

## **National Circular Economic Movement (GESN) Towards Sustainable Development (SDGs) 2030: A Netnography Study**

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### **A B S T R A C T**

Netnography research on the National Circular Economy Movement (GESN) towards Sustainable Development (SDGs) 2030 (Plastic Bottle Waste Management through the Indonesian Plastic Recycling Association or ADUPI) through Instagram social media as an information-generating medium, aims to find out how ADUPI's role in helping build GESN in Indonesia through plastic bottle waste management so that it can achieve the goals of SDGs 2030. The research uses the Netnography method by analyzing data into narrative form. The results showed that ADUPI's big role through GESN since 2018 in waste management with 500 members from various corporate agencies, Sabang to Merauke to achieve the 2030 Sustainable Development Goals with activities that include educating about the problem of plastic bottle waste, direct guidance to waste recycling actors, coordinating with other associations that have similar goals and reporting program achievements.

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### **Acknowledgment**

**Keyword:** ADUPI; National Circular Economy Movement; Plastic Bottles; Plastic Waste; Sustainable Development

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### **INTRODUCTION**

The production of plastic bottles as a medium for packaging ready-to-eat and ready-to-drink drinks in the form of cylinders of various sizes designed into various models to make it easier for consumers to recognize products is one form of production packaging that is often found not only at the place of production, and the place of trade but also in non-organic waste disposal sites. Excessive demand for products causes the use of plastic bottles to increase and unwittingly cause accumulation in waste which results in various negative impacts on the environment in the present and in the future due to the nature of plastic bottles that are difficult to decompose naturally in a short period of time (Farin, 2021). In Indonesia, based on data from Indonesian Domestic Waste Statistics reported by [www.Inswa.or.id](http://www.Inswa.or.id) plastic bottles contribute 5.4 million tons or 14% of the total amount of plastic waste per year.

Minimizing the use of disposable plastic bottle waste can be done with various efforts, one of which is by implementing the 3Rs (Reuse, Recycle, Recovery) which has a positive impact on the use of plastic bottle products in the country and reduces the various environmental problems caused

(Dwiningsih & Harahap, 2022; Paranoan et al., 2025). And another effort is the application of Circular Economy by maximizing the use value of a product in a sustainable manner that provides efficiency in the use of company resources (Resource Efficiency) (Redaksi, 2021). Legally, the Government of Indonesia has issued regulations regarding the Circular Economy as stipulated in the Minister of Environment and Forestry Regulation Number 75 of 2019 concerning Waste Reduction Maps by Producers that producers have a responsibility for their products. In addition, consumers also have a responsibility to the environment they live in so as to create a beautiful environment in order to achieve the Sustainable Development Goals by 2030.

The implementation of the National Circular Economy Movement (GESN) needs to be carried out in order to have a positive impact on the environment and also the economy of the community in utilizing disposable plastic bottle products that go through the 3R process and also chemically, physically and biologically so that they become a product that has resale value and reduce plastic bottle waste in the social environment (Nasution, 2015). The Indonesian Plastic Recycling Association (ADUPI) established in Tangerang, Banten is one of the communities that houses collecting groups, waste banks, to the recycling industry including academics and plastic recycling practitioners who have been active in Indonesia since 2015 with the vision of “becoming an association that is beneficial to members and the government in the Environmental program” in creating GESN in Indonesia ([www.adupi.org](http://www.adupi.org)).

This research was conducted with the aim of knowing how ADUPI's role in helping to build the National Circular Economy Movement (GESN) in Indonesia through plastic bottle waste management so as to achieve the 2030 Sustainable Development Goals (SDGs) with Instagram social media @adupi\_indonesiaofficial as a producer of information to be managed.

## **RESEARCH METHOD**

Research on the Netnography Study of the National Circular Economy Movement (GESN) towards Sustainable Development Goals (SDGs) 2030 on Instagram uses the netnography research method, which according to Robert V Kozinets in the book he wrote entitled Netnography: Doing Ethnographic Research Online defines that netnography is a study that focuses on understanding special forms of communication or culture through a separate cyber system (Muntu et al., 2021).

The netnography research method is a refinement of the ethnographic research method, where ethnography comes from the Greek Ethnos which means “people” and graphia which means “writing” which is one of the research methods in the fields of sociology and anthropology for descriptive research approaches (Siddiq & Salama, 2019). The netnography research method, as stated above, is intended to obtain a detailed understanding of virtual communication behavior from the researcher's point of view

(Moshinsky, 1959).

With Instagram social media as the main source of information accompanied by several other social media platforms and supporting websites as secondary data. Research techniques include research planning, data reduction, data presentation and conclusion drawing. Research planning is the basis of research in which it is necessary to determine the object and subject of research, research objectives and procedures to be carried out. Data reduction is a process of qualitative data analysis techniques used to select, classify and unify data obtained from research. Presentation of data is done by analyzing the data obtained into narrative form. And drawing conclusions in which to find out the results of the research that has been done, by providing relevant input based on the process that is passed.



