

THE ADVOCACY OF 4OCEAN FOR ADDRESSING THE PLASTIC DUMPS ISSUES IN BALI, INDONESIA (2017-2019)

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ABSTRACT

This research discusses 4Ocean's transnational advocacy tactics in tackling the issue of plastic dumps that occurs in the Bali's ocean and coastlines, Indonesia. The findings of this study are aimed to find out the significance of the tactics used in relation to the success of transnational advocacy networks in international relations and 4Ocean's political processes in influencing the behavior of the community and local government regarding the prevention of the problem of plastic dumps in Bali's coastal area. To establish a transnational advocacy network, 4Ocean carried out several political processes to the local government regarding the issue of plastic waste in the Bali's ocean and coatlines. First, 4Ocean started the process by formulating the issue of plastic waste that occurred in the seas and waters of the island of Bali and created various project activities to overcome the problem. Second, 4Ocean organized an advocacy network by creating a program of activities and strategies to tackle the issue of plastic waste in the oceans and waters. Third, 4Ocean established transnational relations with many institutions both from local and international parties, governmental and non-governmental. This transnational relationship is carried out to gain power in influencing local communities and policies. Meanwhile, to analyze the transnational advocacy network, this study uses the concepts of Keck and Sikkink which are equipped with four political activities, namely informational politics, symbolic politics, leverage politics and accountability politics.

Keyword(s): Plastic waste issues, Bali's ocean and coastlines, 4Ocean, transnational networks

A. BACKGROUND

4Ocean was basically a based of profit company from United States that sold jewelry made from recycled materials. 4Ocean history was actually inspired by plastic dumps issues. Plastic originally found in Olmec nation in Mexico about 150 years before ad. At that time, Olmec people used to play ball made from other polymers, namely rubber. In the development of

polymers, other better materials were found namely synthetic plastic. Exactly on February 5, 1907, the first synthetic plastic was found with the material known as "bakelite. Plastic was considered as the primary option for people because of it's cheapness, strength, flexibility, and good for draining heat/electricity. (Pratama, 2019)

Plastic became one of important objectives since the products were difficult

to be decomposed, contain harmful particles. Recycling process had not been effective yet and most of plastic products were still end up on landfills or in the environment. (DisasterChannel.co, 2019)

Globally, 80% of ocean plastics was estimated from land-based sources, and the rest 20% was from marine sources. Around 10% arose from fishing fleets (nets, lines, and abandoned vessels) were included in the 20% of ocean plastic marine sources. This made United Nations Environment Programme (UNEP) suggested to abandon, lost, or discard fishing gear that contributed in polluting the ocean. (Plastic Pollution, 2018)

In the beginning of December 2017, United Nations Environment Agency in Nairobi, Kenya, declared a resolution on plastic and microplastic at ocean. Fundamentally, some countries agreed to prevent and reduce marine pollution significantly by 2025. International working group was formed to examine the options for handling waste in the ocean that was legally binding as the follow up action. Undoubtedly, the action received wide acceptance because the crisis of plastic waste in the ocean became a new obstacle whose rapidly increased impact. The main objective of this internal working group was to find ways to eliminate marine waste in the long run. Every year, around eight million tons of plastic waste was found and went into the ocean. Mostly, ocean transports plastic waste deposited to the surface then make various marine species threatened. Since 1950, nine million tons of plastic have been produced worldwide, and still left around 7 million tons of trash. Recent

research showed the number of microplastic spreaded in the environment reached around 51 trillion grains, equivalent to 236 thousand metric tons.

The amount of plastic production was very large, and expected to continue to increase in the future. In 2014, world packaging plastic production was amounted at \$270 billion and predicted to increase more to \$275 by 2013. The impact of it did not only make marine species as the only living things affected. Human survival was also the victim of plastic waste threat, especially for the 400 million populations whose food depended on marine animals (fish, shellfish, oysters, etc.). This far, the fisheries sector had been threatened by over-exploitation and climate change added with plastic dumps that made worse.

A research led by Professor Jenna Jambeck from University of Gergia found the fact if Asian countries were the largest plastic waste contributors in the ocean. With a donation of 3.2 million metric tons of plastic waste, Indonesia was the second largest country after China which contributed to pollution in the oceans with an estimated 1.29 million metric tons of waste produced each year. (Cicilia, Indonesia Penghasil Sampah Plastik Terbesar Kedua di Dunia, 2018) Plastic waste that filled rivers and oceans had caused problems for years such as clogging waterways in cities, increasing the risk of flooding, injuring or killing marine animals that were ingested or trapped by plastic waste.

