Communication Strategy In Achieving Sustainable Environmental Development: Case Study Of The Ban On The Use Of Plastic Bags In Familymart Retail Stores

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ABSTRACT
This study explores the communication strategies utilized by FamilyMart retail stores to enforce the ban on plastics bags, aiming to support sustainable environmental development. As environmental concerns become increasingly significant, retail businesses are at the forefront of promoting sustainable practices. This research investigates how FamilyMart conveys its environmental policies to customers and the broader community to encourage behavior change towards eco-friendly alternatives. Using qualitative methods, the research involves in-depth interviews with store managers, content analysis of promotional materials, and observations of in-store communication efforts. According to the research, FamilyMart has a thorough communication strategy that consists of educational initiatives for customers, conspicuous signage, and active participation on social media. These tactics aim to encourage consumers to use reusable bags by raising awareness of the negative environmental effects of plastic bag usage. Effective communication strategies make use of visual aids, customer incentives for program involvement, and compelling and informative messaging. The report also emphasizes how crucial it is to use consistent messages throughout a range of communication channels and how important employee involvement is to achieve the initiative's goals. The findings show that establishing a sustainable culture and obtaining consumer compliance depend heavily on efficient communication. The report ends with actionable suggestions for retailers looking to put similar environmental policies into place. These suggestions emphasize the importance of using multifaceted, transparent, and engaging communication tactics to support long-term, sustainable change.
Keywords: Sustainable Development, Environment Communication, Plastic Bag Ban, Retail Industry, FamilyMart, Customer Behavior

BACKGROUND OF THE PROBLEM

Environmental sustainability has emerged as a crucial worldwide concern, driving governments, corporations, and individuals to pursue efficient approaches to reduce environmental deterioration. The widespread use of plastic garbage is one major cause for concern as it seriously endangers human health, ecosystems, and marine life. As a result, a number of organizations have put in place policies to limit the use of plastic, such as outlawing single-use plastic bags. In this situation, retail chains are significant distributors of plastic bags. An excellent chance to investigate the effect of communication methods in promoting sustainable environmental practices is provided by the example of FamilyMart, a well-known retail chain, which banned the use of plastic bags. The main focus of this study is on how FamilyMart's communication strategies affected customer behavior and helped their environmental initiative succeed.

Communication is the fundamental part that makes us truly human. The phrase "one cannot not communicate" from Paul Watzwick summarized the whole essence in a single statement (Bendela, 2022). The first communication in human life is when a baby cries when born. Ever since a baby, communication has been conducted nonverbally through body language and signs (e.g. crying, screaming, clenching the fist) as signals to deliver the message. Infants pick up early forms of stimulus-response linkages to interact with their caretakers (Palaez and Monlux, 2018). As babies grow, communication evolves with the inception of language. Language is the most important tool for discourse amongst human beings. Gadamer argues that language is more than just a way for us to communicate the thoughts that live within us, instead, language truly communicates to us; the words themselves mold our meanings and intentions (Walhof, 2005). Words are the basis of language construction. Spoken words are passed down from ancient times through writings, like ancient manuscripts and texts. Muthusamy (2019, p.104) mentioned that words take numerous forms; they are the foundation of our culture, institutions, and socio-economic and political structures—examples of these include axioms, parables, metaphors, stories, and hymns. With words, language can be constructed and cemented as an integral part of communication.

There are many scholars who come up with various terminologies for communication. Littlejohn (2021, p.4) summarized and simplified communication as the creation, exchange, and interpretation of messages—the range of

human social communication, while distribution issues—the sending and receiving of information—are often addressed in the context of mass communication. Exchange messages between humans is the core essence of communication. Communication and language build what we call 'society'. Durkheim on Best (2002) defines society as the relationship between individuals forming an entity that is over and above the individual, by internalizing a stock of meanings, words, gestures, and behavior. Society is outside of us, and at the same time is within us as we experience society as part of our nature. Technology influences society much like communication and language. Bijker, Hughes, and Pinch (1993) describes Social Construction of Technology (SCOT) that the innovation of technology as an artifact, must give a social closure by involving social aspects and perspective into the measurement. This gives birth to the term 'technocracies' where government or control of society is run by the technical experts and elites (Postman, 1992). Technology supports society through products or infrastructures that help, simplify, or extend human abilities to do things. Society's reliance on technology is apparent in the modern world. The definition of technology comes from the Greek word Techne meaning 'art', 'artifice', or 'craft,' combined with the word Logia meaning 'word', 'saying', 'wisdom', or 'knowledge'. Generally, technology refers to the art of crafting through a diverse collection of processes and knowledge to extend the abilities of humans, and satisfying their needs and wants (Thurlow, Lengel, and Tomic, 2004). Take glasses as an example of technology. Glasses help humans with limitation of sight, to see far or read smaller words.

