

THE ANALYSIS OF SIKLUS'S BRAND OPTIMIZATION STRATEGIES IN HANDLING HOUSEHOLD PLASTIC BOTTLE WASTE

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Submitted: July 2022, Revised: December 2022, Accepted: May 2023

ABSTRACT

An instant-paced lifestyle helps people in carrying out their daily activities. One of them is the use of single-use plastics, which increases the income of plastic waste in Indonesia. The fact that household waste is the biggest source in 2020 with the main waste is plastic, there is one of the non-governmental organizations (LSM) namely Siklus, that provides basic household needs with a refill system, is giving a solution to the problem. However, the presence of Siklus is still not optimal. In response to this problem, a strategy analysis was carried out by collecting primary and secondary data, as well as using relevant and creative strategies in various media. One of which is by portraying a housewife in a daster as the main target representative, in order to optimize and increase Siklus's brand awareness so that it can become top of mind for household consumers to meet their needs and as the realization of solutions in handling plastic bottle waste.

Keywords: *Bottle plastic waste, instant lifestyle, waste management*

1. PREFACE

The fact that value of practicality, durability, and affordability of plastic, makes our daily life is hard to be separated from the use of disposable objects which are dominated by plastic. The instant lifestyle also triggers the production of excess plastic waste. [1] Based on the data from SIPSN (National Waste Management Information System) page, household waste is the largest source of waste in 2020, amounting to 38.2%. [2] In 2017, the Ministry of Environment and Forestry (KLHK) stated that plastic waste is in the second position (14%) of the composition waste in Indonesia. Zero Waste is a lifestyle concept that maximizes efforts to reduce waste, one of which is by reducing the use of single-use objects. Zero Waste makes us re-think, evaluate our lifestyle, and control ourselves not to be consumptive and responsible, so as not to produce waste that has a negative impact on the environment.

With Zero Waste, we make the waste become something that has more value and creates a circular economy or sustainability. [3] Bea Johnson, the author of the book Zero Waste Home, popularized the term 5R, which are Refuse, rejecting the use of objects that can turn into waste instantly, such as single-use plastic such as in the form of straws, plastic cups, and plastic cutlery. Reduce, be wise about the things you need and want before buying. Reuse, using objects that can still be used into items that function the same or are new. Recycle, recycling objects that can be done independently or through organizational or institutions that can recycle objects wisely. Rot, composting objects that have become waste, especially food waste. The term 5R is the guideline for the Zero Waste lifestyle so that we can produce less waste and use natural resources wisely by increasing the use-value of a waste. [4] In 2016, the Circular Economy Program has started to pilot the application of paid plastic bags which has succeeded in reducing the use of plastic bags by 55%. Another project of the Circular Economy Program is the EPR Modeling and Implementation Trial in Bali which focuses on the use of PET bottles and tetra pack cartons. [5] In 2017, a waste management policy called JAKSTRANAS was issued to improve waste recycling management.

Apart from the government's actions, there is Siklus as one of the solutions to the problem of producing plastic waste. Siklus supports the Zero Waste lifestyles and aims to introduce a new style of buying household products, which is more efficient and can reduce the production of plastic waste, especially plastic bottles. Generally, we shop for household products in plastic bottles or plastic refills at supermarkets. However, Siklus provides a solution in the form of refilling household products without using additional plastic. With this, we can increase the use-value of bottle waste, by reusing used bottles which can help reduce the production of plastic waste. In addition, the price of the product will be much cheaper because there is a reduction in packaging costs.

In this campaign, a creative strategy which is Guerilla Marketing will be used by using relevant visuals and utilizing media that are close to the target as well as using a Visual Storytelling Marketing strategy, which describe the target consumer as a hero because they have taken an action in reducing plastic bottle waste through Siklus.