There were numerous issues identified with wrong plastic waste management. In addition to the fact that it

was displeasing to the eye, it additionally presented significant dangers to individuals, and our valuable condition. In Bali, Indonesia plastic waste was regularly scorched in open spots. Emanations from consumed squander including methane, benzene, dioxins, and nitrogen dioxide have been identified with many significant concerns and more with the impacts of a worldwide temperature alteration. A part of the concerns identified with these emanations incorporate expanded malignant growth rates (for the most part lung, throat, prostate), changes in the advancement of the male regenerative framework, insusceptible framework glitches, conceptive/birth absconds, kidney ailment, and numerous respiratory ailments, for example, bronchitis. Waste could likewise jeopardize nearby conduits and impact marine life. Unseemly, waste administration was a wide spread issues in Bali, and a critical matter in Indonesia. It is an issue that should be tended to as quickly as time permitted to counteract further harm and spare people most important asset, the earth. (Bali's Waste Crisis, 2013)

Bali is located in the middle of the Indonesian Throughflow, a current that streamed from the Pacific Ocean into the Indian Ocean through the straits of Indonesia. This meant that plastic waste could either be local or brought in from as far away as the Pacific Ocean. As an island frequented by foreign tourists, the problem of waste pollution in Bali was very important. The waste problem in Bali was worsen during the rainy season, when strong winds pushed garbage from the ocean to the coast and the overflowing river water

brought garbage from the riverbank to the beach. (Crew, 2018)

According to Mr. I Gede Hendrawan, a scientist from Faculty of Fisheries and Marine Science, Universitas Udayana, stated that problem in Bali's ocean and coastlines were very threatening. Aesthetically, rubbish would be displeasing tourists, but plastic waste had a far more serious impact. Microplastic could contaminate fish which would be eaten by human then cause health. Bali's beaches that had been long becoming favorite place of tourists looking for the sun and surfing, but now the coastline disappeared under the mountains of rubbish. Plastic straws and food packaging were scattered among the sunbathing tourists, while surfers were tossed behind the waves avoiding the garbage that flowed out of the river or carried by swirling currents. (Sartika, 2017)

This serious environmental problem in Bali became more concerned with one of international non-governmental organizations, 4Ocean. The World Bank defined international non-governmental organizations as private organizations that carried out activities to complete, alleviate poverty, improve the environment, provide basic social services or carry out community development activities in international scope and the outposts around the world to deal with specific issues in many countries. In an important document of the World Bank, working with international non-governmental organizations in a broader context, the term of international non-governmental organizations could be interpreted as all non-profit organizations

which was not related to government. International non-governmental organizations in general was value-based organizations that prioritize, in whole or in part, charitable assistance and voluntary services.

International non-governmental organization was a kind of organization that was established by individuals or groups of people who voluntarily provide services to the general public without aiming to benefit from their activities internationally. Whereas in language, referring to the Large Indonesian Language Dictionary (KBBI), self-help means power / power alone. So, the writer could say, NGOs was institution whose business is with community power / strength. Legally regulated, NGOs were included in the category of community organizations contained in Law No. 8 of 1985 and PP No. 18 1986.

The story began when Alex Schulze and Andrew Cooper took a surf trip to Bali, Indonesia that would inevitably change their lives and the fate of the ocean. In 2015, Florida surfers Andrew Cooper and Alex Schulze embarked on a post-college trip to Bali in search of big waves. What they found were beaches buried in garbage. When Cooper and Schulze arrived, they were immediately struck by the massive pollution that choked Bali's beaches with trash that washed up from the ocean. The amount of trash they saw floating in the ocean was disturbing to say the least and it sparked both to take action when they returned to their native Florida.

Andrew Cooper and Alex Schulze set out to find out why no one was doing anything about it. One afternoon they came across an

old fishing village where fishermen were literally pushing their boat through piles of plastic that had washed up on shore. The two surfers realized that the proliferation of plastic threatened both the ocean environment and the fishermen's livelihood. Since that, they had an idea for-profit business that pulled plastic and glass waste from oceans around the world in order to repurpose it by making bracelets out of those recycled materials.

4Ocean sold each bracelet for \$20 with the promise that the money from each purchase would fund one pound of trash removal within 12 months from the time of purchase. 4ocean was a non-governmental organization actively removing trash from the ocean and coastlines while inspiring individuals to work together for cleaner oceans, one pound at a time. 4ocean defined the term "trash" as any man-made material that did not belong in the ocean or was damaging to the environment.

The operation was funded by the sale of bracelets and products made from recovered materials but 4Ocean's work and goals were much more complex and grandiose than simply selling jewelry made of ocean trash. Schulze and Cooper were driven problem solvers, rife with solutions to beloved ocean's plastic problem and they were ambitious enough to see them through.

The 4 O.C.E.A.N Pillars was as the foundation, at 4ocean pledge to clean the ocean and coastlines one pound at a time, such as the first, optimizing technology by utilizing the latest technology to prevent, intercept, and remove trash from the ocean and coastlines. Second, creating jobs by having full-time captains and crews that

were cleaning the ocean and coastlines 24 hours a day, 7 days a week. Third, education & awareness by striving to educate individuals, corporations, and governments on the impact that plastic has on the ocean. They hosted cleanups all over the world, both above and below the water, to raise awareness and change behavior. The last was new global economies, by giving ocean plastic a value, the team are creating a new economy for the removal of trash. (4 ocean, 2019)

With the recent launch of a 135-foot boat destined for the filthiest river mouths in the world in an attempt to cut off plastic pollution at its source, and planned to build demand for raw materials made from the recovered plastic, 4Ocean was diversifying their ocean cleanup strategies.

Surfer called up Alex Schulze and Andrew Cooper, the recent 2018 SURFER Awards recipients of the “Agents of Change” award, to learn more about 4Ocean’s fast-growing operation that has already pulled 2.6 million pounds of trash from seas. In July, Boca Raton, Florida-based 4Ocean announced that it had pulled more than 1 million pounds of plastic, glass and other trash from the ocean since the company launched in January 2017. Cooper and Schulze said 4Ocean has sold just more than \$30 million worth of recycled bracelets to fund their ongoing cleanup efforts. They still have a long way to go.