The notion of humans' reliance on technology is called technological determinism. Technological determinism is the belief system where technology is the core initiator of the transformation that happens in society (Hauer, 2017). There are two major descriptions for technological determinism. First is the "idea" that technology determines the structure of society, secondly technological determinism as the actual material "structure" or infrastructure that shapes the development of society throughout the course of history (Hallström, 2022). The sophisticated example of technology is the internet, while the more traditional is plastic bags that aid humans to carry stuff with ease. Indonesia with 257 million population is one of the largest contributors to plastic bags. According to UNEP.org, Indonesia has 3.2 million tons of improperly handled plastic waste each year, with 1.29 million ending up in the ocean. In addition, around 10 billion plastic carry-all's, or 85,000 tons, are released into the environment annually. This is related to the dangers of what plastic waste does to the environment.

There are some serious issues that plastic waste does to the environment. Vanellagroupmn.com summarized the negative effects of plastic waste into four categories: (1) pollution, (2) deforestation, (3) climate change, and (4) human health. Because plastic is made of petroleum, it can harm marine life if it ends up in the ocean without proper disposal, as well as polluting the air when ignited.

All the negative effects of plastic waste are far more dangerous to humans. Oceanblueproject.org summarizes a myriad of diseases caused by plastic which are mainly surrounding respiratory disease, asthma, and cardiovascular disease. It's also linked to three forms of cancer, endometriosis, male fertility struggles, problems for fetus development, disruptions to the endocrine system and hormone imbalances. The efforts of plastic waste recycling were campaigned aggressively at the beginning of the 21st century, and the role of government is crucial to make it a success, not only in the recycling campaign but also the ban or policy-induced programs.

The Indonesian government has a plan to entirely stop single-use plastic waste by the year 2023. However, as recorded by Plasticdiet.id, there are already 39 cities in Indonesia that have implemented this "single-use plastic ban" in 2023 [see Figure 1.0]. Of course this cannot be separated from the role of local government, highlighting the importance of authority to make this plan successful.

Figure 1.0 - Regulations Restricting Single-Use Plastic Waste in Indonesia 2023

1.1 Identification of the Problem

For retail stores, the regulation of plastic waste ban comes at the cost of not providing the usual flexibility to their customers. Thejakartapost.com reports that the first initiation of 'tax the plastic' was made official by the government in 2019 with around IDR 200 - 500 per plastic bags (depending on the size). In 2024, most retail stores will not provide plastic bags anymore, and when they do, it comes with a staggering cost of IDR 2000 - 5000 per plastic bag (depending on the size). So it 'forced' customers to bring their own reusable shopping bags.

FamilyMart is a retail convenience store that originated from Japan and has been around since 1987 in Japan. IDNtimes.com recorded that the first FamilyMart store in Indonesia was on 16 October 2012, and in April 2023, it had a total of 250 stores spread across different regions in Indonesia, including in public transport places like MRT (Mass Rapid Transit) and train stations. The initiation of regulation to ban plastic bags also impacted FamilyMart as one of the retail convenience stores in Indonesia.

While the regulation comes from the top authority, the executor of the regulation—like FamilyMart needs to consider communication aspects, so this regulation can be well-absorbed by their customers. Spinosa et al. (2008, p.3) describe the importance of communication with customers through the definition of commitment strategy:
A Commitment Strategy must be inside out. The aim should not be one of simply communicating internally with employees. The goal is to engage the employee, so that the organization itself becomes a medium of communication with consumers. The goal is to surround the product or service with a communications experience that engages the customer. A Commitment Strategy comes most naturally to companies such as retail, service, and business-to-business companies that sell products through intensive sales and service interaction with customers.

The "inside out" aspect of the definition is important in making sure the message is delivered to their customers by equipping the employees with the knowledge and awareness of this specific regulation regarding the plastic ban, so they can promote and encourage the customers the same. This emphasizes the importance of FamilyMart to communicate the message of 'sustainable development' to the customers. The United Nation (UN) in 1987 first officialized the definition of sustainable development as progress that satisfies current demands without jeopardizing the capacity of future generations to satisfy their own needs (Ozil, 2022). Plastic waste is highly tied with sustainability issues as the more waste accumulated, the more dangerous for the future generations. By embedding sustainability into the message, it is not just easier for customers to absorb but also making sure the initial message from the government is delivered.

The problem identified is that the communication is not as smooth as is intended in the theory. Chirwa and Boikanyo (2022) compiled lists of what makes communication effective: (1) speed of communication, (2) credibility of communication, (3) flexibility of communication, (4) provision of feedback in communication, and (5) channels of communication. This requires FamilyMart to implement a specific communication strategy to ensure their customers' understanding and willingness to comply with the new regulation, while maintaining their level of service quality. Mutual understanding between FamilyMart's employees and their customers regarding the regulation of plastic bags ban is what was identified as a problem in this research.