2. RESEARCH METHOD

Research Subject and Object

[6] The fact that nine kilograms of single-use plastic waste are produced by every Indonesian citizen, makes us aware of the bad impact of the excess and the management of plastic waste, especially bottles which have not been running well. This problem is a matter of concern and needs to be solved, so it was chosen as the object of research with the subject is Siklus. Because of its contribution in reducing plastic bottle waste, which is often produced by household products, Siklus is certainly a solution in reducing plastic waste by providing household products through the refill method. Siklus's service could be obtained through an application that can be downloaded on the gadget, then consumers can place an order online, and the product will be delivered by a motorist to the consumer's home. The authenticity of the products offered by Siklus can be guaranteed because the products are obtained directly from authorized distributors or manufacturers. In addition, the products offered are already familiar to consumers so Siklus becomes a superior alternative.

Methods

The method used is a descriptive method which according to [7] Nazir (1988) is a method in examining the status of a group of people, an object, a condition, or a system of thought or a class of events in the present. [7] The aim is to be able to describe accurately about the facts, nature, and relationships with the things being studied.

[8] By using one of approach from the descriptive method, which conducted a survey to Siklus, primary data is obtained in the form of various efforts and strategies that could be carried out by Siklus to optimize the brand, especially in terms of its existence for the public in handling household plastic bottle waste. especially plastic bottles. Besides, secondary data is also obtained from the results of questionnaires to the target audience and literature studies or articles. Then the data was re-analyzed by the descriptive method.

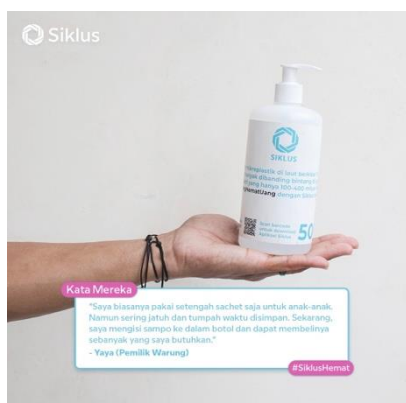
Results and Study

After collecting data through the survey method, an insight was obtained that many people are aware that plastic waste is a serious problem in Indonesia. Siklus has a mission to create a sustainable retail system that can help reduce the production of plastic bottle waste in households.

In designing creative ideas visually, this campaign uses creative strategies in approaching consumers. [9] According to Clow (2018), an approach with a humorous and entertaining style is considered to be an effective technique in capturing and maintaining attention. [10] Also, the use of humor in advertising can be a means of conveying information, influencing attitudes, and creating consumer behavior. There are several studies that indicate that humor can increase attention to advertising, and can be used to promote products and brands. With that statement, a humorous and entertaining approach was chosen. Visually, the campaign is designed in a fairly lively style such as *dangdut*, *koplo*, Indonesian soap operas (*sinetron*), and others. This is of course done by balancing the aesthetic value so that the message can be conveyed properly. After determining the message delivery style and approach, then the next step is execution, which is how the message is packaged.

Figure 1

The Application of Visuals in the Execution of Education and Testimonials



The execution used is to educate the target by explaining some information, facts, problems, and solutions, as well as various tips that can be applied to daily activities related to Siklus's vision and mission. Testimonials are also used as a form of execution with the aim of building the target's trust value, which can create a sense of interest and want to try the products or services offered by Siklus. This analysis is carried out using [11] Customer Path 5A that concept has connectivity to each individual so that it can influence purchasing decisions for products from a brand. According to Kartajaya (2015), the concept of Customer Path 5A is a phase of consumer behavior towards a brand with the aim that everyone who knows a brand will buy it and ultimately recommend it to others. The stages are Awareness, Appeal, Ask, Act and Advocate.

Table 1

Implementation of Customer Path 5A According to Kartajaya (2015)