In Florida where 4Ocean was headquartered, the number of plastic bags in the ocean was a direct threat to an already dwindling sea turtle population. Turtles often mistake the bags for their primary food source, jellyfish, and the results are

disastrous. (Magazine, 2018) Roughly 8 million tons of plastic waste was dumped in the world's oceans each year, according to one study, and Indonesia accounts for more than 10 percent of that total. At the beginning of 2018, Bali's government declared a "garbage emergency" after local cleanup efforts on the island of more than 4 million people failed to mitigate the coastal trash problem despite workers sometimes hauling away as much as 100 tons of garbage per day. The biggest reason for the massive amount of refuse that enters the world's oceans was a swelling global population that produced more waste, while a whopping 91 percent of the world's plastic waste had never been recycled, according to a study published in 2017. Pollution problems were especially bad in developing countries such as Indonesia, which lack of necessary infrastructure to handle it. (Jr, 2018)

Bali, commonly known as the ‘Island of the gods’, had always boasted stunning natural landscapes including lush green tropical rainforests, majestic mountains, and pristine beaches; as well as gracious and friendly locals. Local Balinese traditionally used only organic materials leaving no waste behind. With the introduction of plastics, non-degradable waste was now harmed Bali. In Southern Bali only, the quantity of solid waste produced exceeds 240 tonnes every day. (Bali’s Waste Crisis)

Representing the Indonesian Foreign Minister Retno Marsudi, Director General of ASEAN Cooperation, Ambassador of Tavares, officially opened East Asia Summit (EAS) Conference to Combat Plastic Waste in Bali, 6-7 September 2017. Meanwhile,

Coordinating Minister for Marine Affairs, Luhut Panjaitan, represented by Deputy of Human Resources, Science and Technology and Maritime Culture, Dr. Safri Burhanuddin, in his keynote speech explained about Indonesia's efforts in handling plastic waste, for example through the creation of the National Plastic Waste Action Plan. This was related to Indonesia's commitment to reduce 70% of Indonesia's contribution to plastic waste at sea before 2025.

The East Asia Summit (EAS) Conference to Combat Plastic Waste in the Sea was hosted by Indonesia and New Zealand, attended by more than 85 participants from EAS participating countries, both from track I (government) and track II (private sector, academicians, NGOs, representatives of ASEAN Secretariat, and others).

In the conference, the Indonesian Delegation conveyed several measures that had been taken by Indonesia to combat plastic waste at sea, such as the issuance of Presidential Regulation No. 16 Year 2017 on The Policy of Indonesian Maritime (February 2017) and National Action Plan on Marine Plastic Debris 2017-2025 (May 2017), Combating Marine Plastic Debris Campaign and Reduction Plastic Bag Production and Use.

The Indonesian Government was also promoting a policy of converting waste into energy resources. Currently, 15 cities in Indonesia (including Denpasar) were taking part in a study on overcoming plastic waste in the sea, including for example the first plastic tar street construction project at University of Udayana, which was part of

government action plan to manage plastic waste. In addition, other government action plans include: the development of bioplastics from cassava and seaweed, waste management to energy, and the empowerment of waste banks.

The conference discussed the current challenges and constraints faced in managing plastic waste at sea and highlighting the innovative solutions, as well as local and national policies, private, public and educational partnerships for community behavioral change to play an active role in combating plastic waste. The Conference speakers came from experts, academicians, representatives of international organizations, as well as business actors and entrepreneurs from various countries. During 2 (two) days of activity, the participants will exchange their perspective on the problems and handling of waste in the sea, as well as visiting plastic waste utilization project in the form of plastic tar road developed by Universitas Udayana Bali.

This conference was an implementation of EAS Statement on Enhancing Regional Maritime Cooperation which was initiated by Indonesia in 2015. EAS was a regional forum that served as a platform for dialogue and strategic cooperation of leaders from 18 countries in facing the various key challenges in the region. The 18 EAS member countries were 10 member countries of ASEAN, USA, Australia, India, Japan, South Korea, China, Russia and New Zealand. (Combating Marine Plastic Waste, Indonesia and New Zealand Hosted East Asia Summit Conference , 2017)

B. THEORITICAL FRAMEWORK

To answer the problem formulation that has been proposed for research on how Ocean does the advocacy for addressing the plastic dumps issue in Bali, Indonesia, it could be analyzed by using the transnational advocacy network concept.

Advocacy is an effort to improve or change public policy in accordance with the hopes or interests of those who are pushing for these changes. The word advocacy comes from the English language to advocate, which means 'to defend' (to defend a case in court - to defend), to 'advance' or 'to promote', to try to 'create' a new one that has never existed, or it can also mean to make 'changes' in an organized and systematic way (to change). So, the main objective of advocacy is to change the public policy.

