

Green Campaign of The Gili Eco Trust in Forming Public Awareness about The Environment to Realize Gili Trawangan Zero Waste

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Abstract. Gili Trawangan, a renowned tourist destination in West Nusa Tenggara Province, faces a significant waste challenge due to the high influx of visitors. Each day, approximately 20 metric tons of waste, including an astonishing 10,000 glass bottles, accumulate on the island. To instigate a shift in the behavior of the local community, business owners, and tourists, Gili Eco Trust has launched an educational campaign. Additionally, Gili Eco Trust actively engages in community-based waste management by establishing a waste bank and pursuing profitable waste reduction strategies. This includes innovative upcycling of glassware and systematic collection of recyclables, diverting them away from landfills. Gili Eco Trust has Instagram and Facebook accounts. Its social media is interactive. They reply to comments and direct messages from their followers. Online media should be interactive to allow the audience to ask questions about the program. The uploaded caption describes the glass bottle recycling process, starting from cleaning trash, melting glass bottles into glass sand, and becoming strong bricks. This campaign invites and urges local communities and stakeholders to carry out waste management and educate them to protect the environment, provide continuous information, and understand and motivate certain activities or programs through continuous and planned communication.

1 Introduction

Waste has become a massive issue in Indonesia and worldwide. British environmental activist, Oliver Tickell, stated that the International Court of Justice could sue Indonesia for being one of the countries contributing the most plastic waste to the world's oceans [1]. Following China, Indonesia holds the second position in terms of its contribution to the global plastic waste problem in our oceans. Citing information from the cnbcindonesia.com website, Indonesia sustains an annual coastal population of 187.2 million, resulting in the improper management of approximately 3.22 million metric tons of plastic waste. This

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mismanagement leads to an alarming discharge of plastic waste into the oceans, estimated to range from 0.48 to 1.29 million metric tons [2].

Approximately 0.48-1.29 million tons of plastic waste pollute the oceans (Figure 1), with the estimated volume of plastic waste flowing into the oceans from Indonesia's coastal regions expected to increase in the future. This presents a broader waste management challenge in Indonesia, not limited to plastics alone but also posing a threat to the environment that requires a comprehensive solution [3]. Exploring the potential of technology, particularly those capable of converting waste into energy, is essential to address the waste issue. The role of civil society organizations in advocating for improved waste management practices is also crucial to effectively address this problem [4]. This series of phenomena underscores that waste management, encompassing not only plastic but also various other forms of waste, is a multifaceted issue in Indonesia that demands immediate attention and effective policies for mitigation and sustainability.

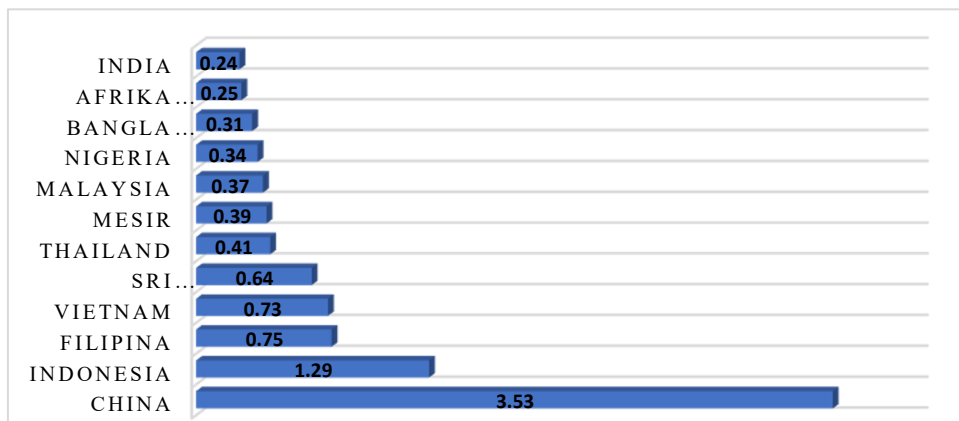


Fig 1. Total Marine Pollution of Plastic Waste (million tons/year) [2]

Indonesia's coastal population is almost the same as India's, which is 187 million. However, the level of plastic pollution in the Indian ocean is only around 0.09-0.24 million tonnes/year and ranks 12th. Meanwhile, Indonesia occupies the second position with a marine pollution level of around 1.29 million tons/year. China leads in plastic waste pollution, with an annual estimate ranging from 1.23 to 3.53 million tons (Adharsyah, 2019). In 2018, the world's oceans contained a staggering 150 million tons of plastic. If the current production and consumption patterns persist, this figure is anticipated to surge by an additional 250 million tons. A projection from the World Economic Forum and the Ellen MacArthur Foundation foresees a disconcerting future, suggesting that in 250 years, the oceans could potentially harbor more plastic than marine life, notably surpassing the population of fish. [5].