1.2 Statement of the Problem and Research Questions

Based on the background of the problem that was further identified, this research is conducted to find out: How FamilyMart communicates the ban of plastic bags through communication strategy to their customers?

1.3. Purpose of the Research

This research was intended to describe:
How FamilyMart's employees conduct the communication strategy regarding the ban of plastic bags to the customers?
The effectiveness of FamilyMart communication strategy regarding the ban of plastic bags from customers perspective

1.4 Significance of The Study
1.4.1 Academic Significance

This research will add to the field of literature on environmental communication strategies. By examining a real-world case, it can provide empirical evidence and theoretical insights into how communication strategies can effectively influence consumer behavior and support sustainable development goals. The research can contribute to both academic theory and real-world applications by developing or improving frameworks for evaluating how well communication tactics promote environmental sustainability.

1.4.2 Social Significance

This research not only contributes to raising public awareness and promoting sustainable consumer behavior but also strengthens community engagement, influences policy and social norms, and enhances corporate social

responsibility. Additionally, it has the potential to provide economic benefits and promote social equity, while also having a lasting global environmental impact. By documenting and sharing these insights, the research can inspire and guide broader societal efforts towards achieving sustainable environmental development.

LITERATURE REVIEW
2.1 Theoretical Framework
2.1.1 Message Framing Theory

In environmental communication, message framing theory is an important tool. It explains how various presentation techniques can affect public attitudes and actions regarding environmental sustainability. Studies indicate that framing messages to emphasize positive outcomes, known as gain framing, or negative consequences, known as loss framing, can significantly impact the adoption of sustainable behaviors. It has been demonstrated that gain-framed messaging, which emphasizes advantages like financial savings and environmental preservation, can motivate behaviors like recycling and energy conservation. On the other hand, loss-framed messaging, which highlights the possible drawbacks of inaction, such higher pollution and health risks, can be just as effective, especially when it comes to actions that involve averting harm (Gifford & Comeau, 2011).

The way environmental policies are framed is also very important in influencing public opinion and winning support. Gain frames, according to research, can be very successful in increasing support for environmental rules by highlighting their benefits, such as enhanced public health and economic growth due to the creation of green jobs (Spence et al., 2012). However, loss-framed messaging that emphasizes the negative consequences of not enacting environmental laws, such the financial toll that natural disasters take and the long-term implications of climate change, can also inspire political and public action (Tversky & Kahneman, 1981).

In the context of environmental risks, the framing of information can significantly affect public perception and response. Loss-framed messages are particularly potent in risk communication, as they tap into individuals' aversion to loss, making the potential dangers more salient and urgent. For example, emphasizing the severe consequences of environmental damage, such as increased frequency of extreme weather events and their associated costs, can be more compelling than focusing on the benefits of mitigation efforts (Morton et al., 2011). However, gain-framed messages that highlight the protective benefits of proactive measures, can also motivate preventive actions (Spence et al., 2012).

The unique context of the message and the characteristics of the audience have an impact on how effective message framing is in environmental communication. Gain-framed communications that are consistent with the beliefs and motivations of persons who already have a strong environmental identity or are actively involved in pro-environmental behaviors may be more well-received (van der Linden, 2016). On the other hand, loss-framed communications emphasizing immediate dangers and costs may have a greater impact on audiences that are less concerned with environmental issues (Whitmarsh et al., 2011).

Environmental communication can benefit from the application of Message Framing Theory. Different approaches to framing environmental communications can have a big impact on how the public feels, thinks, and behaves when it comes to sustainability and environmental issues.

Studies have demonstrated that a number of variables, such as the target audience, the particular behavior being advocated, and the message's context, can affect how effective gain vs. loss framing is in environmental communication, for example:

1.**Audience Characteristics**: People with a strong environmental identity or those already engaged in pro-environmental behaviors may respond better to gain-framed messages that align with their values and motivations (van der Linden, 2016).

2.**Behavior Type**: Loss-framed messages might be more effective for behaviors that involve preventing negative outcomes, such as avoiding pollution or conserving endangered species (Lorenzoni et al., 2007).

According to the relevant theories background, there are three points about this message framing application, namely:

1.**Tailoring Messages**: It is essential to comprehend the values, beliefs, and past knowledge of the audience when choosing the right frame. A population that is highly conscious of the environment, for instance, might react more favorably to frames that support their proactive outlook.

2.**Combining Frames**: Gain and loss frame combinations can occasionally work well together. For example, emphasizing the advantages of energy conservation as well as the dangers of excessive energy use might result in a message that is both persuasive and balanced.

3.Contextual Sensitivity: It matters what context the message is conveyed in. For example, because of their apparent urgency and immediate relevance, loss-framed messages about conserving water may resonate more powerfully during a drought.