Advocacy is a process in which there are a number of activities that are shown to influence decision making. Advocacy is only one of the tools and processes of democracy that citizens can undertake to monitor and protect their interests in relation to policies imposed by the government. Advocacy is not a revolutionary process that aims to seize political power and then make changes to the overall system and structure of society. Unlike the revolution, advocacy is based on the assumption that changes in the system and structure of the wider community can be done through changes in public policies in stages (gradual and incremental changes). (Azizah, Advokasi Kuota Perempuan di Indonesia, 2013)

Advocacy activities must consider and follow appropriate processes, such as:

the process of legislation and jurisdiction, the political and mobilization process, the process of socialization and bureaucracy. The purpose of advocacy activities, especially in the context of forming public opinion and raising people, is not merely to make people 'just know' but also 'want to get involved' and act. Thus, advocacy activities are engaged in all types and processes of public policy formation that are targeted so advocacy activities require the involvement of many parties with different expertise specifications but systematically organized. Advocacy activities at the local, national and international levels involve various parties, local, national and international levels involve various parties or organizations. (Azizah, Advokasi Kuota Perempuan di Indonesia, 2013)

The Transnational Advocacy Network Concept

In the concept of Transnational Advocacy Networks by Margaret E. Keck & Kathryn Sikkink, it explains that Transnational Advocacy Networks is a network of international actors working on an issue, with a linkage to share valued common discourse, and having a dense intensity in the exchange of information and services (Keck & Sikkink, 1998). In a situation as for conditions that make Transnational Advocacy Networks arise because:

1. The delay or disconnection of a structure that connected between local groups and government, where the presence of a connecting structure that was less good then created a situation that was not effective in solving problem, so that a

boomerang situation pattern that affected the characteristics of the network appears

2. Activists or political entrepreneurs believed that the existing network could advance their missions and campaigns, and actively promote them. Provide a container for forming and strengthening networks

3. International conference and various forms of international interactions that provided a forum for forming and strengthening networks.

Advocacy networks were significant transnationally, regionally and domestically. They may be key contributors to a convergence of social and cultural norms able to support processes of regional and international integration. By building new links among actors in civil societies, states and international organizations, they multiply the opportunities for dialogue and exchange. In issue areas such as the environment and human rights, they also make international resources available to new actors in domestic political and social struggles.

Scholars have been slow to recognize either the rationality or the significance of activist networks. Motivated by values rather than by material concerns or professional norms, they fall outside our accustomed categories. Yet more than other kinds of transnational networks, advocacy networks often reach beyond policy change to advocate and instigate changes in the institutional and principled bases of international interactions. When they succeed, they are an important part of an explanation for changes in world politics. A transnational advocacy network includes those actors working internationally on an

issue, who are bound together by shared values, a common discourse, and dense exchanges of information and services. Such networks are most prevalent in issue areas characterized by high value content and informational uncertainty, although the value content of an issue is both a prerequisite and a result of network activity.

Simultaneously principled and strategic actors, transnational advocacy networks 'frame' issues to make them comprehensible to target audiences, to attract attention and encourage action, and to 'fit' with favourable institutional venues. By framing, it means 'conscious strategic efforts by groups of people to fashion shared understandings of the world and of themselves that legitimate and motivate collective action'.

In its implementation, the transnational advocacy network has several strategies used to carry out advocacy, namely;

1. Political information, the ability to transfer with political information that is useful and has credibility, to a place that will get the most powerful benefits. Many exchanges of information are through the media such as telephone calls, e-mails, fax communications, newspapers, pamphlets and bulletins. They provide information that has never been published before and from sources that may not have been heard. In order to make the public understand and understand a situation that occurs and make public opinion based on its geographic location or even beyond its geography. Information in advocacy networks not only provides facts, but also testimony of stories

so activists can persuade people and encourage the public to take action .

The process of persuasion takes place intentionally, in an activist group advocacy network identifying parties related to the issue and then providing a reasonable solution in accordance with the issue. In identifying an issue and party, it requires a message that is strong, clear and usually has an impact on a policy. The activities of non-government actors are very dependent on information, with this information making non-government actors legitimate actors in the international world. Information obtained is very necessary for their activities, broadens their legitimacy, and helps to mobilize certain policy targets. Media is an important partner in information politics that is to attract the attention of the press more broadly. With the media, information can be delivered in a timely and dramatic manner. In addition, the media can interpret facts and testimonies so that the goal is to persuade people and encourage them to take action.

2. Symbolic politics, the ability to give a strong impression through symbols, actions, or stories that will reflect considerations or responses, while the individual targets are at great distances. This is part of the process of persuasion where networks create awareness and expand constituencies. In raising awareness of the issue of advocacy networks using symbolic events to reshape understanding of an issue raised.

3. Political leverage, the ability to reflect while actors who have power can control, while actors who do not have power appear to have no influence. Activists in

advocacy networks often involve some policy changes targeting the government, but perhaps also internationally, or private actors such as transnational companies. In order to make policy changes, advocacy networks must both persuade and suppress more powerful actors. To get a strong influence the advocacy network must look for stronger advocacy / actor organizations. By utilizing stronger actors, weak groups will gain influence that far exceeds their ability to directly influence the state. In democracy, the potential for influencing actors provides large profit advocacy groups in lobbying for policy changes.

4. Political accountability, the effort used to help actors empower to act or act in the policies or principles they support. In political accountability, an advocacy network that works in an issue tries to influence important actors in a country. Where in a government there is a policy and principle applied by the government. When the policies and principles are implemented and the state becomes worse or policies and principles are not implemented, then this is where the opportunity for advocacy networks takes on a role. The advocacy network here provides demands regarding these principles and policies. These demands are in the form of opposition to government policies and principles. (Sikkink, 1999)

With the concept of Transnational Advocacy Networks, it can explain how an advocacy network acts in response to a problem issue. 4Ocean as an NGO has one of its tasks to provide an understanding of the case of plastic waste that pollutes the Bali ocean and coastlines. 4Ocean in its role will reflect 4 ways to realize advocacy goals

according to Keck & Sikkink namely Information politics, Symbolic politics, Leverage politics and Accountability Politics.