Awareness	Appeal	Ask	Act	Advocate
<ul style="list-style-type: none"> Target is aware of Siklus's presence Target pays attention to Siklus 	<ul style="list-style-type: none"> Target is getting curious about Siklus Target starts to find out more information about Siklus 	<ul style="list-style-type: none"> Target is getting interested Target needs certainty Target find out more by interacting directly 	<ul style="list-style-type: none"> Target believes in Siklus Target to be a consumer 	<ul style="list-style-type: none"> Target is satisfied Target recommend Siklus to other
<ul style="list-style-type: none"> Creating attractive and solution ads 	<ul style="list-style-type: none"> Presenting clear and actual information 	<ul style="list-style-type: none"> Consistent and maintain platform Interact/discuss with the target 	<ul style="list-style-type: none"> Provide visual proof of service Provides tips and hacks about zero waste lifestyle 	<ul style="list-style-type: none"> Give a reward/promo
<ul style="list-style-type: none"> Talent Ads- Guerilla Marketing Event: Direct introduction of Siklus 	<ul style="list-style-type: none"> About Siklus Facts about the problem of plastic waste Price comparison 	<ul style="list-style-type: none"> Discussion 	<ul style="list-style-type: none"> Behind the scene (product preparation before delivered to costumer) Testimony Life Hack/Tips 	<ul style="list-style-type: none"> Customer/direct promotion (by review or recommend Siklus)

Figure 2

Visual Application of Housewife Figures



[12] In the awareness phase, the target begins to recognize the presence and pay attention to the brand. So it is necessary to make attractive and solution-based advertisements, by using astroturfing creative strategy which uses a model or talent as a person who gives the information. In the design of this promotional campaign, the figure of a housewife in a *daster* will be portrayed. *Daster* is a modest dress that has a strong character usually worn by a low-mid economy housewife. The decision is made in order to represent the main target, so the target feels familiar and related. From that, the message could be conveyed effectively. [13] In addition, this also can be the main attraction of an advertisement as stated by Suyanto (2008).

The advertisement will represent a common problem about plastic waste or overspending, with Siklus as the solution. These advertisements will be applied in various media packaged with the Guerilla Marketing strategy, by utilizing the media optimally such as 3D billboards, trucks, and roadside stall banners as one of the alternative places where the target purchasing the household product. Besides, online advertising media through Instagram and YouTube are also used [14] which can attract and hold the target's attention. [15] YouTube which is one part of social networking media has created various impacts for its users. One of them is by providing easy communication and having speed in achieving popularity or virality.

The visual storytelling marketing strategy is also used in several media, by using the main creative concept of this campaign which placing consumers as heroes because they have saved the environment by reducing the waste of plastic bottles, also they can save their expenses and time for their family, by buying household product through Siklus, considering Siklus's service is providing the affordable and easy options that can be delivered by motorist.

Figure 3

Visual Application of Trucks and Roadside Stall Banners



This can be realized because consumers have reduced the production of plastic bottle waste through the Siklus. Moreover, they are also heroes for their households by saving on their expenses for household products. At this phase, an event will also be held at the Tanah Tinggi Tangerang Urban Village Office. [16] The choice of the city of Tangerang is based on the fact that Tangerang is the city that produces the most plastic among the cities of *Jabodetabek* (Jakarta, Bogor, Depok, Tangerang, and Bekasi). The Urban Village office is chosen because the event is targeting the housewives in the neighborhood.

Figure 4

Event Promotion through Social Media



The event, entitled “Belanja Lebih Hemat Tanpa Sampah” which means More Economical Shopping Without Waste, will collaborate and be supported by the Ministry of Environment and Forestry of the Republic of Indonesia and the Environmental Agency for the Province of Tangerang. At this event, there will be an introduction of Siklus by prioritizing the value of experience through demonstrations, educational programs about the problem of plastic waste, and promotions. The event will be hosted by Indra Beki and Indy Barends, who are well known by the audience for their playful, excited, and entertaining styles. In addition, the target was also given a Zero Waste Starter Kit as merchandise. It is hoped that the starter kit can encourage them to start small steps in applying the Zero Waste lifestyle that has a good impact on the environment and themselves by creating a healthy life.