2.1.2 Diffusion of Innovation Theory

Everett Rogers developed the Diffusion of Innovation Theory in 1962, and it is still a key theory in understanding how new concepts and innovations spread throughout society. Four essential components outlined in Rogers' theory are time, social system, communication routes, and innovation. The five stages of the adoption process, known as knowledge, persuasion, decision-making, implementation, and confirmation, are influenced by the interactions between these aspects (Rogers, 2003). These phases show the progression from people's first knowledge of an innovation to their continued adoption or rejection of it. The sequential nature of adoption must be understood, as highlighted by the theory's emphasis on the time dimension (Wright & Charlett, 1995).
The key elements of Diffusion of Innovation Theory include (Rogers, 2003):
1.Innovation: An idea, practice, or object that is perceived as new by an individual or other unit of adoption. Innovations can range from new technologies to new behaviors or practices.
2.Communication Channels or Routes: The method by which knowledge of innovation is shared between individuals. Social media, mainstream media, and one-on-one communication are a few examples of this.
3.Time: The five steps of an innovation's adoption process include knowledge, persuasion, decision-making, implementation, and confirmation. This includes the rate of adoption as well, which can change between social groups in each system.
4.Social System: The group of connected entities working together to solve problems in order to achieve a shared objective. Individuals, unofficial groups, organizations, and subsystems within a society can all be considered social systems.

Rogers divides adopters into five groups, each with specific traits and functions in the diffusion process i.e. innovators, early adopters, early majority, late majority, and laggards. Because of their social impact and willingness to take risks, innovators and early adopters are frequently essential in starting the diffusion process (Valente & Rogers, 1995). The adoption rate of innovations is influenced by several factors, including trialability, observability, complexity, compatibility, and relative advantage. These characteristics impact the perception and assessment of novel concepts by prospective adopters, which in turn influences their decision-making process (Tornatzky & Klein, 1982).

Role of Communication Channels and its Application

To affect individual attitudes and behaviors toward innovations and to facilitate the transmission of information, communication channels are essential to the diffusion process. While interpersonal channels have greater influence during the persuasion and decision stages because of their capacity to offer individualized information and social reinforcement, mass media channels are more successful at raising awareness early interest (Srivastava & Moreland, 2012). Opinion leaders play a crucial role in expediting the diffusion process because they help close the gap between inventors and the public, even if they are frequently early adopters (Rogers, 2003).

The theory has been expanded upon and used in a few domains, such as organizational transformation, technology adoption, and public health. It has been applied to public health to comprehend the dissemination of interventions and health-related behaviors, emphasizing the significance of adapting communication tactics to various adopter groups (Dearing, 2009). The theory of technology adoption offers insights for creating successful implementation strategies by explaining the disparities in the rates at which new technologies are adopted by people and organizations (Agarwal & Prasad, 1997).

By incorporating the theory with other models and taking into account the effects of digital communication channels, recent studies have improved it even further. For example, the emergence of social media has brought about new dynamics in the information diffusion process, allowing for faster and more extensive information dissemination but also posing issues with legitimacy and information overload (Awoyemi, 2020). Furthermore, scholars have underscored the importance of considering social, cultural, and economic aspects that could impact the adoption process in various situations (Bandyopadhyay & Fraccastoro, 2007).

2.1.3. External Stakeholder Theory

External Stakeholder Theory emphasizes the significance of comprehending and managing interactions with external entities that have the potential to influence or be affected by an organization. These organizations, also

referred to as external stakeholders, include a wide variety of people and organizations, including governmental bodies, community organizations, suppliers, investors, customers, and the general public.

An essential component of External Stakeholder Theory is stakeholder identification and prioritization. The stakeholder salience paradigm developed by Mitchell, Agle, and Wood in 1997, has a significant impact in this area. They suggest that stakeholders be ranked according to the urgency of their claims, their legitimacy as a relationship with the business, and their ability to impact it. This methodology helps companies identify the stakeholders that need targeted and expedient communication. The idea that prioritizing and identifying stakeholders correctly can result in more strategic and effective communication methods, which in turn improve organizational outcomes, is supported by research (Mitchell et al., 1997).

Building and maintaining strong connections with external stakeholders requires effective communication. To promote trust and collaboration, organizations need to interact in a meaningful, transparent, and consistent manner (Schultz & Wehmeier, 2010). The goals of the company and the demands of the stakeholders will determine which engagement tactics are best, ranging from straightforward information sharing to active cooperation and communication. In 2006, Morsing and Schultz, for example, stressed the significance of engaging stakeholders in conversation to co-create value and address shared concerns, which can greatly enhance stakeholder trust and corporate reputation (Morsing & Schultz, 2006).

