



# Demonstrating the Goodie Bag Policy to The Public as Single-Use Packaging for Plastic Waste Reduction on the Impact on Environment

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## ABSTRACT

The trend of goodie bags as food pouches is popular these days. In this case, we demonstrated our research intending to make people aware of the impact of using goodie bags and contributing to the reduction of plastic waste to achieve sustainability goals. The research method used was by distributing questionnaires to 20 people aged 16-45 years. The topic discussed was the public perception of goodie bags as an alternative to single-use plastic packaging. The questionnaire attempts to reduce plastic packaging as well as the impact of goodie bags. Results showed that few people reuse goodie bags when shopping. This may be because people are still comfortable with the use of plastic. One way to promote goodie bag reuse is to educate people about how long it takes for plastic to decompose. This research helps efforts to effectively reduce plastic waste and prevent the accumulation of single-use plastics from having a positive impact on the environment. This research can make a positive contribution to efforts to protect the environment and reduce the negative impact of plastic waste around the world.

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## 1. INTRODUCTION

In everyday life, plastic is a product of various types of goods, has a variety of forms and functions, and is highly appreciated because it is widely used by the community. Plastic in the form of products can be in the form of various household items. Plastic bags are very popular with housewives because they are practical, lightweight, and easy to find. This shapes the nature of consumption and becomes a culture in society. It would not be wise if you get used to using plastic bags every day. Because people need to be aware of the excessive use of plastic bags. Cases of plastic bag use that can be observed include housewives who shop at shopping centers, supermarkets, or folk or traditional markets, for example, many people buy vegetables and other food ingredients, and then the merchant prepares plastic bags according to the amount of vegetables purchased. Plastic is becoming popular in its use because it is practical and waterproof. Plastic bags require less energy, fossil fuel, and water than an equivalent amount of paper bags. Also, plastic bags generate less solid waste, acid rain, and greenhouse gases than paper bags.

In addition, current food and beverage trends contribute to plastic waste as most companies package food and beverages in plastic. Plastic bags and other types of plastic waste will become plastic waste that takes thousands of years to decompose. Shopping centers, supermarkets, and public markets are prohibited from providing single-use plastic bags, let alone using them. Shopping centers, supermarkets, and people's markets or buyers are required to provide or bring Environmentally Friendly Shopping Bags (EFSB) for free. Based on Governor Regulation Number 142 of 2019, Article 23 stipulates, that if the witness does not give a written warning, it will receive a second warning within 24 hours. However, if you still fail to do so, you will receive a third text warning every 3 hours every day. Besides being widely used by the public, it turns out that plastic is also very dangerous for health and the environment. The community has realized about managing waste and reusing plastic waste (Nelfia, 2023).

Human activities cannot be separated from the environment because humans are essentially one of the components that occupy space in the environment itself. The use of environmentally friendly bags in a broad sense is all the power to restore, maintain, and improve land conditions so that they can produce and function optimally. Replacing plastic bags with environmentally friendly bags can be done if there is a willingness from each individual. Indonesian people through the One Health approach which combines a healthy environment, Healthy Animals, and Healthy People following current conditions. The population growth rate also determines the amount of waste that must be processed and managed (Tristy & Aminah, 2020).

The importance of society for waste management is recorded in government regulations, namely in Law Number 18/2008 article 20 (3) related to Reduce, Reuse, Recycle, and Return to Earth). The end-of-pipe approach is replaced by the 3R principle (reduce, reuse, recycle). Regarding consumer behavior towards the use of plastic bags and cloth bags in the Jabodetabek area using Planned Behavior theory, it was found that environmental awareness, social pressure, and support for the ban on the use of plastic bags affect consumers' desire to use reusable cloth bags, and there is a significant effect of the desire to use cloth bags on consumer behavior in reducing the use of plastic bags. For the sake of environmental sustainability, people should realize the importance of reducing plastic waste by replacing it with various environmentally friendly bags to prevent environmental problems in the future and must make real efforts to improve environmental quality. One solution is to foster an environmentally conscious attitude. Solutions that can be done need regulations and rules as

well as education related to waste management (Faizal *et al.*, 2021). Good Environmental Governance is a variety of activities organized by the government while taking into account the sustainability and sustainability of the environment, especially natural resources by involving all members of the community (Addahlawi *et al.*, 2020).