Among the 192 countries worldwide, East Asia stands out with the most rapid growth in waste production. A group of five nations, namely China, Indonesia, Vietnam, the Philippines, and Thailand, collectively shoulders the responsibility for over 50% of the total plastic waste that finds its way into the world's oceans. A substantial reduction, equivalent to 45%, in the flow of waste into our oceans could be achieved if an impressive 75% of the waste on land within these five countries were to be effectively managed. The problem of plastic waste pollution in oceans primarily stems from two key factors: the inadequate collection of waste and the low market value associated with specific types of plastics. It is worth noting that 75% of waste originating from land sources is attributed to improperly

collected waste, with the remaining 25% stemming from officially managed urban solid waste systems [5]

According to the Central Statistics Agency [6], in 2016, the amount of waste heaped in Indonesia reached 65.2 million tons per year with a population of 261.115,456 people. The growing population will affect the level of waste production. The World Bank stated that the increase in the number of waste piles is rapid, 2002 with 2.9 billion urban residents producing around 0.64 kg per person per day (0.68 billion tons per year), and in 2012, this number increased to around 3 billion people who produce 1.2 kg per person per day (1.3 billion tons per year). This waste will continue to grow, and by 2025 it may reach 4.3 billion urban residents who produce around 1.42 kg per person per day of municipal waste (2.2 billion tons per year). In 2017, a high daily waste production occurred on Java Island. Among others, Surabaya produced 9,896.78 m³ of waste per day, and Jakarta produced 7,164.53 m³ of waste, while outside Java Island, among others, Makassar produced 6,485.65 m³ of waste. Denpasar, Manado, and Medan generated 3,657.20 of waste; 2,064,00; and 1,892.00 m³ per day.

Gili Indah stands as a premier tourist destination within West Nusa Tenggara (NTB) Province. According to a survey conducted by Bank Indonesia and reported on travel.tempo.co, a significant 81% of foreign tourists traveling to NTB express their intent to include Gili Trawangan in their itinerary. Bank Indonesia conducted the study in two stages: the first stage was in July-August 2019, and the second was in November 2019. A week before the end of 2019, more than 1,000 foreign tourists visited daily. This figure was calculated from the arrival of fast boats from Bali. On December 27, 2019, there were 1,706 foreign tourists. Then, it increased to 2,308 people on December 30, 2019. While on December 31, 2019, it reached 1,394 people [7].

Tourism activities in Gili Matra bring economic benefits to the local community. However, they also influence the environment, society, economy, and local culture. The increase in the tourism sector is marked by an increase in the number of tourists, demanding an enhancement in supporting facilities and infrastructure such as lodging and restaurants. The results of previous studies indicated that the rapid development of tourism in Gili Trawangan affected environmental conditions. Problems that often arose were coastal abrasion, violations of tourism infrastructure development, below-standard infrastructure and public facilities, and waste management [8].

Gili Eco Trust, a non-profit organization operating within the waste management sector, operates under the official Gili Indah Ecosystem Foundation, with its headquarters situated in Gili Trawangan. Established in 2000, this non-governmental organization (NGO) was originally founded with the primary objective of providing support to a task force composed of local fishermen, working towards the preservation of the marine environment in Gili Indah Village. While Gili Eco Trust initially focused on coral reef conservation, it significantly expanded its programmatic scope in 2015 to encompass waste management and recycling efforts within Gili Trawangan. In an article featured on antaranews.com, Dhelphine Robbe, the founder of Gili Eco Trust, expressed her aspiration to realize the ambitious goal of achieving Gili Trawangan Zero Waste [9]. It does not mean that Trawangan is no longer producing waste; the people can utilize and treat waste as a resource. It works closely with a local community group called the Environment-Concerned Community Front (FMPL). Gili Eco Trust creates souvenirs from waste-based materials, such as pendants made of glass from drinking bottles, pipettes made of bamboo, and many others.

Strategy is the overall approach to a program or communication campaign as an activity of public relations [10]. It is a coordinating factor with guiding principles, main ideas and thoughts behind tactical programs. The purpose of communication is seen from various aspects of the campaign, both for promotion and publication purposes. For example, the

purpose of communication in advertising (advertising communication) is to provide information on a product being campaigned. It also focuses on persuasion and instilling awareness to motivate purchases [11].