By using TANs as an analysis tool would be able show the contribution of international actors in advocating this issue. It is the belief local community has not been enough to tackle the issue and still needs intervention from stronger external actors to push the local government that restricts the local community movement. Moreover, sophisticated technology and the phenomena of globalization make one individual can easily to be connected nowadays. Therefore, by using the concept of transnational advocacy it can portrait the scheme about the process of advocating the gendercide issue with the cooperation of local communities and international actors. (Amalia & Azizah, 2019) Activists consider that networking is the way to extend their campaigns and missions, especially in promoting issue through networking.

In applying this transnational advocacy concept, 4Ocean activity can be seen more specific. One of 4Ocean's ways is to provide information about the great danger of plastic waste in Bali's ocean and coastlines. With this information, 4Ocean aims to make the relationship between advocacy networks interrelate with each other and is expected to help in realizing the 4Ocean goal itself, such as reducing marine damage due to pollution of plastic waste. With the support of other advocacy networks, this makes 4Ocean easier to realize its goals. This can also influence where the advocacy network is located, such as advocacy networks that provide support

that are located in different countries with 4 Ocean activities. The advocacy network can also influence their government for the country where 4Ocean is active.

C. RESEARCH METHODOLOGY

In this research, writer used quantitative and qualitative research method. Quantitative research method used in a study that relied on the use of numbers, tables, graphs, diagrams and so on to facilitate reports in this research. Qualitative research method used for analysis that was done deeper, which could then be understood and taken important points about an event or social problem in the community. In addition, understanding the topics raised could be obtained widely and in more detail using the method. Qualitative research emphasized the research process compared to the results achieved. In addition, this qualitative research method used more data sources from the field.

The data collection in this research was taken from written data sourced from news, reports, journals and books. Furthermore, the author described the facts as they were, by sorting them out, categorizing them, interpreting them and describing them to get an overview to answer the questions from the research question already mentioned.

D. RESEARCH RESULT

Transnational Advocacy Networks (*TANs*) is a network of advocacy activities involving activists from two or more countries who work together to achieve a goal or activists in a country that forms a network with another in other countries. The network of

activists who formed a coalition and operated in various countries played more as a pressure group. The target of *TANs* can be the policy in a country or international organization (United Nations, IMF, World Bank) and others. (Azizah, *Advokasi Kuota Perempuan di Indonesia*, 2013)

Transnational Advocacy Networks is communication structures whose members are primarily motivated by shared ideas or values and they exchange information and services voluntarily, reciprocally and horizontally. This network can involve various actors from NGOs, intellectuals, social movements, mass media, politicians, and sometimes officials, both within the country and abroad. Transnational Advocacy Networks usually advocate on the issue of human rights, women's rights and the environment issues. This network began to emerge along with cultural changes in the 1960s and the increasingly easier communication and transportation among countries. This network brings new ideas, frame them, include them in policy debates, work towards the formation of supporting legislation. If measured by traditional measurements, this network is not very strong, but this network is able to develop innovative strategies that are different from those that already existed. (Azizah, *Advokasi Kuota Perempuan di Indonesia*, 2013)

Transnational Advocacy Network is formed as the network which connects each other in order to share about mission and values, information about the idea of 4Ocean and achieving its goals in Bali, Indonesia. This model is nothing but

systematic reflection on phenomena, designed to explain them and to show how they are related to each other in a meaningful, intelligent pattern, instead of being merely random items in an incoherent universe. (Dougherty & Robert L. Pfaltzgraff, 2001)

In defending for the demands of Bali's clean ocean and coastlines awareness campaign from plastic dumps which is the goal of 4Ocean, they made various efforts through their transnational activism. Clean ups and socialization at various events in Bali and some forms of cooperation with the local government have shown their existence as influential actors in international politics. The Transnational Advocacy Networks formed through information exchange has had a significant impact on expanding people's awareness of this problem. The main purpose of the *TANs* is to change state behavior according to the claims surrounding the issues they advocate. Transnational networks seek influence in many same ways as do political groups or other social movements. They are not strong in the traditional sense, so they do not use military or economic power, but still use the power of their information, ideas, and strategies to change the information and value context in which the state makes policy.

Keck & Sikkink developed four typology of tactics used by the network in achieving these goals. First, information politics, namely the ability to transfer information that can be used politically and quickly and credibly to a place that has a large impact. Second, symbolic politics is

the persuasive ability to advocate issues through action symbols, or stories that explain the understanding of a particular situation of issues that are advocated for an audience especially those at long distances. Third, leverage politics is the ability to call on stronger actors to be able to change the policies of the target actors, such as governments, international organizations, and multinational companies. The last is accountability politics, namely the ability to retain strong actors to keep up with the principles that have been applied when the issues were being advocated succeed in achieving the objectives of policy change.

In a campaign carried out by the network, one can use one tactic or several typologies simultaneously. Some of these typological tactics will explain network activism to achieve the goals of its struggle. In this chapter, the author tries to identify based on the typology of tactics used by 4 Ocean for addressing the plastic dump issues in Bali, Indonesia.