External stakeholders have a substantial impact on organizational results, so it's important to fully comprehend their viewpoints and possible effects. In 1984, Freeman's research emphasizes that incorporating stakeholder interests into strategic management is essential for achieving sustained success (Morsing & Schultz, 2006). Organizations can better manage risks and seize opportunities by taking external stakeholders' interests and influence into account. Proactive stakeholder involvement has been linked to increased organizational performance, sustainability, and innovation, according to studies (MacDonald, 2009).

Key Concepts of External Stakeholder Theory

External Stakeholder Theory is an extension of the broader stakeholder theory, focusing on the entities outside an organization that can affect or be affected by the organization's actions, policies, and decisions. Here are the key concepts:

1.Stakeholder Identification and Salience: Identifying external stakeholders entails figuring out who is affected or interested in the actions of the company. The priority accorded to various stakeholders according to their authority, credibility, and urgency is known as stakeholder salience (Mitchell et al., 1997). Organizations can better allocate their resources and focus their communication efforts with the aid of this model.

2.Communication and Engagement: Establishing and sustaining relationships with external stakeholders requires effective communication. This calls for interactions that are meaningful, consistent, and transparent. Depending on the demands of the stakeholders and the objectives of the organization, engagement tactics might range from active collaboration and dialogue to the transmission of information (Mitchell et al., 1997).

3.Stakeholder Influence: The results of an organization can be greatly influenced by external stakeholders. Strategic planning necessitates an understanding of their viewpoints and possible influence (Mitchell et al., 1997). A variety of strategies, such as public opinion, regulatory pressure, and financial leverage, can be used to exert influence.

Studies on external stakeholder theory emphasize how crucial stakeholder participation is to the success of an organization. For example, the need to incorporate stakeholder interests into strategic management are emphasized in Freeman's (1984) groundbreaking work on stakeholder theory.

The notion that proactive stakeholder engagement improves organizational performance and sustainability has been supported by later research. The literature on strategic management also highlights how dynamic stakeholder interactions are. According to Donaldson and Preston (1995), organizations need to be constantly aware of and responsive to shifts in stakeholder expectations as well as the larger external environment (Harrison et al., 2010). Organizations need to map their external stakeholders and understand their relative importance and influence. Tools such as stakeholder matrices and influence diagrams can aid in this process. Moreover, building strong relationships with external stakeholders requires two-way communication channels that allow for feedback and dialogue. By using this strategy, stakeholders can enhance trust and cooperation. It results in more effective external stakeholder communication.

2.2 Conceptual Framework
2.2.1 Theoretical Model Structure: Communication Strategy for Plastic Bag Ban
In developing a communication strategy for implementing a plastic bag ban, it is essential to consider the theoretical model structure that underpins the messaging approach. The communication strategy for the plastic bag ban revolves

around message framing strategies that aim to effectively convey the importance of reducing plastic bag usage and promoting sustainable alternatives [see Table 1.0].

The Message Framing Strategies	• **Positive Frame**: Emphasizes the benefits of using reusable bags, such as reducing environmental impact and promoting sustainability. • **Negative Frame**: Highlights the harmful effects of plastic bags on the environment, marine life, and human health. • **Solution Frame**: Proposes eco-friendly alternatives and encourages behavior change towards sustainable practices.
Target Audience Segmentation	• **Demographics**: Identify key demographic groups (age, gender, income) to tailor messages effectively. • **Psychographics**: Understand values, beliefs, and attitudes towards environmental issues to craft persuasive messages. • **Behavioral Segmentation**: Segment based on current behaviors related to plastic bag usage for targeted communication.
Message Delivery Channels	• **In-Store Signage**: Utilize posters, banners, and displays within Family Mart stores to communicate the plastic bag ban and promote reusable bags. • **Social Media Campaigns**: Engage customers through social media platforms with interactive content, educational videos, and sustainability tips. • **Community Outreach**: Partner with local organizations, schools, and community events to raise awareness and encourage participation.
Message Effectiveness Evaluation	• **Awareness**: Measure the level of awareness among customers regarding the plastic bag ban and the importance of sustainable practices. • **Attitude Change**: Assess changes in attitudes towards plastic bag usage, environmental conservation, and willingness to adopt eco-friendly behaviors. • **Behavioral Impact**: Track the actual reduction in plastic bag consumption, increase in reusable bag usage, and overall environmental impact.