According to Sweeney (in Venus) [12] campaign is a path taken to achieve a goal; to achieve that goal, it must move in the right direction. Thus, in the communication campaign carried out by PR, good communication aims to create knowledge, understanding, interest, and support from various parties because the campaign's purpose is to change public opinion and other behaviors [13]. Strategy is a way to achieve the result; an organization's mission is to achieve its goals and targets [14]. Hence, the strategy is a plan and management to achieve certain goals in operational practice. One of the crucial aspects of achieving the final result of a strategy is the influence of the communication pattern used in reaching the target. Effective and strategic communication must be considered carefully because, in principle, effective and strategic communication has the following functions: (a) to change the attitude, (b) to change the opinion, and (c) to change behavior. According to Sweeney, Good communication in a campaign helps to achieve goals because a PR campaign aims to create knowledge, understanding, interest, and support from various parties. After all, the purpose of a campaign is to change public opinion and other behaviors [15].

The communication process in a PR campaign has two methods: (1) the communication process in a short-lived campaign, and (2) the campaign communication process lasts for a long time and continuously. With these two methods, the campaign will influence communication, either sympathy, empathy, or antipathy[15].

Determining PR campaign messages is the most crucial part of the planning process because the messages will influence the target audience's opinion and make it easier to achieve campaign goals. Determining the messages of the PR campaign involves several stages: (1) Determining the theme—the primary idea to deliver the messages to the target audience. The messages will be more specific and on target. Making themes is usually based on perceptions and issues developing in the community. (2) Message management is adjusted to a predetermined theme to convey the messages properly and under the conditions of the target audience, allowing the messages from the PR campaign program to be accepted and more easily understood[12]. The PR campaign method is planned well with focused and clear targets, objectives, and desired effects. The campaign is systematic, contains motivational elements, takes a psychological approach, and is conducted repeatedly[15].

2 Research Method

This study utilized a qualitative research method with a case study approach. According to Creswell [16], qualitative research is a way of analysis that understands the meaning behind individuals or groups in social or human problems. Qualitative research is characterized by Adrijana Biba Starman as an interpretative paradigm, which emphasizes subjective experiences and the meanings they have for an individual [17]. Qualitative research method with a case study approach is used to generate an in-depth, multi-faceted understanding of a complex issue in its real-life context [18]. According to Simons [19], case study approach is an in-depth examination of the complexity and uniqueness of a particular project, policy, institution, program, or system in a 'real life' context from multiple perspectives. Using qualitative research method with a case study approach, this research conducted in-depth-interviews and documentation.

3 Results and Discussion

3.1 Results

Efforts to address the issue of waste mismanagement among local residents and tourists in Gili Trawangan need to be enhanced with preventive measures for the future. Many local people and tourists are currently unaware of the importance of proper waste disposal, waste segregation, and reducing single-use plastics. Delphine Robbe, Founder and Coordinator of Gili Eco Trust, pointed out in an interview on July 10, 2020, that there is a general lack of concern regarding the waste they generate. Some individuals believe that once they have paid waste bank dues, they are absolved of any responsibility for their waste. Furthermore, Acok Zaini Bassok, the chairman of the FMPL, emphasized in an interview on July 23, 2020, that local people tend to act without restraint when it comes to waste disposal because they have grown accustomed to littering.

In Gili Trawangan, the prevailing attitude towards garbage remains largely apathetic, with waste often being carelessly discarded and even burned. During observations conducted in July 2020, researchers encountered a significant amount of ocean garbage and various types of waste in the vicinity, including plastic items, brown rice paper, clear cups, glass bottles, and canned and plastic beverage packaging. Disturbingly, evidence of burned waste was also found in the sunset point area, which led to the discoloration of the once pristine white sand.

To address these issues effectively, proactive measures should be implemented. These may include educational campaigns targeting both residents and tourists to raise awareness about proper waste management practices, the harmful consequences of waste burning, and the importance of reducing single-use plastics. Additionally, fostering a sense of responsibility among all stakeholders for the environment and emphasizing the long-term impact of their actions can help bring about positive change in waste disposal habits in Gili Trawangan. Gili Eco Trust has an official foundation named the Gili Indah Ecosystem Foundation, an independent, non-profit environmental organization based in Gili Trawangan Hamlet, Gili Indah Village, Pemenang District, North Lombok, West Nusa Tenggara. The foundation was founded in 2001 by a French citizen, Delphine Robbe. Initially, the purpose of this foundation was to support the activities of the task force formed by local fishermen to protect the marine environment of Gili Indah Village. This task force aims to protect the underwater Gili Trawangan Hamlet due to the bombing of fishing and bleaching of El Nino in 1997-1998. Gili Eco Trust is an institution that receives and manages environmental fees agreed upon by the local community.

