



Implementation of the Policy to Reduce the Use of Plastic Bags in the Modern Shop Sector in Batu IX Village, Tanjungpinang City in 2025

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Article Info :

Received:
01-08-2026
Revised:
10-08-2026
Accepted:
14-08-2026

Abstract

The land capacity crisis at the Ganet Landfill (TPA) in Tanjungpinang City demands policy interventions to reduce inorganic waste at its source. This study aims to analyze in depth the implementation of Tanjungpinang Mayor Regulation Number 14 of 2022 concerning the Reduction of Plastic Bag Usage within the modern store category in Batu IX Ward. Utilizing a descriptive qualitative approach grounded in George C. Edward III's policy implementation framework, this research examines four core dimensions: communication, resources, disposition, and bureaucratic structure. Primary data were collected through in-depth interviews with key informants from the Tanjungpinang Environmental Agency (DLH), local supermarket management, cashiers, and consumers in Batu IX Ward, complemented by secondary data such as regulatory documents and field transaction records. The research findings indicate that policy implementation is sub-optimal at the field level. In terms of communication, information dissemination from DLH has not been evenly absorbed by medium-scale local supermarkets, and official written technical guidelines regarding eco-friendly bag criteria and the transparent management of the two-hundred-rupee paid plastic fee remain unissued. Regarding resources, DLH faces operational budget constraints, a shortage of territorial supervisory personnel, the absence of an active spatial retail database for modern stores, and legal authority limitations due to the lack of internal Civil Servant Investigators (PPNS) to execute administrative sanctions under Article 10 of Mayor Regulation No. 14 of 2022. On the disposition dimension, despite a positive alignment of ecological values among stakeholders, local supermarket managers resort to compromise by continuing to distribute free single-use plastic bags to safeguard daily business turnover and prevent conflicts with consumers at checkout counters. Lastly, in the bureaucratic structure dimension, the absence of standardized monitoring procedures (SOPs) and a sectorally isolated institutional coordination pattern which fails to actively integrate the Municipal Police (Satpol PP) and the Batu IX Ward government results in lax field enforcement. This study recommends the immediate issuance of official technical guidelines, updating the spatial retail database, and establishing an integrated cross-sectoral territorial monitoring team.

Keywords : Ganet Landfill, George C. Edward III, Modern Stores, Plastic Bag Reduction, Policy Implementation.



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INTRODUCTION

The escalating accumulation of plastic waste has emerged as a critical environmental governance challenge across the globe, prompting governments to adopt increasingly stringent regulatory measures aimed at reducing single-use plastic consumption within commercial sectors. International environmental policy discourse has shifted from end-of-pipe waste management approaches toward preventive strategies that target waste generation at its source, reflecting the growing recognition that plastic pollution poses long-term threats to terrestrial ecosystems, marine environments, public health, and sustainable urban development. Contemporary waste governance frameworks emphasize the integration of regulatory intervention, behavioral change, and stakeholder participation as complementary mechanisms for reducing plastic dependency within consumer markets. In Indonesia, this policy orientation has been reinforced through the legal mandate established in Law Number 18 of 2008 concerning Waste Management and Government Regulation Number 81 of 2012 concerning the Management of Household Waste and Similar Household Waste, both of which encourage waste reduction initiatives as an integral component of sustainable environmental

management (Government of Indonesia, 2008; Government of Indonesia, 2012). The growing concern regarding plastic waste generation is further supported by national waste statistics indicating that commercial activities remain a significant contributor to urban waste streams, highlighting the strategic importance of intervention within modern retail and shopping sectors (Ministry of Environment and Forestry, 2024).

Previous studies examining plastic bag reduction policies have consistently demonstrated that regulatory interventions can contribute to changes in consumer behavior and reductions in plastic consumption when supported by effective implementation mechanisms. Research concerning the paid plastic bag policy in modern retail settings suggests that economic disincentives can encourage consumers to adopt reusable alternatives, although the magnitude of behavioral change often depends on local social and institutional conditions (Indonesian Plastic Bag Diet Movement, 2016). Empirical investigations conducted in Tanjungpinang City further indicate that policy effectiveness is influenced by communication processes, stakeholder commitment, and the consistency of enforcement mechanisms within retail environments (Kurnia & Rahayu, 2022). A critical synthesis of this literature reveals that plastic reduction policies generate more substantial outcomes when implementation extends beyond formal regulation and incorporates sustained monitoring, institutional coordination, and public awareness initiatives. These findings correspond with broader public policy implementation theories which argue that policy outcomes are fundamentally shaped by the interaction between policy design and implementation capacity rather than by regulatory formulation alone (Edward III, 1980).