The use of environmentally friendly bags as an effort to reduce waste needs to be intensified. The lack of understanding of the dangers posed by the use of disposable plastics makes people indifferent and continue to depend on disposable plastic bags. The purpose of this research is to find out how many people have used environmentally friendly bags and measure how effective the use of environmentally friendly bags is in food buying and selling activities.

## 2. METHODS

A growing trend is the use of goodie bags in the food industry as a replacement for plastic packaging. However, it turns out that this bag creates a new problem, namely its use, which every time we buy a product, we will get a new bag. To find out whether goodie bags are effective, we distributed questionnaires to the general public with an age range of 16-45 years. In this study, we conducted a quantitative method to find out how the implementation is done by the general public in the use of goodie bags in their daily lives.

## 3. RESULTS AND DISCUSSION

### 3.1. General Understanding of Goodie Bags

Based on the questionnaire, the respondents answered "Yes" to the question "Do you know what a goodie bag is?". Comparison between the number of respondents who answered "Yes", and "No".

Based on the data obtained, many people are familiar with this object or goodie bag, this is because goodie bags are easy to find or use and nowadays goodie bags are not used for shopping alone but goodie bags can also be used as souvenirs or gifts in certain events

Based on the questionnaire, the respondents answered "Yes" to the question "Do you know what a goodie bag is?". Comparison between the number of respondents who answered "Yes", and "No".

Based on the data obtained, many people know what a goodie bag is. This shows that goodie bags are quite popular and known to many people.

Based on the questionnaire, 65% of respondents answered "Sometimes" to the question "Do you get goodie bags when shopping?". A comparison between the number of respondents who answered "never", "ever", "sometimes", "often" and "very often" is presented.

Based on the results, many people sometimes get goodie bags when shopping, it is possible that some minimarkets, supermarkets, or other shopping places still do not fully use goodie bags. in practice, there are still many uses of disposable plastic bags, especially in traditional markets, street vendors, and roadside traders (see <https://dietkantongplastik.info/dua-tahun-penerapan-peraturan-gubernurprovinsi-bali-no-97-tahun-2018-tentang-pembatasan-timbulan-sampahplastik-sekali-pakai-apa-saja-pencapaian-dan-tantangan-yang-dihadapi/>).

Based on the questionnaire, 60% of respondents answered "Sometimes" to the question "Do you get goodie bags when shopping?". A comparison between the number of respondents who answered "never", "ever", "sometimes", "often" and "very often" is presented.

Based on the results, the majority of respondents chose "sometimes" to reuse goodie bags when shopping, it is possible that respondents still think that goodie bags are not considered

environmentally friendly bags, or maybe respondents choose the environmentally friendly ones. Environmentally friendly bags or maybe respondents choose something more practical than bringing back goodie bags. Goodie bags (cloth bags) are indeed shopping bags. It can be said that this goodie bag is one way to reduce plastic waste.

Based on the questionnaire, 20 respondents answered various opinions on the question "Why do you choose to reuse goodie bags when shopping?". Based on the respondents' answers, goodie bags are reusable bags, and goodie bags are more beautiful to carry anywhere and stronger, and goodie bags can reduce plastic waste which results in environmental pollution. Thus, based on the results of the Life Cycle Assessment (LCA) assessment, the types of shopping bags ranked the most environmentally friendly are recycled plastic and goodie bags.

Goodie bags initially became a growing trend after the regulation of paid plastic bags in supermarkets according to [Coelho et al., \(2020\)](#) For the general public, the 'feel-good factor' is not enough, and hence a *financial incentive* may be important to change consumers to switch to a reusable packaging system. These goodie bags use recycled, biodegradable or reusable materials. In addition, the contents of the goodie bag tend to consist of products that support a sustainable lifestyle. According to research conducted by [Greenfield \(2022\)](#) in the article "Promoting Sustainability Through Eco-Friendly Goodie Bags," eco-friendly goodie bags not only make a positive impression on event attendees but also contribute to global efforts to maintain environmental sustainability.