Table 1.0 - Structure of Table of Research

2.2.2 Policy Communication Strategy
Transparency in policy communication is essential to the execution of a plastic bag ban. It entails informing different stakeholders on the goals, rules, and advantages of the ban in a clear, consistent, and persuasive manner. The subsequent paragraphs expound upon efficacious tactics for policy communication.
There are few steps on the policy communication in relevant to this research, namely:
1.Transparency and Clarity: The facts of the plastic bag ban, such as its scope, dates of enforcement, consequences for noncompliance, and any exceptions, must be communicated in a clear and open manner. This guarantees that all parties involved, businesses and customers alike, are aware of the policy's obligations and ramifications (Maibach et al., 2011).
2.Rationale and Benefits: People's support for the plastic bag ban can be increased by highlighting its positive social, economic, and environmental effects. To help the audience understand why the ban is necessary, it can be explained how cutting back on plastic bag use will safeguard marine life, the environment, and public health (Smith & Petty, 1996).
3.Engaging Visuals and Messaging: Concise communications, infographics, and captivating images can improve knowledge comprehension and retention. Communication can be strengthened by using visual aids that highlight the negative impacts of plastic bags and the advantages of sustainable alternatives (Tannenbaum et al., 2015).

4.Multi-Channel Approach: A multi-channel communication strategy makes sure that a large audience hears the message. This can include public venues (billboards, public transportation), digital platforms (websites, social media), and traditional media (TV, radio, newspapers) (Derani & Naidu, 2016).

5.Policy Endorsements and Testimonials: Credibility can be increased for the policy message by including endorsements from reputable public personalities, environmental organizations, and community leaders. Testimonials from people or companies that have successfully made the switch to reusable bags can offer realistic and convincing proof of the advantages of the policy (Burrows, 2012).

RESEARCH METHODS

3.1 Research Paradigm

This research adopts a constructivist perspective, recognizing that reality is socially constructed. The perceptions and behaviors of consumers and other stakeholders regarding the ban on plastic bags are shaped by their interactions and the communication strategies used by FamilyMart.   The research aims to comprehend the meanings and interpretations that stakeholders ascribe to the communication techniques and their effects, approaching it from an interpretivist epistemological perspective. Investigating subjective experiences and the environmental influences on them is part of this.

The two primary ways that scientists have traditionally used to study problems in the social and biological sciences are the constructive and positive paradigms. Dagar and Yadav (2016, p.2) define constructive paradigm as: It is assumed that learners have to construct their own knowledge individually and collectively. Each learner has a tool kit of concepts and skills with which he or she must construct knowledge to solve problems presented by the environment. The role of the community, other learners and teachers is to provide the setting, pose the challenges, and offer the support that will encourage mathematical construction.

Through the definition, a constructive paradigm is suitable for this research as the aim of this research was to apply prior knowledge to make sense of new situations.

3.2 Research Approach and Methods

The research will be conducted with a qualitative approach and case study method. Baxter and Jack (2008) describe that qualitative case study approach is research using a range of data sources, to make it easier to explore a phenomenon in its context. This makes sure that different lenses are used to examine the problem rather than just one, revealing and understanding different aspects of the phenomenon. The topic is suitable with this approach and method to answer the research question how FamilyMart communicates the ban of plastic bags through communication strategy to their customers.

3.3 Unit of Analysis

The research will be conducted through in-depth semi-structured interviews. Semi-standardized, or semi-structured, interviews offer a more flexible approach to the interview process (Tod, 2006). The flexibility of the semi-structured approach allows the interviewer to probe into unexpected topics that come up throughout the interview with a succession of less structured questions (Berg, 2009). The interview aims to explore the communication strategy of FamilyMart in communicating the ban of plastic bags to their customers.

3.4 Object of Research

The objects of research in this study include FamilyMart retail stores, consumers, employees, and external stakeholders. Each group provides critical insights into the communication strategies used to implement the plastic bag ban and their effectiveness in promoting sustainable environmental development. By examining these objects, the study aims to deliver comprehensive findings that can inform better practices and strategies for similar initiatives in other contexts.

3.5 Data Analysis

Data collected from this research will be validated through coding to find discriminant capability. The discriminant capability of the coding scheme is used to determine the level of intercoder reliability (Belotto, 2018). These are the following steps of data analysis: (1) typing down the interview transcript and clustering them based on the information sources, (2) organizing the data with selective coding, and (3) thorough identification of the research findings with in-depth analysis to explore meanings of the research. The data analysis for this research will involve a combination of content analysis, statistical analysis, thematic analysis, and observational analysis to thoroughly

evaluate FamilyMart's communication strategies for the plastic bag ban. By using a multi-method approach, the research aims to provide a comprehensive and nuanced understanding of how these strategies influence consumer behavior and contribute to sustainable environmental development.

3.6 Data Validity

The validity of research is important to see to what extent the results of research conducted by researchers can be relied on or assessed as valid research results. Whittemore et al. (2001) describe that validity issues should ideally be considered by qualitative researchers at every stage of the investigation, especially throughout the planning and analysis stages, in order for users of research to critically evaluate findings in a useful manner. Validity reflected the truthfulness of the findings, and reliability related to how long they may last (altheide & Johnson, 1994). This validity of research will be the basis to interpret research findings and answer the research questions.
Ensuring data validity in the research on communication strategies for sustainable environmental development in FamilyMart's plastic bag ban involves a multi-faceted approach. By carefully designing the study, using validated instruments, controlling for confounding variables, and employing rigorous data collection and analysis techniques, the research can produce credible and reliable findings. These efforts will help ensure that the conclusions drawn from the study are accurate and applicable to broader contexts.