Despite the growing body of research on plastic waste reduction, important conceptual and empirical limitations remain evident within the existing literature. Many studies focus primarily on policy formulation, legal frameworks, or consumer responses while providing limited attention to the operational dynamics of policy implementation within specific commercial settings. Research addressing modern retail compliance frequently treats business actors as homogeneous entities despite variations in organizational capacity, managerial commitment, and local enforcement contexts. Existing studies also present inconsistent conclusions regarding the relative importance of regulatory sanctions, public awareness, and institutional monitoring in influencing compliance behavior. The persistence of these inconsistencies suggests that the mechanisms through which plastic bag reduction policies are translated into daily operational practices remain insufficiently understood, particularly within local commercial environments where implementation outcomes are shaped by contextual administrative and socio-economic factors (Scott, 2024; Ministry of Environment, 2013).

These unresolved issues become increasingly significant within rapidly developing urban areas where commercial expansion contributes to higher levels of plastic consumption and waste generation. Tanjungpinang City continues to experience increasing commercial activity, accompanied by environmental pressures associated with growing consumer demand and waste production. Official reports indicate that waste management remains a strategic environmental challenge requiring continuous intervention, particularly in sectors generating substantial quantities of disposable packaging materials (Tanjungpinang City Environmental Agency, 2024). Batu IX Village occupies an important position within this context because it contains a concentration of modern shopping facilities that serve diverse consumer groups and generate significant plastic bag usage. The absence of comprehensive empirical understanding regarding how plastic bag reduction policies are implemented within these commercial settings limits the capacity of policymakers to identify implementation barriers and design evidence-based improvements.

This study is positioned within the intersection of public policy implementation, environmental governance, and sustainable consumption research by focusing specifically on the implementation of the policy to reduce the use of plastic bags in the modern shop sector in Batu IX Village, Tanjungpinang City, in 2025. Unlike previous studies that have primarily emphasized regulatory provisions or broad assessments of policy effectiveness, this research examines the implementation process itself by investigating how policy directives are communicated, interpreted, enforced, and experienced by actors operating within the retail sector. The study also situates implementation within the socio-spatial context of Batu IX Village, an area characterized by significant commercial activity and population concentration within East Tanjungpinang District (Central Statistics Agency of Tanjungpinang City, 2024). Such a focus enables a more nuanced understanding of the relationship between policy objectives and implementation realities at the local level while addressing empirical gaps concerning environmental policy execution within modern retail environments.

This research aims to analyze the implementation of the policy to reduce the use of plastic bags in the modern shop sector in Batu IX Village, Tanjungpinang City, in 2025 by examining implementation processes, stakeholder roles, enforcement mechanisms, and factors influencing policy outcomes. The study seeks to generate a comprehensive understanding of how environmental policy objectives are translated into operational practices within commercial settings and how implementation dynamics shape policy effectiveness. Theoretically, the research is expected to contribute to the development of public policy implementation studies by providing contextual insights into environmental governance at the local level. Methodologically, the study contributes through an in-depth qualitative investigation capable of revealing the complex interactions among regulatory institutions, business actors, and consumers involved in the implementation process.

RESEARCH METHODS

This study employed a qualitative research approach with a descriptive case study design to examine the implementation of the policy to reduce the use of plastic bags in the modern shop sector in Batu IX Village, Tanjungpinang City, in 2025. A qualitative approach was selected because it enables an in-depth exploration of policy implementation processes, stakeholder interactions, compliance practices, and the perceptions of actors involved in the policy environment. The research focused on understanding how policy directives are communicated, interpreted, and implemented by government agencies, modern retail businesses, employees, and consumers. Data were collected through in-depth interviews, direct observations, and document analysis. Informants were selected using purposive sampling based on their involvement and knowledge of the plastic bag reduction policy, including officials from the Environmental Agency, managers of modern retail stores, store employees, and consumers. Supporting documents such as policy regulations, implementation reports, official government documents, and environmental agency records were also examined to strengthen the validity of the findings.