“..... We formed a task force. Gili Eco Trust was originally our treasurer (task) that helped manage the money. Over time, it was made into a foundation.” (Acok Zaini Bassok, Head of FMPL, Interview, July 19, 2020)

Today, the foundation continues to be instrumental in the environmental protection efforts in the Gili Trawangan area. Its primary role includes not only managing environmental fees as agreed upon by the local community but also spearheading various initiatives, educational campaigns, and sustainable projects aimed at preserving the fragile marine ecosystem and promoting responsible tourism practices. Through these endeavors, the Gili Indah Ecosystem Foundation, in partnership with Gili Eco Trust, remains dedicated to fostering a harmonious relationship between the community and the environment while contributing to the long-term sustainability of the region.

Gili Eco Trust offers social products to the community, entrepreneurs, and tourists to use, obtain, and pay attention to meet the community's hopes, desires, and needs to overcome the waste problems in Gili Trawangan. Gili Eco Trust aims to realize Gili

Trawangan Zero Waste, meaning that Trawangan no longer produces waste, but the community can use and treat waste as a resource.

Active community engagement in waste management is also evident in Malang City and can serve as a valuable reference point. In Malang, they have established community-based waste banks that effectively integrate social capital, creative ideas, and government support into a unified approach to waste management. The community-based waste banks in Malang offer several advantages, encompassing environmental, social, educational, and economic aspects, thereby exerting a broad and positive impact on the lives of the local community. They named the program "Kampung Warna-warni". Previously, it was a densely populated settlement that was initially notorious for severe waste and sanitation issues. Initially, this environment was heavily contaminated by scattered plastic waste throughout the village, disrupting the daily lives of residents and endangering public health [20].

Since 2006, Gili Eco Trust has begun to socialize with the public about the environmental impact caused by waste not being managed properly. Delphine also entered the education field to educate elementary school students by becoming an Environmental and Marine Subject teacher until 2012. Previously, in 2008, the Gili Eco Trust expanded its program to manage and recycle waste. It invited a local community group, the FMPL, to work together to overcome the waste problem in Gili Trawangan. In 2010, Gili Eco Trust distributed 1,500 trash cans to communities and businesses. Apart from that, it also held a socialization of sorting waste for three days.

In 2013, Gili Eco Trust began upcycling glass bottles as souvenirs. Finally, in 2015, it established a waste bank managed by FMPL. Gili Eco Trust is a source of ideas or planning for waste management and recycling units; then, the FMPL implements these programs. The collected waste is then recycled into fertilizer, bricks, and souvenirs such as necklaces made of glass from used drinking bottles, pipettes made of bamboo, and others. In addition to recycling and upcycling, it also conducts education to increase public awareness of businessmen and local and foreign tourists through the recycle dyke tour and debris-free Friday program.

Gili Trawangan has become a tourist alternative to Bali in recent years. Usually, tourists bored with vacationing in Bali will visit Gili Trawangan. No wonder many fast boats directly connect the two tourist areas. As a tourist destination, Gili Trawangan is now facing a serious problem: the amount of waste produced by tourists, ranging from single-use plastics and plastic drink bottles to liquor bottles.

Delphine mentioned that the area has produced at least 8 tons of waste daily. Even in the high season, the waste can reach 15 tons daily. "After the earthquake, tourists began arriving here in April 2019. About 8 tons of waste are produced a day, but during the holiday season like today, it reaches 15 tons a day," said the French woman referring to the Lombok earthquake that occurred on July 29, 2018.

Gili Eco Trust is an organization founded by Delphine that focuses on the environment on the small island. It all began with her concern while diving on the seabed and discovering garbage. Since then, she has invited tourists and locals to care for the environment. Starting from separating organic and inorganic waste, she has helped many hotels and restaurants to be environmentally friendly.

Gili Eco Trust helps in dealing with the waste problem in the area. Soon, she will also form Eco Rangers, aiming to educate the public about the dangers of plastic and how to sort it out. "Plastic waste buried in the ground cannot be decomposed, thrown into the sea endangers marine ecosystems and if burned, it will become air pollution, not good for breathing," she explained.

