiatives. However, referring to the Minister of Environment Regulation No. 75/2019, most producers are considered to have not shown sufficient commitment in reducing the use of single-use plastic packaging. Therefore, Greenpeace encourages these corporations to immediately take concrete actions in reducing the production of single-use plastics and start implementing a reuse system as a long-term solution to the plastic waste crisis (Greenpeace Indonesia, 2024a). Greenpeace and WALHI (the Indonesian Environment Forum-an environmental NGO) demand that the government play an active role by requiring every producer or business entity that produces plastic waste to recall the waste they have produced and distributed. According to Greenpeace and WALHI, the government has full authority to enforce the policy so that producers cannot escape their responsibility in managing plastic waste sustainably (DISLHK Bandung, 2018).

3.2. Anti-Plastic Campaign

Greenpeace and several environmental organisations are taking action for #PlasticFreeJuly. This action has been going on for five years. The movement aims to create a plastic-free future through systematic efforts, such as limiting plastic production, banning single-use plastics, expanding producer responsibility, and transitioning to a circular economy.

Many people have adopted lifestyles that reduce the use of single-use plastics, segregate waste, and participate in plastic waste cleanup activities in rivers and coastal areas. Despite these efforts, the problem of plastic pollution is still not fully resolved. Plastic waste that continues to accumulate eventually ends up in landfills, which are now experiencing overcapacity. The Greenpeace campaign voiced the following demands:

- a) Greenpeace advocates for reuse solutions with community groups. Changes in consumption behavior require support from the government and producers to create a sustainable ecosystem. If this ecosystem functions optimally and is widely implemented by all levels of society, Indonesia has the potential to become a model for other countries in implementing sustainable plastic waste reduction practices. In addition, the United Nations Council plays a role in the *Global Plastic Treaty* to end plastic pollution globally.

- b) Greenpeace urges the government to immediately improve the waste management system as a whole. This includes implementing waste reduction policies in line with its management strategy, increasing budget allocations and waste management infrastructure, and supporting the development of reuse ecosystems. In addition, Greenpeace highlights the important role of informal workers, such as waste pickers, in the transition to a circular economy. Their involvement is key in maintaining the sustainability of resources, materials and products, thereby reducing the impact of environmental pollution due to plastic waste.
- c) Greenpeace encourages producers and businesses to take responsibility for post-consumption waste. This responsibility includes reducing the use of single-use plastics, implementing environmentally friendly packaging, and implementing the obligation to expand the responsibility of producers in managing the waste they produce (Greenpeace Indonesia, 2023).

The first anti-plastic campaign kicked off in 2019 as part of the *#PlasticFreeJuly* commemoration, working with environmental initiators and communities to raise awareness of the dangers of single-use plastics and drive change towards more sustainable solutions. We launched the *#YukMintaOption* campaign in 2021 to encourage e-commerce platforms to provide eco-friendly delivery options by eliminating the use of single-use plastics. In 2022, the Plastic March became an important post-pandemic momentum, involving hundreds of people from all walks of life and dozens of collaborators.

The anti-plastic campaign is a Greenpeace initiative that collaborates with various environmental organisations, including Divers Clean Action, EcoNusa, the Indonesian Plastic Bag Diet Movement, Greenpeace Indonesia, Indorelawan, Pandu Laut Nusantara, Pulau Plastik, WALHI, and various other environmental communities. The Plastic Free March, which began in July 2023, focuses on the discussion of the *Global Plastic Treaty*. As part of its activities, the march also organised thematic discussions on plastic pollution, a screening of the film *Pulau Plastik*, and a campaign poster-making workshop in the *Car Free Day* (CFD) area as shown in Figure 4 and 5 below.

Figure 4. Greenpeace Anti-Plastic Campaign Picture



Source: (Greenpeace Indonesia, 2023)

The lack of effective handling of various types of waste and the lack of producer responsibility for the product and packaging waste they produce are the main obstacles to reducing and managing plastic waste.

In 2023, the anti-plastic campaign raised several key calls that were voiced through the Plastic Free March, including:

- a) The anti-plastic campaign calls for the government to take firm steps in banning the use of single-use plastics.
- b) Encourage the government to improve the waste management system by improving infrastructure and developing more effective and sustainable recycling programs.
- c) Encourage manufacturers to take responsibility for post-consumption waste management by implementing more sustainable systems and switching to environmentally friendly packaging.

Figure 5. Anti-Plastic Campaign Picture



Source: (Koalisi Pawai Bebas Plastik, 2022)

The anti-plastic campaign aims to reduce the use of single-use plastics and encourage a more effective waste management system, especially in dealing with plastic waste. This campaign is part of Greenpeace's efforts in fighting for the environmental agenda, with a main focus on the problem of plastic pollution (Greenpeace Indonesia, 2023).