The collected data were analyzed using the interactive model of qualitative data analysis developed by Miles, Huberman, and Saldaña (2014), which consists of data condensation, data display, and conclusion drawing conducted simultaneously throughout the research process. The analysis was directed toward identifying patterns of policy implementation, compliance behavior, communication mechanisms, enforcement practices, and factors that facilitate or hinder the achievement of policy objectives. To ensure the trustworthiness of the findings, source triangulation and method triangulation were applied by comparing information obtained from interviews, observations, and documentary evidence. Member checking was also conducted to confirm the accuracy of interpretations and to ensure that the findings reflected the experiences and perspectives of the participants. Through this analytical framework, the study sought to generate a comprehensive understanding of the implementation dynamics of plastic bag reduction policies within the modern retail sector and their implications for sustainable waste management in Tanjungpinang City.

RESULTS AND DISCUSSION

Policy Communication and Stakeholder Understanding in the Implementation of Plastic Bag Reduction Policy

The findings indicate that the implementation of the policy to reduce the use of plastic bags in modern shops in Batu IX Village is strongly influenced by the effectiveness of policy communication among government agencies, retail businesses, employees, and consumers. Interviews with retail managers revealed that information regarding the policy was primarily disseminated through official circulars, coordination meetings, and direct communication from the Environmental Agency. Informants acknowledged that policy awareness increased after the issuance of Tanjungpinang Mayor Regulation Number 14 of 2022, which formally established obligations for reducing plastic bag distribution in modern retail settings (Tanjungpinang City Government, 2022). The communication process created a common understanding of policy objectives, although the depth of comprehension varied among stakeholders.

Interviews with store employees showed that operational understanding of the policy was generally adequate, particularly regarding restrictions on free plastic bag provision and encouragement of reusable shopping bags. Employees explained that policy information was routinely communicated during internal meetings and service briefings. This internal communication mechanism strengthened

procedural consistency at the operational level. Similar observations were reported in studies emphasizing communication as a critical determinant of successful policy implementation (Edward III, 1980).

Data obtained from consumers revealed varying levels of policy awareness and acceptance. Some consumers demonstrated strong understanding of the environmental rationale behind plastic bag reduction initiatives, while others viewed the policy primarily as a commercial adjustment implemented by retailers. These differences suggest that public communication efforts have not reached all consumer groups equally. Research examining plastic reduction policies similarly identifies public awareness disparities as a recurring implementation challenge (Yorenza & Yusran, 2020).

Field observations indicated that informational materials such as posters, banners, and cashier notices were displayed in most modern stores within Batu IX Village. These communication instruments functioned as reminders for consumers regarding the importance of reducing single-use plastic consumption. Informants reported that visual communication increased customer awareness at the point of purchase. Such findings support arguments that repeated exposure to environmental messages contributes to behavioral adaptation (Pratama & Suryani, 2023).

Interviews with Environmental Agency representatives revealed that policy communication was designed not only to inform but also to encourage behavioral transformation. Officials emphasized educational approaches rather than punitive measures during the initial stages of implementation. This strategy reflected the recognition that environmental policy compliance often requires gradual social acceptance. Similar approaches have been recommended within environmental governance frameworks emphasizing public engagement and awareness building (Qodriyatun, Santoso, & Arini, 2023).

The stakeholder understanding identified during fieldwork is summarized in Table 1. The table presents variations in policy comprehension among actors involved in implementation activities. These findings illustrate the relationship between communication intensity and stakeholder understanding. The evidence demonstrates that communication quality significantly affects policy interpretation.

Table 1. Stakeholder Understanding of the Plastic Bag Reduction Policy

Stakeholder Group	Level of Understanding	Primary Information Source
Environmental Agency Officials	High	Regulatory documents
Retail Managers	High	Government coordination
Store Employees	Moderate to High	Internal briefings
Consumers	Moderate	Store information media
Community Members	Moderate	Public campaigns

Analysis of Table 1 indicates that institutional actors possess stronger policy understanding than consumers and community members. Government agencies and retail managers have direct access to policy information and implementation guidelines. Consumers rely primarily on indirect communication channels, resulting in more diverse interpretations of policy objectives. Similar patterns have been identified in studies addressing environmental policy implementation and stakeholder awareness (Yusnitawati, Asmu'i, & Suryadi, 2021).