RESEARCH ANALYSIS
4.1 Interview Result

Effective communication methods are essential for influencing consumer behavior, raising awareness, and bringing about societal change in the context of sustainable environmental development. The interviews were conducted with a diverse group of participants, including FamilyMart employees, and customers. By examining their responses, we can assess the overall impact of the communication strategies on the store's operations and customer engagement. This chapter will discuss the implications of these findings for future policy making and the potential for replicating successful strategies in other retail environments.

Name	Age	Description	Result of Interview
Laksana	43	Consumer	She always brings her own groceries bag when visits FamilyMart at Benton Karawaci. This awareness starts when she saw the publication on official Instagram of FamilyMart Indonesia which implement no plastic at all FM stores. The staff at the cashier desk also provide information during transactions and offer the reuseable bag if customer don't bring own bag. In her opinion, this regulation helps the world to be better by implement the no plastic campaign.
Steven	32	Consumer	Steven fully aware of the no plastic campaign which implemented by FamilyMart Indonesia. He is one of the regular customers since he much enjoy the f&b product of FamilyMart. Information related to this campaign was accessed by Steven through social media, direct store purchase, and online applications such Grab Food and Go Food. He now never uses plastic straw while having the Kopi Susu Keluarga, he prefers using stainless steel straw or purchase the liter bottle product.
Roni	26	Employee of FamilyMart	Before starting the service at FamilyMart store, we have been joining the training programs, employee engagement to be able to face the challenges on how we could implement the no plastic campaign in our store.
Cahya	24	Employee of FamilyMart	The management provides the information during training and briefing, many promotion schemes were also provided to support the no plastic campaign in our store.

Table 2.0. Interview Result

4.2 Analysis

FamilyMart Indonesia officially announce the new campaign for "No Plastic" in all the stores by 1st of July 2020. FamilyMart and the Greeneration Foundation, a well-known Indonesian non-governmental organization that promotes sustainable production and consumption, have cooperated. This partnership is a component of larger initiatives to decrease plastic waste and encourage eco-friendly behaviors throughout Indonesia. FamilyMart's goals

align well with the Greeneration Foundation's well-known programs that promote sustainable practices and environmentally responsible trash management. By utilizing the knowledge and outreach resources of environmental organizations, these collaborations improve the efficacy of campaigns by guaranteeing that the message reaches a larger audience and has a greater influence on consumer behavior and environmental sustainability. The national policies and strategic objectives of Indonesia for the management of plastic waste also offer a framework that is conducive to these kinds of projects. Retail companies like FamilyMart are further encouraged to embrace and promote sustainable practices by these policies, which seek to significantly reduce plastic waste (World Economic Forum).

Family Mart used a range of communication techniques, such as printed materials, social media campaigns, and in-store signage. The messaging was always about being aware of the environment, about the advantages of using less plastic, and about using reusable bags as alternatives. It was usual to include visual aids and clear, straightforward sentences to improve memorizing and comprehension of the content.

Image 2.0. Publication of No Plastic Policy (source: Instagram Familymartid)

Customers were largely aware of the plastic bag ban which suggests that the communication efforts were very visible. All the customers that were involved in the interview of this research stated that they have altered their behavior by using reusable bags more often. Consumers who remembered seeing a variety of communication materials (such as signs posted in stores and social media posts) were more likely to embrace the ban and take up sustainable habits.

Image 3.0. Sample of FamilyMart Indonesia Publication for No Plastic Campaign
and Promotion (source: official facebook FamilyMart Indonesia)

Employees generally felt well-prepared to communicate the ban to customers, citing thorough training and clear guidelines from management. Consumers expressed positive perceptions of Family Mart's environmental initiatives, with many appreciating the company's leadership in sustainability. Environmental advocates highlighted Family Mart as a model for other retailers, noting the comprehensive nature of their communication strategy.
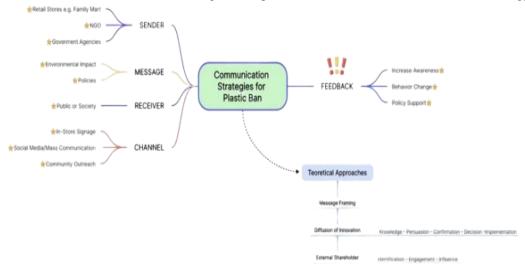

Figure 2.0 - Communication Strategies for Plastic Ban (source: writer)

Despite overall success, some customers mentioned confusion regarding the specific details of the ban and the types of acceptable alternatives.