The following is an analysis of movement tactics grouped according to the typology of TANs tactics :

a. Advocacy through Information Politics

1. Website

4ocean.com is the official website of 4Ocean. By website, 4Ocean would increase the visibility or presence of the company. 4cean.com display could be used as a representation of the company. Thus the 4ocean.com was likened to a show room or service office that could be visited by visitors at any time. On 4ocean.com, it

provided detailed information about the their products and presented a profile of products or services that can be enriched by presenting various forms of information such as text, images, to video. In fact, we can also inform all activities that are currently and will take place both regarding marketing activities (such as new products, promo discounts or events), social activities (such as beach clean ups) or other activities.

Along with the increasing number of internet users, including in Indonesia, it became a great potential for getting customers or corporate clients. By the company's website it would be easier and faster for 4Ocean to be able in getting closer with potential customers or clients through the virtual media. Prospective customers or clients who come to the 4ocean.com would certainly easily find out all the information needed by them, such as how the product is (for example product listing information), how the company background was and their events, and so on. Thus, potential customers and clients would feel more confident with the 4Ocean's products and services which would ultimately increase the profits. With the 4ocean.com it would give an opinion or impression that the INGO was advanced and modern. In addition, website visitors could also provide an assessment of whether the 4Ocean was still operating or not. This could be seen from several components such as the update information on the website, whether the information was new or has not been updated for a long time. By looking at one of these components, the 4Ocean's credibility and quality could be seen and valued by visitors.

2. Facebook

Facebook is one of the social media with the most active users. One of the benefits about using Facebook for 4Ocean was it had a useful status update feature to create advertising. 4Ocean usually made a status related to the product or campaign they offered. This what made 4Ocean being active on Facebook, where they could conduct product marketing and campaigns without having to spend additional costs and spend long periods of time. 4Ocean just needed to update the status then thousands of their followers would see the posts. 4Ocean saw Facebook as their viral marketing because it was as 'word of mouth' with a quick spread. Through Facebook marketing, 4Ocean easily created viral through soft marketing content based. This was the right media because the audience could interact through the likes, shares, comments that are all recorded on their newsfeeds. Through Facebook, 4Ocean easily got feedback from consumers. On December 2019, 4Ocean Facebook had gotten 1,253,402 likes.

3. Instagram

With over 150 million users and continuing to increase every day, Instagram (IG) is one of the best and most used social media to share photos, as well as short videos with your it's followers. By having an instagram account, 4Ocean could help people to build trust on them. People who purchased 4Ocean's business products from Instagram would help them to make an emotional connection with its followers. The great thing was that it allowed 4Ocean to share the daily experience of their business in an informal and casual way – thus giving

a personal impression to 4Ocean's business. While on Instagram 4Ocean could not add clickable links for each of their updates when publishing photos or images, Instagram had become strong source on increasing 4Ocean business traffic. Increased with a higher level of engagement than Facebook and Twitter, creating and maintaining a strong profile could be very beneficial for the visibility of 4Ocean site, and it was proven by 4Ocean followers on Instagram that reached 2 million in December 2019.

Through the basic information they have obtained through social media platforms, plastic dumps in Bali's ocean and coastlines have built mutual awareness and understanding of environmental issues. 4 Oceane strives and works endlessly for the cleanliness of Bali's sea and waters to influence changes in people's perceptions and behavior. The central role of information in all of these problems helps explain the drive to create networks. Networks are communicative structures. So that information has a central role in strengthening networks and is very important for network effectiveness. Informations Politics is the ability to transfer information that can be used politically and quickly and credibly to a place that has a large impact. Complex exchange of information between networks is a major tactic in strengthening advocacy networks. Information is very important for intermediaries to connect 4Ocean in various regions and countries. Mobilization of 4 Ocean activities in Bali is created through the role of social media, which is also driven by a large contribution from international

media in publicizing this. The media is an important partner in information network politics. However, the encouragement of media coverage and expansion through social media alone is not enough to explain how people are motivated to take collective action on the issue. In this case, 4Ocean's initial advocacy began in distributing their clean ups to the sea and waters of Bali, which have been found by many of 4Ocean's deliberate plastic waste on social media and inviting others to care more about the environment, participating directly by buying the products they offer . By interpreting facts and testimonies on social media platforms, 4Ocean frames issues in context to persuade and stimulate people to act and provide support for issues that the network fights for. This is the use of testimonial information to achieve information technical or statistical. Without concrete evidence, activists cannot motivate people to take part in demanding policy changes.

By the increase of public attention will encourage the media to highlight this case. Actors or activist groups will try to reach a wider audience by attracting the attention of the press, including sympathetic journalists who may be part of the network to help package their information. *TANs* consists of national actors so they do not have official political access like the state, so they do not have traditional powers such as the military or the economy. As a result, they have to find ways to get their issues to the attention and enter the agenda for discussion of actors who have institutional access. They try to do advocacy, where actors in the network must have the ability

to produce information quickly and accurately and share it effectively.