3.3. Greenpeace recommends micro-plastics mitigation

From January 2023 to December 2024, Greenpeace collaborated with students from the University of Indonesia on a study related to the impact of microplastics. The results revealed that exposure to microplastics in the human body has the potential to cause cognitive impairment. Based on these findings, Greenpeace Indonesia submitted a number of recommendations to producers and the government as mitigation and adaptation measures as shown in Figure 6 below. Mitigation measures include efforts to reduce the production and use of single-use plastics, while adaptation measures emphasize the importance of stricter regulations and transparency in plastic waste management to reduce health risks for the community.

Figure 6: Greenpeace Representative presenting recommendations



Source: (Tempo, 2025)

The purpose of the mitigation approach is to refer to the waste management hierarchy to reduce the source of microplastics, and the adaptation approach is carried out to deal with plastic waste that has polluted the environment. The recommendation not only towards the government, but also towards several relevant stakeholders as discussed below.

a) Recommendations for government

In an effort to address the plastic crisis, Greenpeace Indonesia urges the government to immediately implement a plastic reduction policy and ban single-use plastics. Although some types of plastics, such as straws and styrofoam, have been targeted to be banned by 2030, Greenpeace considers that this time is too long considering that plastic production and pollution continue to increase. Therefore, Greenpeace encourages accelerating the implementation of this policy and expanding its scope to include all types of single-use plastics. In addition, Greenpeace pressures the government to design a transition policy towards a repackaging system as a sustainable solution and improve the sorting-based waste management system to reduce plastic pollution. As a concrete step, Greenpeace emphasises the implementation of the "*polluters pay*" principle, where producers should be held responsible for the plastic waste they produce.

b) Recommendations for manufacturers

In mitigation efforts, Greenpeace urges manufacturers to significantly reduce the use of single-use plastics, including *Polyethylene Terephthalate* (PET), by setting clear targets. In addition, Greenpeace encourages a shift towards reusable and refillable packaging systems as a more sustainable solution. Regarding adaptation, Greenpeace demands that producers be transparent about the composition of the ingredients used in their packaging. This transparency is important so that consumers can assess and choose products that are more environmentally friendly. In addition, Greenpeace also encourages manufacturers to invest in microplastic filtering technology to reduce the increasing environmental pollution.

c) Recommendations for the public

Greenpeace urges the public to immediately reduce the use of single-use plastics in everyday life by switching to reusable packaging. In addition, Greenpeace encourages the habit of sorting waste from home as a first step in reducing the potential for environmental pollution and supporting a more efficient and sustainable waste management system (Tempo, 2025).

3.4. Greenpeace urges corporations to mitigate plastic waste

According to Greenpeace, based on the Earth Without Plastic philosophy, the problem of plastic waste in Indonesia may be looked over in terms of management, impediments, and consumer expectations. In actuality, plastic waste management at the downstream level continues to encounter several issues, which, according to the public, are primarily the result of corporate contributions. Many people believe that firms have not demonstrated enough commitment to reducing and managing the plastic waste they generate. As a result, the public believes that firms' activities are still insufficient and continues to demand a bigger role and responsibility from corporations in dealing with plastic waste issues in a sustainable manner (Greenpeace USA, 2025). Some businesses are already working to reduce waste through readily available alternatives. However, only a small proportion of the public are aware of these initiatives. Although these alternatives are available in some cities, they do not cover the entire country of Indonesia. Here are some of the alternatives that producers have implemented:

- a) Bulk or wholesale store system: Manufacturers work with retailers to sell products in bulk volumes, allowing customers to bring their own containers to pack purchased items. Furthermore, consumers can rent refillable containers

with a guarantee system, giving them the flexibility they need to limit their consumption of single-use packaging. This concept has been applied in a number of stores in South Tangerang and Bandung as a move towards a more sustainable shopping system.

- b) Automated machines: This system enables manufacturers to sell their items via automated machines located in various locations. One example is a refill machine for several everyday essentials in Jakarta, which gives an environmentally beneficial alternative to disposable packaging.

Despite the firms' efforts to discover solutions and technologies to address the plastic waste issue, the public and Greenpeace believed that they could do more. As a result, several Greenpeace activists took action to encourage Unilever to decrease plastic waste by returning it to producers as indicated in Figure 7 below. Greenpeace activists carried out this action by adhering plastic waste to the letter "U" in front of Graha Unilever. The action attempts to emphasise producers' responsibilities in addressing environmental issues caused by the production and excessive usage of plastic.