Another notable finding concerns the relationship between communication and compliance readiness. Retail managers reported that clear policy communication reduced uncertainty regarding operational adjustments and reporting requirements. Informants emphasized that communication helped align organizational practices with regulatory expectations. Such findings correspond with policy implementation theory, which identifies communication clarity as a prerequisite for effective implementation outcomes (Edward III, 1980).

Interviews further revealed that communication efforts contributed to the normalization of environmentally responsible shopping behavior. Consumers increasingly encountered messages encouraging the use of reusable bags and reduced dependence on disposable plastics. This gradual normalization process influenced purchasing habits and consumer expectations. Research concerning public acceptance of environmental initiatives similarly highlights the importance of communication in shaping sustainable behavior (Abdullah, Mustaza, & Ahmad, 2018).

Evidence from interviews, observations, and document analysis indicates that communication functions as a foundational element in the implementation of the plastic bag reduction policy in Batu IX Village. Effective dissemination of policy information has facilitated stakeholder understanding and supported compliance among retail businesses. Variations in consumer awareness remain evident, suggesting the need for broader public outreach strategies. Comparable conclusions have been reported in studies examining environmental policy implementation and plastic bag reduction initiatives within retail sectors (Kurnia & Rahayu, 2022; Rauf, Fitriani, & Jenawi, 2025).

Compliance Practices and Behavioral Adaptation in the Modern Retail Sector

The findings indicate that the implementation of the plastic bag reduction policy in Batu IX Village has generated observable changes in compliance practices among modern retail businesses. Interviews with retail managers revealed that most stores have adjusted their operational procedures by limiting the distribution of free plastic bags and encouraging consumers to use reusable shopping alternatives. Informants explained that compliance was initially driven by regulatory obligations but gradually became integrated into routine business operations. This pattern supports the argument that environmental regulations can influence organizational behavior when accompanied by clear implementation guidelines and institutional support (Tanjungpinang City Government, 2022).

Data obtained from store employees demonstrated that behavioral adaptation occurred through daily interactions with consumers. Employees routinely informed customers about the policy and offered alternative packaging options during transactions. Informants noted that customer resistance was more common during the early implementation period but declined over time as consumers became familiar with the policy. Similar findings have been reported in studies examining the implementation of plastic bag restrictions in modern retail environments (Pratama & Suryani, 2023).

Interviews with consumers revealed differing responses to the policy. Some consumers reported that they had begun carrying reusable bags when shopping, while others occasionally purchased alternative bags provided by retailers. These responses indicate that behavioral change is taking place, although adaptation occurs at different rates across consumer groups. Research on environmental behavior consistently suggests that policy compliance is influenced by individual perceptions, habits, and environmental awareness (Abdullah, Mustaza, & Ahmad, 2018).

Field observations further demonstrated that modern stores increasingly promote environmentally friendly shopping practices through visible reminders and cashier-based communication. Consumers encountered policy information at multiple stages of the shopping process, reinforcing awareness and encouraging behavioral adjustment. Repeated exposure to environmental messages appeared to strengthen policy acceptance among regular customers. Such observations are consistent with studies emphasizing the role of continuous reinforcement in shaping sustainable consumption behavior (Yorenza & Yusran, 2020).

Interviews with Environmental Agency officials indicated that compliance monitoring has focused primarily on education and supervision rather than direct sanctions. Officials explained that retailers were encouraged to voluntarily align their practices with policy objectives before enforcement mechanisms were intensified. This approach was intended to strengthen long-term commitment rather than generate temporary compliance. Similar implementation strategies have been discussed in environmental policy literature emphasizing cooperative regulatory approaches (Qodriyatun, Santoso, & Arini, 2023).

The compliance practices identified during fieldwork are summarized in Table 2. The table illustrates the primary forms of adaptation adopted by modern retail businesses in Batu IX Village. These practices reflect organizational responses to regulatory requirements and environmental expectations. The evidence indicates that compliance extends beyond administrative obligations and increasingly influences operational behavior.

Table 2. Compliance Practices Adopted by Modern Retail Stores

Compliance Practice	Implementation Status	Observed Outcome
Restriction of Free Plastic Bags	High	Reduced plastic distribution
Promotion of Reusable Bags	High	Increased consumer awareness

Customer Information Campaigns	Moderate to High	Improved policy understanding
Internal Employee Briefings	High	Operational consistency
Environmental Signage Display	High	Behavioral reinforcement

Analysis of Table 2 indicates that the restriction of free plastic bags represents the most consistently implemented compliance measure. Retail managers reported that this practice significantly reduced the number of plastic bags distributed during daily transactions. Promotional efforts related to reusable bags also contributed to gradual changes in consumer behavior. Similar trends have been documented in studies examining the effectiveness of plastic reduction policies in commercial sectors (Pratama & Suryani, 2023).