This has led to increased community support in voicing support and participation with 4Ocean through social media. The existence of social media 4Ocean has encouraged many people to talk about plastic dump issues in Bali and other areas both online and in everyday life that encourage media coverage (Ennis & Wolfe, 2018). Instead, media coverage provides information about the problem and encourages more people to also talk about the issue. 4Ocean Bali continues to increase attention to influence the awareness of powerful international organizations and countries to strengthen their claims. Through the media's contribution in publicizing the issue so that it is widely accessible to people throughout the world. They provide access and sources of information needed by the network through contact with groups that join the network in different geographical areas. This helps broaden their legitimacy and mobilizes information around certain policy targets.

b. Symbolic Politics

On 2018, 4Ocean hosted a cleanup in Bali, Indonesia for World Oceans Day, the nergy was contagious. 4Ocean had people in the community, 178 people outside of 4Ocean employees were volunteered in the cleanup and were able to pull 428 pounds of trash. They picked the trash with their own hands then put everything into tubs and tacking it away from the location. 4Ocean had lifeguards that were coming out of their stands to help the to pickup plstic. 4Ocean also had police officers came in from the

street and helping them cleaned up the beach. Not only cleaning the ocean, 4Ocean also raised awareness of the community, 4ocean hope they could change the entire community's perception on ocean plastic and what is was doing to their community. (4Ocean, 2018)

4Ocean framed the problem by identifying and providing convincing explanations for strong symbolic events, which in turn became catalysts for network growth. Symbolic Politics is defined by the ability to use symbols to explain important events related to the claims or issues they advocate. 4Ocean has been identified using symbolic politics through their indirect campaigns through their clean up activities, either 4Ocean organized by themselves or joining with other organizations. Beach clean up activities have had an effect on increasing people's awareness to care more about plastic waste. Indirect campaigns of 4Ocean has encouraged people to be brave to share sea pollution that they encounter directly. The encouragement of people who share their stories of plastic waste pollution in the Bali ocean has created solidarity among people that has motivated them to take collective action to demonstrate the high prevalence on this issue. 4Ocean beach clean-up campaigns have successfully become a symbol for environmental issues in Bali. Environmental issues and the problem of plastic waste have become a trend of coverage in various national and international media. Symbolic political tactics is one of the network struggles through various symbols that can attract attention and provide convincing

explanations for success in gathering community support.

There were a lot of institutions that paid attention about environmental issues. One of them was Faculty of Language and Arts (FBS) of Universitas Negeri Surabaya which made some other institutions work together to unite goals for the sake of environmental sustainability, that was also what 4Ocean did with FBS. On 19th-20th of April 2018, 4Ocean did cooperation with FBS to hold talkshows and activities related to the environment such as poster and 3R (*reduce, reuse, recycle*) competitions, then tree planting activities. By becoming the main sponsor for FBS Eco Campus, 4Ocean invited Universitas Negeri Surabaya to conduct socialization related to environmental cleanliness especially in the coastal and marine areas. 4Ocean was ready to recruit students who truly care about the environment so that the younger generation of Indonesia could better protect the environment, ocean and, coastal of Indonesia to be cleaner and more beautiful. (4ocean Sponsor Utama Eco Campus FBS, 2018)

Another instituion that did collaboration with 4Ocean is Red Planet Hotels. Since Red Planet Hotels were based mostly in island nations that thrived on healthy oceans, they were especially supportive of 4Ocean's efforts. Red Planet Hotels did their part in helping 4Ocean cause, they were selling 4Ocean signature bracelets at every Red Planet Hotel across Asia. Buy one at check-in or upon booking when the customer used their app or website. The reason why Red Planet Hotels

wanted to collaborate with 4Ocean was no such thing as buyers' guilt when they purchasing a good-looking bracelet and facilitating the removal of a half a kilo of trash from the ocean at the same time. (Buy a Bracelet, Clean the Ocean, 2018)

These symbols are very important to support the progress and success of the network where the symbols make it easier for many people to recognize and remember a particular event. The ability of 4Ocean activities through these two symbolic politics has had a significant impact on expanding public awareness to demonstrate the high prevalence of this problem encountered. Symbolic interpretation is part of the process of persuasion in which networks create awareness and expand constituencies. Often activists will frame the problem by carrying out certain symbolic events, in which many cases occur so as to get people to take action and encourage network growth. On the latest post of 4Ocean Bali Instagram, The 4Ocean Bali Cleanup Crew had pulled 92,977 pounds of trash from the ocean coastlines from January 1-10, 2020.

c. Leverage Politic

Waste is one of serious problems that is never easy to be solved. Even now in Batu Bolong beach some trash cans are provided and people have put trashes in its place, another plastic waste from ocean always comes. This waste management needs cooperation from all parties. Starting from the government of Canggu village, beachside business owners, locals, and even tourists that visit the place. 4Ocean is actively removing the plastic trash not only

in Batu Bolong beach but also some coastline areas in Bali. According to Anang, as one of the person in charge in beach clean up activity, 4Ocean has gotten their permission by village parties such the leader of village. From Monday to Friday, usually 4Ocean Bali will do a beach clean up in Batu Bolong beach from 2PM until 5 PM. On the weekend, Saturday to Sunday, they do the clean up started from 7AM until 10AM. Mr. Anang also explained that their activities has goals to protect the environment. Keeping the ocean cleanliness means also protect the ecosystem that exist there. Anang hopes the beach clean-up activities will inspire society to maintain the beach cleanliness. Even people rarely do a beach clean-up, at least they are not littering. By having clean beach, the tourist will feel comfortable to be in Batu Bolong beach. (4Ocean membersihkan pantai Batu Bolong, 2018)

Another collaboration of 4Ocean was with Jembrana local government. The waste problem in river area had been a unsolved problem in each region (district / city), included Jembrana. Many factors caused but most were due to the awareness lackness of the community not to throw waste into the river. To reduce the pollution of plastic waste in the river, it could not only come from the government, but it needed the support of the whole community, including collaboration with NGOs and activists who had long been involved in handling waste, especially plastic waste. Jembrana local government welcomed the participation and support by 4Ocean Bali in the waste collection activities, especially river plastic waste. In dealing with waste management

activities, it advised that local wisdom principle was needed. For example in naming the activities they could use local terms, not foreign languages. It could be replaced also by an identical name with typical balinese characters including balinese script. This was also in accordance with the Governor Regulation of Bali No. 80 of 2018 concerning the use and protection of Balinese script.

