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Poster Hasil Penelitian

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Poster ini merupakan *output* penelitian Campaign “BOTAK” (Bogor Without Plastic Bags) as an Environmental Communication Model For Reducing Plastic Waste In Marine Environment (2020)

Karya ini mendapatkan Kekayaan Intelektual no. sertifikat 000242054 yang diumumkan pada tanggal 4 Maret 2021.

POSTER

# Campaign "BOTAK" (Bogor Without Plastic Bags) as an Environmental Communication Model for Reducing Plastic Waste in Marine Environment

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## The Introduction

Plastic waste is one of the environmental problems facing Indonesia, which is called a plastic waste emergency country. Plastic waste has the potential to damage the ecosystem of living creatures in the sea and has a major impact on human life. Thus, special efforts are needed to reduce the dangers of plastic waste, including by switching to environmentally friendly shopping bags is one form of environmental innovation (eco-innovation) which aims to save the environment from plastic waste.

## The Purpose

This study aims to determine strategies to reduce the use of plastic bags carried out by the Bogor city government.

## The Methods

This research is qualitative using the case study method. Data were collected through interviews, document analysis, literature study, and observation

## The Results

The results show that the campaign carried out by the government needs to be supported by a more comprehensive approach by raising public awareness of the dangers of plastic waste from upstream to downstream so that a plastic bag dumped in a river in Bogor might end up killing whales at sea

## The Models

Diagram 1  
Environmental  
Communication Model  
from Botak Campaign  
Pattern



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## References





REPUBLIK INDONESIA  
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# SURAT PENCATATAN CIPTAAN

Dalam rangka perlindungan ciptaan di bidang ilmu pengetahuan, seni dan sastra berdasarkan Undang-Undang Nomor 28 Tahun 2014 tentang Hak Cipta, dengan ini menerangkan:

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Tanggal dan tempat diumumkan untuk pertama kali : 4 Maret 2021, di Jakarta  
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