Another important finding concerns the relationship between compliance and organizational commitment. Retail businesses that demonstrated stronger managerial support for environmental initiatives were more likely to implement policy requirements consistently. Employees within these stores reported greater confidence when communicating policy information to customers. Research on policy implementation similarly identifies organizational commitment as a critical factor influencing compliance outcomes (Edward III, 1980).

Interviews also revealed that consumer adaptation remains an ongoing process rather than a completed outcome. Some customers continue to rely on disposable packaging alternatives when reusable bags are unavailable. Informants emphasized that sustained educational efforts remain necessary to encourage deeper behavioral transformation. This observation aligns with studies highlighting the gradual nature of environmental behavior change and policy acceptance (Yusnitawati, Asmu'i, & Suryadi, 2021).

Findings from observations and interviews suggest that compliance practices within the modern retail sector have contributed to a measurable reduction in dependence on single-use plastic bags. The implementation process has encouraged both organizational adaptation and consumer behavioral change, although varying levels of compliance remain evident. The results indicate that environmental regulations become more effective when supported by communication, organizational commitment, and practical alternatives for consumers. Comparable conclusions have been reported in research examining policy implementation, waste reduction strategies, and sustainable retail practices in Indonesia and other developing contexts (Rauf, Fitriani, & Jenawi, 2025; Ismiraj et al., 2023).

Implementation Challenges, Enforcement Mechanisms, and Environmental Implications

The findings indicate that the implementation of the plastic bag reduction policy in Batu IX Village continues to encounter several operational and behavioral challenges. Interviews with retail managers revealed that consumer habits remain one of the most significant barriers to policy effectiveness. Many customers still expect plastic bags to be readily available during shopping transactions despite increasing awareness regarding environmental issues. Similar challenges have been identified in studies examining plastic reduction policies where long-established consumption patterns hinder policy compliance (Yorenza & Yusran, 2020).

Data obtained from store employees demonstrated that resistance from certain consumer groups occasionally creates difficulties during policy implementation. Informants explained that some customers perceive plastic bag restrictions as reducing service quality rather than promoting environmental responsibility. This perception places employees in situations requiring continuous explanation and negotiation. Research on public service and environmental policy implementation suggests that policy acceptance is often influenced by the perceived balance between convenience and environmental benefit (Abdullah, Mustaza, & Ahmad, 2018).

Interviews with Environmental Agency officials revealed that enforcement mechanisms rely primarily on supervision, monitoring, and periodic evaluation activities. Officials emphasized that administrative sanctions are available within the regulatory framework but are generally applied as a last resort after educational approaches have been exhausted. This implementation strategy reflects the preference for corrective rather than punitive intervention. Such approaches are consistent with administrative enforcement principles outlined in environmental governance regulations (Ministry of Environment, 2013; Scott, 2024).

Field observations further indicated that variations in compliance remain evident among retail establishments. Larger modern stores generally demonstrate stronger adherence to policy requirements because they possess greater organizational capacity and administrative resources. Smaller retail operators occasionally face challenges related to operational adjustment and customer management. These findings support arguments that implementation outcomes are shaped by differences in institutional capacity among regulated actors (Edward III, 1980).

Interviews also highlighted the importance of regulatory consistency in maintaining compliance. Retail managers expressed greater willingness to support environmental policies when implementation expectations were clearly communicated and applied uniformly across businesses. Informants noted that inconsistent enforcement could weaken policy credibility and reduce motivation for compliance. Similar observations have been reported in policy evaluation studies examining plastic bag reduction initiatives in Tanjungpinang (Rauf, Fitriani, & Jenawi, 2025).

The primary implementation challenges identified during fieldwork are summarized in Table 3. The table presents factors influencing policy effectiveness within the modern retail sector in Batu IX Village. These findings illustrate that implementation challenges emerge from both institutional and behavioral dimensions. The evidence demonstrates the need for integrated strategies addressing multiple implementation barriers simultaneously.