The scope of 4Ocean cooperation with Jembrana local government in the future would provide socialization to the community in the watershed not to litter the river. In addition, placing containers was assisted by 4cean and river flow areas (routinely carrying out waste carriage) also by regularly educating the community in the watershed area to sort the waste. (Pemkab Jembrana akan gandeng aktivis lingkungan bersihkan sampah sungai, 2019)

The leverage politics tactic in 4Ocean's activism was moral leverage, it can be identified through how successful 4Ocean activities making many people more concerned about the issue of plastic waste and their involvement with the local government of Bali. The target actors who are the people who have not received full awareness of the importance of the issue of plastic waste have a moral influence that makes them aware of the consequences and actions. The 4Ocean collaboration with the Bali local government shows that they are able to influence powerful actors in international relations both state and international organizations materially. Thus it has shown the steps taken by the Bali government to respond to the issue of plastic

issues. However, this has not been achieved because there are no specific government regulations that have been changed or made regarding the involvement of 4Ocean in that regard. It is a kind of diplomacy in international relations where the conduct of international politics is more stable and restrained when the political leaders of all major powers are included to increase the prospects for cooperation. (Peter, 2014)

d. Accountability Politics

Politics Accountability becomes a tactic that networks can use when the target actor is the government has committed to change behavior country on the issue being advocated. With that matter, the network has a political opportunity for accountability ie being able to get a position to observe between discourse and practice of these commitments as their information. This tactic aims so that the implementation of legal changes goes according to commitments, where often the government makes a commitment to change only to diverting networks and public attention. Network will endeavor to oversee this commitment to prevent actor distortion the target. In this case, 4Ocean Bali is is having a political opportunity for accountability, where there is no single law or policy were made or changed because of 4Ocean. Fortunately, 4Ocean is still actively controlling some areas of Bali ocean, river, and coastlines as the proof that they are serious in handling the plastic dump issues get along with some local governments in Bali. 4Ocean is still having diplomacy to concern with the management of relations between them and the local government. 4Ocean as an actor tries to articulate,

coordinate, and secure particular or wider interests by using private talks, exchanges of views, lobbying, visits, and other related activities. Within multilateral institution, network groups made up of state and non-state actors become important focal points. (Barston, 2013)

E. CONCLUSION

This writing explained one of international non-governmental organizations, 4Ocean, engaged in environmental issues and has an indirect impact for Bali. This study tried to analyze how big the plastic dump issues were that happened in Bali's coastal areas and the impacts of it to many sectors. In analyzing the impact of the movement, research used theory "*Transnational Advocacy Network*" which discussed the emergence factor transnational activism of the movement, tactics of the movement, as well as at the end explained the results of the attainment of movements measured based on this theory.

4Ocean advocacy action in handling the plastic dumps in Bali's ocean and coastlines was in accordance with international relations studies that explained an international network. Those networks were not only by political actors but by a non-governmental organization. Plastic dumps issues were also an international issue which was almost happened everywhere in the world. Plastic dumps issues not only required attention of some people, but the whole world should be responsible for environmental protection. With the existence of an international

network, it made an issue can be handled better.

On the other hand, in analyzing 4Ocean was pursuing its goal of encouraging the people in Bali and others to care about the problem of plastic dumps issues in the ocean, it could be identified through the tactic typology by Keck & Sikkink namely *Information Politics*, *Symbolic Politics*, *Leverage Politics*, and *Accountability Politics*.

In *information politics* tactics, most 4Ocean's activism benefits from media support both national media and international media. The strategy was carried out by providing information related to the issue for the community and further it attracted people attention. The results could be seen from the amount of people who bought the product and their enthusiasm in participating in 4Ocean activities and campaigns. While *symbolic politics* through the many ocean and river clean ups held by 4Ocean and volunteers who made the wider community more aware of the threat of plastic dumps issues. Through tactics political influence identified through *leverage politics* in the form of 4Ocean participation which was directly requested by several local Bali local governments to provide socialization to people in Bali. The last was *accountability politics*, which was a strategy to always remind the government to account for its policies in accordance with agreed values. *Accountability politics* tactics is applied here even there is still no law had been issued and could be officially enforced by Bali's government because of 4Ocean. The progress of the Bali's government in

handling plastic dumps issues in Bali had not been massive yet and the advocacy of 4Ocean in Bali was also still 3 years.

Furthermore, the authors realized that in the process of making this undergraduate thesis, there were still many deficiencies. The author hoped and very compassionated if there would be constructive criticisms and suggestions for this writing to be better. The author also hoped that this writing could be studied further so that all the deficiencies contained in this writing could be corrected and hopefully the writing would be useful for the readers.

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