Figure 5

Zero-Waste Kit as Merchandise

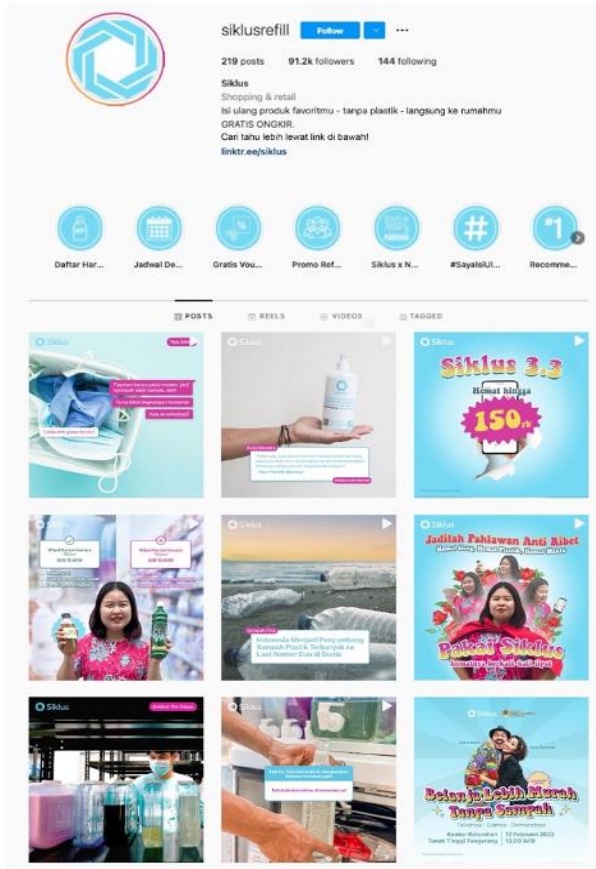


At the appeal phase, the target will start to have a sense of curiosity and will find out more information about Siklus. Therefore, the strategy carried out at this phase is to provide clear and easily accessible information. The information given is about Siklus itself such as vision and mission, how to get it, products' availability, how to use the application, and others. In addition, problems regarding plastic waste also will be presented with accurate data. In the ask phase, the target starts to feel interested in Siklus. However, they still need reassurance so they will find out more about Siklus even by interacting directly. At this phase, the strategy is to maintain all the strategies that have been done, so as to create consistency. Maintaining consistency on various platforms will create a good image for the brand which could be considered active and approachable by the target. Apart from keeping posts present in the middle of the target, to maintain consistency, a content pillar is also used, namely in the form of discussion topics on social media content. The content pillars used are education, promotion, and trust. On social media, new information can also be obtained every time content is published. [17] In creating effective communication with the audience in this campaign, the content is created in accordance with the points that must be considered in communicating, which are explained by Harold Lasswell in "Who Says What in Which Channel to Whom Wit What Effect?" as follows: (a) Source; (b) Message; (c) Channels (media); (d) Audience (object recipient of the message); (e) Effect (response)

One of the applications is to create an interaction in the form of a discussion with the audience or target regarding their interests, needs, or in the form of an evaluation of Siklus's services that is realized with the right sources and media.

Next, at the act phase, those who already feel convinced and trust will continue their action by using the products or services offered by Siklus. In order for the target to be more sure and trust of Siklus, at this phase, a visual proof will be presented regarding the Siklus service process from the product obtained from the distributor or factory to the consumer's hand. In addition, testimonials from previous consumers can be presented.

Figure 6
Siklus's Social Media Based on Content Pillar



In the last phase, namely advocate, after the target becomes a consumer and satisfied with the products and services provided, their next action is to recommend Siklus to others. On the occasion of this final phase, Siklus will give rewards to consumers who recommend or give a review of Siklus. All visualization results in this promotional campaign can be accessed via the link: bit.ly/VisualTACindy

3. CONCLUSIONS AND RECOMMENDATIONS

By providing a new style in shopping for household products, by refilling, the use-value of plastic waste is maximized. In designing this campaign, a strategy analysis was carried out to optimize Siklus as a brand that can help reduce household plastic bottle waste. By using creative and relevant strategies in the visualization of this campaign, the authors hope that these results can help optimize Siklus as a brand, so it will be not only presentable but reliable, also ready to raise its presence in the market as a solution in handling plastic bottle waste in households.

Acknowledgement

On this opportunity, the authors would like to thank those who are willing to take the time, especially Siklus who has been willing to be the object of research, did the interviews, and provide supporting data. Not to forget, also thankful for the questionnaire respondents who have provided insightful responses.

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