Table 3. Major Challenges in Policy Implementation

Challenge Dimension	Key Issue Identified	Potential Impact
Consumer Behavior	Continued dependence on plastic bags	Reduced policy effectiveness
Public Awareness	Uneven understanding of policy objectives	Variable compliance levels
Retail Adaptation	Operational adjustment requirements	Implementation inconsistency
Enforcement Capacity	Limited monitoring resources	Reduced regulatory oversight
Alternative Availability	Limited reusable bag usage	Continued disposable consumption

Analysis of Table 3 indicates that consumer behavior remains the most influential challenge affecting policy outcomes. Informants consistently identified habitual plastic bag usage as a factor slowing behavioral transformation. Public awareness levels also vary across demographic groups, producing different responses to policy interventions. Similar findings have been documented in studies examining environmental policy implementation and waste reduction programs (Pratama & Suryani, 2023).

Another notable finding concerns the environmental significance of successful policy implementation. Environmental Agency representatives emphasized that reductions in plastic bag consumption contribute directly to broader waste management objectives within Tanjungpinang City. Lower levels of plastic waste entering landfills and coastal environments support long-term environmental sustainability. This issue is particularly important in Indonesia, where plastic waste leakage into rivers and marine ecosystems remains a major environmental concern (World Bank, 2021). Interviews further revealed that stakeholders increasingly recognize the connection between plastic reduction initiatives and ecosystem protection. Informants associated reduced plastic consumption with efforts to preserve coastal and marine environmental quality. Environmental degradation caused by unmanaged waste has implications extending beyond waste management and may affect ecological resources and community livelihoods. Research on coastal ecosystems similarly highlights the importance of minimizing pollution pressures to maintain environmental resilience (Abubakar et al., 2025).

The findings also suggest that long-term policy effectiveness depends on the integration of enforcement mechanisms, public education, and behavioral incentives. Regulatory instruments alone appear insufficient to achieve sustainable reductions in plastic consumption without corresponding shifts in social norms and consumer practices. Informants emphasized the importance of continuous awareness campaigns and collaborative engagement among government agencies, businesses, and the public. Such observations align with contemporary environmental governance perspectives

emphasizing multi-dimensional approaches to policy implementation (Qodriyatun, Santoso, & Arini, 2023).

Evidence from interviews, observations, and document analysis indicates that the implementation of the plastic bag reduction policy in Batu IX Village has generated meaningful progress while still facing behavioral and institutional challenges. Consumer adaptation, compliance consistency, and enforcement capacity remain critical determinants of policy success. The findings suggest that sustained environmental improvements require a combination of regulatory commitment, stakeholder cooperation, and long-term behavioral change initiatives. Comparable conclusions have been reported in studies examining environmental policy implementation, waste management reform, and plastic reduction strategies in Indonesia (Kurnia & Rahayu, 2022; Rauf, Fitriani, & Jenawi, 2025; Ismiraj et al., 2023).

CONCLUSION

The findings of this study demonstrate that the implementation of the policy to reduce the use of plastic bags in the modern shop sector in Batu IX Village, Tanjungpinang City, has shown positive progress in encouraging compliance among retail businesses and promoting more environmentally responsible consumer behavior. Effective communication conducted through government outreach, retail-based information dissemination, and direct interaction between employees and consumers has contributed to improving stakeholder understanding of policy objectives. Modern retail stores have generally adapted their operational practices by limiting the provision of free plastic bags, promoting reusable alternatives, and integrating environmental messages into daily service activities. The implementation process reflects the importance of communication, organizational commitment, and stakeholder awareness in translating regulatory objectives into practical actions within the commercial sector.

The study also reveals that policy effectiveness continues to be influenced by several challenges, particularly consumer dependence on disposable plastic bags, variations in public awareness, and differences in compliance capacity among retail businesses. Enforcement mechanisms based on supervision, education, and gradual regulatory intervention have encouraged policy acceptance, although long-term success remains dependent on sustained behavioral change and consistent institutional support. The environmental significance of the policy extends beyond retail operations because reductions in plastic bag consumption contribute to broader waste management goals and the protection of urban and coastal ecosystems. These findings affirm that successful plastic waste reduction policies require the integration of regulatory instruments, public participation, continuous education, and collaborative engagement among government institutions, business actors, and consumers to achieve sustainable environmental outcomes.

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