Figure 7: Greenpeace Protest to Unilever



Source: (Greenpeace Indonesia, 2024b)

Greenpeace activists staged a protest action against Unilever by handing over the U logo, made of disposable plastic owned by Unilever, outside Unilever's general shareholder meeting in Tangerang, Banten. Greenpeace activists held Unilever

accountable for plastic pollution and asked the corporation to take back single-use plastics and process the plastic waste they have produced. The plastic waste that activists obtained was the result of beach cleanups, waste collection sites and public area dumps. Greenpeace's believed that Unilever, as a large corporation, has a significant influence on the environment. The Greenpeace organization also asked the Unilever company to participate in the United Nations (UN) global plastic agreement on plastic which will limit and reduce its plastic material production by 75% by 2040 (Greenpeace Indonesia, 2023).

3.5. Pushing for a Global Plastics Agreement

In 2024, the *Global Plastic Treaty* negotiations took place in Busan, South Korea. This forum is expected to be an important milestone for the world's countries in formulating an agreement regarding targets for reducing plastic production globally. Plastic pollution has become a serious threat, especially to the ocean economy, which has great potential. The ocean, as a vital part of the Asia Pacific region, supports aquaculture, fisheries and international trade. However, plastic pollution also has a negative impact, causing significant economic losses for coastal countries.

The Global Plastics Agreement should include targets for reducing the production of Primary Plastic Polymers (PPPs) and be supported by strong financial mechanisms. This includes providing new budgets, allocating resources according to the waste management hierarchy, and applying the "*polluters pay*" principle to hold producers accountable for the impacts of the plastics they produce. Globally, the world aims to reduce plastic production by 40% by 2040. According to Greenpeace, these negotiations should not only focus on production reduction and financial responsibility, but should also encourage *reuse* and *refill* solutions.

In Indonesia, the Ministry of Environment and Forestry has designed a waste reduction roadmap for the period 2020 to 2029. In an effort to achieve the 30% waste reduction target, producers have begun to develop, collect, and implement various strategies. However, according to Greenpeace, if Indonesia is to implement a policy aligned with the Global Plastics Agreement, it needs to be more ambitious and binding. This step is considered important so that Indonesia can contribute significantly to efforts to reduce plastic production at the global level.

Greenpeace emphasises the importance of this agreement in addressing the plastics crisis from upstream to downstream. The organization is pushing for several key aspects of the agreement, including:

- a) Setting global targets for the reduction of plastic production and halting the expansion of the petrochemical industry;
- b) Increased reuse with more sustainable packaging systems;
- c) Ban single-use plastics and problematic plastic products;
- d) Implementation of the "polluters pay" principle as a funding mechanism that holds producers accountable for the plastic waste they produce.

Greenpeace continues to advocate for concrete steps in the Global Plastics Agreement to create a cleaner and more sustainable future. Indonesia's entry into the G20 as a middle power places it in a strategic position to advocate for ASEAN's plastic diplomacy. Greenpeace expects Indonesia to provide greater support in protecting the public by referring to the four important aspects that have been listed in the global agreement on plastics (Greenpeace Indonesia, 2024c).

IV. CONCLUSION

As a non-governmental organisation that operates through a transnational advocacy network, Greenpeace has a fairly influential role to play in addressing plastic waste issues in Indonesia in the 2019-2024 period. By implementing effective advocacy strategies, such as campaigns, lobbying, engaging in policy-making, and collaboration with various stakeholders—including the government, civil society, and the industrial sector—Greenpeace has contributed to raising public awareness of the negative impacts of plastic waste on the environment and public health.

Greenpeace has made various efforts to implement transnational actor networks that voice protests and solutions against plastic waste in Indonesia. Greenpeace began by carrying out brand audits, launching anti-plastic campaigns, offering recommendations, pressuring major corporations to mitigate the waste problem, and promoting global plastic agreement. Through massive and targeted campaigns, Greenpeace has quite succeeded in attracting the attention of the Indonesian people and the rest of the world. Greenpeace has also successfully swayed the public's viewpoint, encouraging them to actively contribute to the decrease of disposable plastic waste in Indonesia and the adoption of effective waste management techniques.

While people are aware of the negative environmental impact of single-use plastics, there remain several obstacles that hinder the shift towards more sustainable alternatives in a short span time, including:

- a) Lack of alternatives: Most products, such as food, beverages, care products, and household needs, still use plastic packaging. The lack of alternative options makes it difficult for people to avoid using single-use plastics.
- b) Price constraints: Eco-friendly products typically carry a higher price compared to conventional packaging. For people in the lower-middle income bracket, this additional cost becomes an unaffordable burden, hindering the adoption of sustainable solutions in everyday life.
- c) Practicality: Many plastic packaging products are designed to be easy to use and discarded immediately after use. This habit has formed a consumption pattern that is difficult to change.
- d) Accessibility: While eco-friendly packaging alternatives exist, these products are still difficult to find in everyday markets, making it difficult for people to switch to more sustainable options.

The obstacles above reflect that strategic and tactical steps are still needed for all relevant stakeholders, including the public, to overcome the waste problem in Indonesia.

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