### 3.2. People's Views on Goodie Bags

Based on the data obtained, people's views on goodie bags are both positive and negative. This is because goodie bags that are designed to be used repeatedly or that are made from environmentally friendly materials can be part of a good effort in reducing plastic waste and its impact on the environment. as long as goodie bags are chosen wisely and used responsibly it can be one of the small steps that support sustainable practices, and answers from the questionnaire said that if for example the goodie bag is reused, it is good because it is an effective effort in reducing plastic waste but if for example it is not reused and receives a new goodie bag, it is likely to be less than optimal because considering the materials used in the goodie bag.

Based on the results of the questionnaire, some people answered that goodie bags have an impact, it is because the use of goodie bags is made of cloth, and just the same it can produce problems for the environment. It is just that goodie bags can be used repeatedly to prevent the use of plastic every day if the use of goodie bags is increasing and the decrease in plastic waste is less and less whether goodie bag recycling is not as expensive as plastic waste and goodie bags are very space/storage consuming, the impact caused by goodie bags can vary depending on several factors, including the material of manufacture, content and design selection, and some say that goodie bags have no impact it is because they are beneficial to the earth and the lives of living things and can reduce the use of plastic waste.

Based on the results, the majority of respondents chose "Maybe". It is because a person's view of goodie bags is different, some know the type of goodie bag and some still lack an understanding of the goodie bag. Various kinds of goods or products made from plastic are used in every human's daily life. Plastic bags are very often used by housewives because they have practical, lightweight, and easy-to-obtain properties. This forms a consumptive and cultured nature among the community, it is not wise for someone to get used to using plastic bags in everyday life. Because people should be aware of the excessive use of plastic bags. The use of environmentally friendly bags as an effort to increase awareness of the

environment requires efforts to build public legal awareness both individually and in groups by increasing counseling activities (Yenny *et al.*, 2018). According to Qodriyatun (2018) what is possible is to limit the use of plastic for certain products that can be replaced with other materials that are more environmentally friendly, such as the use of cloth bags. This makes carrying an eco-friendly bag the least that can be done.

Cases of plastic bag use can be seen, such as housewives who shop at shopping centers, supermarkets, people's markets, or traditional markets, for example, people buy a lot of vegetables and other ingredients, then the trader prepares plastic bags according to the number of vegetables and ingredients purchased. Besides that, the current food and beverage trend is a contributor to plastic waste, because most of these businesses package food and drinks with plastic. Plastic bags and other plastic waste will become plastic waste that takes thousands of years to decompose (Yulianingsih *et al.*, 2020) with the goodie bag, it is hoped that it can have a positive impact and change people's behavior toward environmental awareness, it is hoped that it can reduce the use of plastic bags in everyday life in the surrounding community. Humans cannot be separated from plastic because of the benefits that can be directly felt by users. One of the items derived from plastic is plastic bags. Plastic bags are effective and the price is also very affordable. When this plastic bag is damaged and cannot be reused, then this plastic will become garbage.

Decomposing bacteria are quite difficult to be able to decompose plastic waste, which has a period of 100-500 years. The accumulation of plastic waste can cause flooding, water pollution, blockage of drainage, etc. This is because plastic waste can emit toxic gas emissions, impact the environmental ecosystem, and cause water pollution. This is because plastic waste can emit toxic gas emissions and have an impact on environmental ecosystems as well as causing water pollution (Salsabila *et al.*, 2021). Effective implementation of the goodie bag policy can have many positive impacts. First, it can reduce the amount of single-use plastics that pollute the environment, especially oceans and other natural ecosystems. Second, by encouraging the use of environmentally friendly alternative packaging, this policy can motivate changes in consumer behavior toward more sustainable consumption patterns. The initial findings of this study show a significant decrease in single-use plastic usage following the introduction of the goodie bag policy, reflecting the positive potential in reducing the environmental impact of plastic waste.