The only way is to reduce single-use plastics such as plastic bags, straws, plastic cutlery, or plastic bottles. She hoped to solve the waste problem with the Eco Rangers

through recycling. Organic waste can be directly processed into fertilizer, while inorganic waste is separated according to categories. “We are targeting that by 2025 there will be no more or zero waste because Gili Trawangan is a tourism area where waste is the main problem,” she mentioned.

Gili Eco Trust also manages the waste by separating it based on its category. After that, the recycling process is carried out. An example is used liquor bottles, most of which are no longer taken by the producers. Delphine stated that only Bintang beer took the bottle back, and others did not. The glass bottles are put into a chopping machine, crushed into brick materials, and sold for IDR 3,500 per stick. After the earthquake, the demand for glass bricks increased. “This brick consists of a mixture of broken glass, cement and sand.”

The liquor bottles can function in construction. Delphine herself utilizes it to replace the loster (light hole) in her house. She also uses the bottle for a chandelier. Some have been processed into glass cups and distributed to visitors at the Gili Eco Trust office. The plastic bottles and cardboard are then handed over to the waste bank. The funds are used to hire 30 cleaners who also manage cleaning money in the area. For households, the fee is IDR 100,000 per month. It is even cheaper for those sorted, IDR 70,000 per month. Meanwhile, for hotels and restaurants, the fee varies from IDR 100,000 to IDR 3,000,000 per month, depending on the number of rooms.

Delphine explained that before the Lombok earthquake in 2018, the local government managed the waste problem in which the Gili Eco Trust was also involved. Nevertheless, now, it is managed by the FMPL in collaboration with the Gili Eco Trust.

Gili Eco Trust intensively conducts education about segregating waste from source and the reduce, reuse, and recycle (3R) movement to increase public awareness. The 3R movement is a simple solution that anyone can perform depending on personal commitment. Gili Eco Trust often campaigns this movement through Facebook and Instagram.

- 1) ‘Reduce’ is preventing waste by not using single-use plastic products, such as plastic bags, using plastic straws, instead using durable eating or drinking containers that can be used repeatedly (Figure 2 and Figure 4).

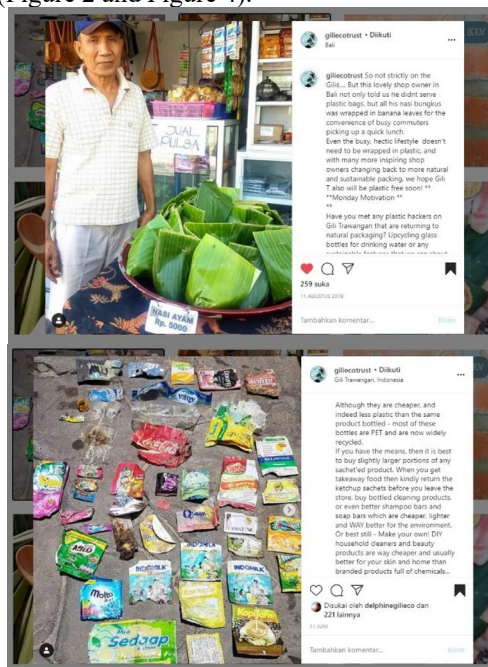


Fig 2. A post on Gili Eco Trust’s Instagram account

- 1) 'Reuse' means using the waste or unused items to make paint containers as candle containers (Figure 3).



Fig 3. The paint container recycled as a candle holder



Fig 4. A post on Gili Eco Trust's Instagram account

The reduce, reuse, and recycle (3R) movement is supported by the Gili Eco Trust, which is committed to increasing public awareness of waste segregation. They want to establish a sense of responsibility in people and motivate them to act through intense educational initiatives. Based on their level of dedication, anyone can adopt the 3R movement's straightforward yet efficient approach.

First, the idea of "Reduce" places an emphasis on preventing waste by minimizing the usage of items made of single-use plastic, such as bags and straws. As an alternative, people are urged to choose reusable, hard-wearing eating and drinking utensils. The amount of waste produced is greatly reduced by lowering the consumption of disposable goods.