Image 4.0. Publication of No Plastic Campaign FamilyMart (source:okezone.com)

Employees suggested additional training and more interactive communication methods, such as workshops or customer engagement events, to further enhance understanding and compliance. Inconsistent placement and visibility of signage in some stores led to varied levels of customer awareness. Digital communication efforts, while generally effective, could be expanded to include more interactive and engaging content, such as videos or customer testimonials.

4.3 Conclusion

The study provides important new information about the role and effectiveness of strategic communication in promoting sustainable environmental practices. High awareness and behavioral change, which was conducted by FamilyMart's comprehensive communication strategy, successfully raised awareness about the plastic bag ban among a significant majority of its customers. The multi-channel approach, including in-store signage, social media, and direct employee interactions, ensured wide reach and visibility. The campaign effectively influenced consumer behavior, with a notable proportion of customers adopting the use of reusable bags and becoming more conscious of their overall plastic consumption. Effective Messaging and Engagement which seeing through the clarity, consistency,

and persuasiveness of the messages played a crucial role in achieving positive outcomes. Visual aids and concise language were particularly effective in conveying the environmental benefits of the ban and promoting alternative solutions. Employees acted as important mediators of the communication strategy, providing customers with additional information, and reinforcing the key messages. Their preparedness and active engagement were critical to the campaign's success. The positive Stakeholder perceptions regarding the initiative was well-received by various stakeholders, including consumers, employees, and external environmental advocates. Positive perceptions were largely driven by the perceived environmental benefits and the company's leadership in sustainability efforts. Stakeholders appreciated the proactive stance of Family Mart and recognized the retailer as a model for implementing similar environmental policies. Despite the overall success, some challenges were identified, such as initial confusion among consumers about the specifics of the ban and acceptable alternatives.

This points to the need for clearer and more detailed communication. A segment of consumers expressed resistance due to convenience concerns, highlighting the importance of addressing practical aspects in future communication efforts. Suggestions for improvement included enhancing the clarity and consistency of messages, expanding interactive and digital engagement methods, and increasing employee training. The findings underscore the pivotal role of strategic communication in driving sustainable environmental development. By effectively informing and engaging stakeholders, companies can foster significant behavioral changes and contribute to broader sustainability goals. The success of Family Mart's plastic bag ban highlights the potential of well-crafted communication strategies to not only promote environmental initiatives but also to strengthen corporate reputation and stakeholder relationships.

SUMMARY
5.1 Summary of Findings
The communication strategy employed by Family Mart to promote the ban on plastic bags has been largely effective in raising awareness and changing consumer behavior. Key factors contributing to this success include a multi-faceted approach that leverages various communication channels, clear and consistent messaging, and active engagement by employees. However, there are areas for improvement, particularly in enhancing clarity and expanding interactive communication methods. Overall, FamilyMart's efforts serve as a valuable case study in how strategic communication can drive sustainable environmental development.

5.2 Discussion
The research provides a comprehensive analysis of how strategic communication can drive environmental sustainability efforts. This discussion summarizes the key themes and insights derived from the study, reflecting on the implications, challenges, and potential for future improvements. The use of diverse communication channels—such as in-store signage, social media, and employee-customer interactions—proved effective in raising awareness and promoting behavioral change. By leveraging multiple platforms, Family Mart ensured that the message reached a broad audience, increasing the likelihood of compliance and support for the plastic bag ban. A significant majority of customers became aware of the plastic bag ban through Family Mart's strategic communication efforts. This high level of awareness translated into positive behavioral changes, with many customers adopting reusable bags and reducing their plastic use. The data suggests that consistent and clear messaging can effectively influence consumer habits towards more sustainable practices. Employees played a crucial role in communicating the details and benefits of the ban to customers. Their preparedness and active engagement were essential in reinforcing the messages delivered through other channels.

This highlights the importance of employee involvement and training in the successful implementation of environmental policies. The ban on plastic bags and the associated communication strategies were positively perceived by various stakeholders, including consumers, employees, and environmental advocates. This positive perception underscores the importance of corporate social responsibility and proactive environmental initiatives in building a positive brand image and stakeholder trust.

5.3 Suggestion for Future Research
Future research should explore the long-term effects of communication strategies on consumer behavior and environmental sustainability. Comparative studies across different retail chains and regions can provide deeper insights into best practices and the scalability of these initiatives. Additionally, examining the role of technological innovations and digital media in enhancing environmental communication can offer valuable directions for future campaigns. By expanding the scope to include comparative studies, longitudinal analyses, the role of digital media, and cultural differences, researchers can build a more comprehensive understanding of effective communication practices. Additionally, investigating internal communication, economic impacts, and brand-related outcomes will

provide valuable insights for both academics and practitioners aiming to promote sustainability through strategic communication.

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