### 3.3. Efforts in Plastic Waste Reduction

In the predetermined options, 72.7% of respondents chose to educate people about the time it takes for plastic to decompose. Disseminating information about the dangers of plastic that can cause damage to living things. This method has proven effective in increasing public awareness of reducing plastic waste. According to Putri *et al.* (2023), the level of public awareness of participation in reducing plastic waste is still influenced by the attitudinal factors of respondents who are less concerned about the dangers of using plastic bags. Thus, people do not participate in reducing the use of plastic bags. In addition, the lack of information received by the community and the habit of using plastic bags when shopping because it is practical causes community participation to be less good. Socialization of the impact of waste has proven to be effective in raising public awareness of the impact of plastic waste. Through education, the community can actively participate in sorting waste and can carry out waste processing independently, for example, composting kitchen waste so that it can be reused (Septiani *et al.*, 2019).

One way to improve environmental quality is through environmental education. According to Adriansyah *et al.* (2019), The attitude of environmental care in people's lives can be

interpreted as a person's reaction or action towards the environment such as not destroying the environment, preserving, preventing, and improving the natural environment. Public awareness to use environmentally friendly bags is a real action that can be done by the whole community with ease and does not require so much capital. In controlling plastic bag waste, the tax policy created is expected to change people's views on the value and reuse of plastic as an item that has economic value (Yustiani et al., 2019). What we all know is that plastic waste is very difficult to decompose in the soil, it takes months to years and this has a very bad impact on our earth. Thus, it can cause problems in handling it.

Furthermore, based on the results of the research that has been conducted, initiatives that have been carried out by the community include the use of environmentally friendly shopping bags that can be used multiple times. In addition, the promotion of the use of goodie bags can be intensified in daily life which is spread through social media. Efforts to share the experience of using environmentally friendly bags are included in green marketing with the bag being a green product. According to Islam (2018), Green product is an effort to minimize waste during the production process in addition to maximizing the products made while meeting environmentally friendly requirements. In this regard, many manufacturers were reluctant to invest in more environmentally friendly production solutions as it was not relevant to consumers (Kiyak, 2023).

Bioplastics are an alternative that can be used in handling plastic waste. However, bioplastics are not very popular among the public. Based on the data obtained, 54.5% of respondents had heard the term bioplastics, 27.3% of respondents answered that they might have heard and 18.2% answered that they had never heard of bioplastics. Bioplastic raw materials come from food waste extracted starch content. Bioplastics have not been widely found in food products, especially in basic food products, snacks, instant foods, and drinks commonly found in neighborhood stores. Products with bioplastic packaging bellum developed to be marketed generally. Only products with a small marketing scale are not commonly found in the community. Bioplastics can be a new source of packaging materials, especially food packaging because of the demand and need for degradable food packaging (Faridah, 2022).

Based on the results of the research that has been done, goodie bags are the choice of the community to reduce plastic waste. Goodie bags can be used repeatedly and are commonly found. A total of 45.4% of respondents agreed that goodie bags are the most effective item to reduce plastic waste. While 18.8% of respondents answered that bioplastics are more effective and as many as 35.8% answered that they did not know.

#### 4. CONCLUSION

There are problems related to plastic waste that are increasingly rampant. The amount of plastic waste in the family environment and traditional markets or people's markets made researchers move to make efforts to reduce plastic waste in the community environment. The effort is expressed in the manufacture of goodie bag products made from canvas fabric that is designed and decorated. Through the use of these products, it is hoped that they can have a significant effect on reducing the use of plastic and reducing plastic waste in the area. With this program, researchers have hopes for the community to be more concerned with the surrounding environment. Especially wise about the use of plastic bags. Help maintain the surrounding environment without plastic waste that comes from waste in the family environment and waste in public places.



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## 6. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. The authors confirmed that the paper was free of plagiarism.

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