Second, "reuse" entails repurposing trash or unwanted goods in novel ways. For instance, turning paint cans into candlesticks or giving old things a second chance. This strategy encourages people to apply their creative thinking skills and maximize the utility of objects that would otherwise wind up in landfills. Lastly, "recycle" refers to the act of turning garbage into new products. By exhibiting instances like utilizing used beer glass bottles to make decorative lamps, glasses, or necklaces, Gili Eco Trust encourages recycling. Recycling helps to lessen the impact of trash disposal on the environment while also reducing the need for fresh resources.

3.2 Discussion

The purpose of Gili Trawangan Zero Waste is how the community and entrepreneurs can utilize and treat waste as a resource. Gili Trawangan is a leading tourist destination in West Nusa Tenggara Province. The increase in the tourism sector is marked by an enhancement in the number of tourists, one indicator of the increasing volume of waste. In August 2017, the average number of tourists visiting reached 2,700 dailies. The high number of tourists directly impacts the volume of waste. The volume of waste collected in a day reached 20 tonnes and 10,000 glass bottles. Meanwhile, in July 2020, during the COVID-19 pandemic, the volume of waste was only 6 tonnes of non-glass waste and 40 kg of glass bottles. This waste problem was also caused by the community's low awareness and concern and entrepreneurs' lack of knowledge regarding waste management.

To induce behavioral change within the community, business community, and tourists, Gili Eco Trust has launched an educational initiative. This program aims to educate its target audience about responsible consumption, encouraging them to reconsider their product choices, implement source-based waste sorting, and ensure proper disposal practices. Simultaneously, Gili Eco Trust actively engages in community-centered waste management, as demonstrated by the establishment of a waste bank. Moreover, they are committed to adopting eco-friendly and profitable strategies to significantly reduce waste sent to final disposal sites (TPAs). These strategies encompass innovative approaches like the upcycling of glassware and the systematic collection of recyclable materials.

Gili Eco Trust has Instagram and Facebook accounts. Its social media is interactive. They reply to comments and direct messages from their followers. Online media should be interactive to allow the audience to ask questions about the program. Therefore, this media effectively increases audience understanding at affordable costs [21].

Gili Eco Trust actively promotes its social products on social media every day at either 07:00 a.m. or 05:00 p.m. One of their recent posts, featured in picture 3.31, displays an image capturing the dedicated efforts of a bank staff member named Samah as she diligently cleans glass bottles. The accompanying caption provides an informative overview of the glass bottle recycling process, commencing with the collection of waste, followed by the transformation of glass bottles into glass sand, ultimately resulting in the creation of robust bricks. Additionally, the caption effectively outlines the benefits of these social products, aligning them with the preferences and requirements of the intended audience. Conclusively, Gili Eco Trust encourages prospective Gili Trawangan visitors not to carry bottled water but, instead, advocates for the use of reusable bottles for convenient drinking water refills. This practice mirrors their dedication to sustainability and waste reduction, encouraging responsible choices among potential tourists.

This campaign invites and urges local communities and stakeholders to carry out waste management and educate them to protect the environment, provide continuous information, and understand and motivate certain activities or programs through continuous and planned communication processes and techniques for achieving positive publicity and image. PR campaigns are more focused on building mutual understanding and understanding through

persuasion from the target audience. Anne Gregory asserted that developing the stages of planning and implementation of a PR campaign includes objectives, public targets and effective messages, both with long-term goals (strategy) and micro (individual) forms.

4 Conclusion

The Gili Trawangan Zero Waste initiative has undeniably succeeded in addressing waste management challenges arising from the surge in tourist numbers. This achievement can be attributed to the multifaceted communication strategies employed by Gili Eco Trust. Firstly, Gili Eco Trust's utilization of social media platforms, such as Facebook, Instagram, and Twitter, has played a pivotal role in disseminating information, raising awareness, and promoting their eco-friendly products. These channels enable them to engage directly with their target audience, fostering a sense of community and shared responsibility towards waste reduction.

Furthermore, Gili Eco Trust's active participation in local events, workshops, and community meetings has allowed them to communicate their waste reduction message effectively. Face-to-face interactions, workshops, and public events have proven to be instrumental in conveying the importance of wise consumerism, waste sorting, and proper disposal to residents, businesses, and tourists.

The Gili Trawangan Zero Waste initiative's success hinges on a comprehensive communication strategy that utilizes both digital and interpersonal channels. Effective use of social media, combined with in-person engagement, ensures that the waste reduction message is not only heard but also understood and embraced by the community. To sustain their efforts and serve as a model for other tourist destinations, Gili Eco Trust should continue to prioritize these communication channels while fostering open communication channels and strategic partnerships with stakeholders to work collectively towards a zero-waste future.

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