**Figure 1. Research ADUPI's**

Source: Instagram account @adupi\_indonesiaofficial, with various hashtags attached

## RESULTS AND DISCUSSION

Social media has become a very easy media for everyone to access, manage and also add insight in understanding and raising awareness in various matters, one of which is in the dissection of non-organic waste such as plastic bottles from other non-organic waste. However, some irresponsible parties will just ignore it as a theory in science without practicing it in everyday life. On the other hand, there are some parties who realize the importance of preserving the environment by managing non-organic waste such as plastic bottles into something that is useful for social life. For example, in some countries such as Australia, plastic currency molds are made, as well as several other works that are not inferior in use value and economic selling value.

Plastic bottle waste management under the auspices of ADUPI involving more than 500 members from Sabang to Merauke, Tanah Air Indonesia. LE MINERALE which is one of the major brands in Indonesia in the Mineral Water industry that supports GESN in Indonesia for sustainable development is also included as a member. Having a vision that is full of confidence, ADUPI is an association that is aware of plastic waste management for the Circular Economy in Indonesia. Every activity carried out is always uploaded on the @adupi\_indonesiaofficial social media account to provide insight to social media users in understanding a waste-free environment towards sustainable development in the future.

Based on the results of analyzing the data collected, ADUPI's role in building GESN in Indonesia through the management of plastic bottle waste for the achievement of the 2030 sustainable development goals from ADUPI's official account @adupi\_indonesiaofficial on Instagram which began in 2018 includes activities which include educating about the problem of plastic bottle waste, direct guidance to waste recycling actors, coordination with other associations that have similar goals and reporting program achievements.

### **Education on the problem of plastic bottle waste**

ADUPI as an association that cares about the sustainability of human life, provides education to the community including students and schools that play a role in it. Education is carried out directly documented and also on air through Zoom conferences, radio broadcasts, YouTube channels, television, and also the Instagram platform as a channel for education that is utilized.

The education provided includes the importance of plastic bottle waste management, the process of managing plastic bottle waste into competitive products, the amount of plastic bottle waste circulating on land and in the oceans, the problems of plastic waste affecting global and local ecosystems to the regulations that apply in Indonesia regarding plastic bottle waste problems.

As with the plastic bottle waste management process described in the upload on July 06, 2021, which goes through several stages. First, namely collection, this first stage of plastic bottle waste and other plastic waste is collected by collectors. Second, sorting, plastic waste is classified by type and color. Third is shredding and washing, this process is to remove contaminants on the plastic then the plastic is shredded into particles with a smaller size. Fourth is pelletizing, in this process the recycled plastic raw materials are then melted or heated to change their shape into pellets or granules. And the final stage is the finished product of plastic recycling, which can be processed into various forms of products tailored to the type of plastic (such as polyester yarn, geotextile, dacron fiber, household furniture, stationery, motor vehicle spare parts, and other finished products).

### **Direct guidance to waste recycling actors**

Website: <http://jibema.murisedu.id/index.php/JIBEMA>

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Mentoring by ADUPI to its registered members has been ongoing since 2015 (uploaded February 07, 2022). Through the media they explain the cycle of plastic waste recycling actors, with stages (1) Collectors involving Unit Waste Banks, Pelapak, and TPS3R. (2) Grinders or Processors involving Parent Waste Banks and Pelapak or Bandar and others. (3) Converters involving Pelletizing, Blowing, Injection Molding and Extrusion. (4) Processors involving Companies and Brand Holders. (5) Consumers, namely the Community, and (6) Sorters involving Scavengers, Households, Area Managers and others. This cycle is what they practice directly to every recycling actor registered in their membership in several provinces in Indonesia.

With the help of business capital provided to waste banks, one of them is UD. Berkah Jaya Abadi, Nganjuk Regency, East Java in the amount of Rp 200,000,000,- (uploaded September 22, 2022) and many more capital assistance provided to registered members. Based on the referenced data, the results of mentoring from ADUPI itself received a certificate of appreciation given by the local government. As in the upload dated October 03, 2022, the Award Charter was given by Mr. Anies Rasyid Baswedan, Ph., D, as the head of the DKI Jakarta Region to ADUPI as a Collaborator in development and public services in the City of Jakarta.

### **Coordination to other Associations with fit for purpose**

The coordination carried out by ADUPI has an international scale. Based on several uploads obtained, there is coordination carried out by ADUPI both among employees, to the Government, to several countries such as the Netherland or the Netherlands. The coordination helps the government and similar associations in understanding information from plastic recycling data in Indonesia specifically in several regions and asking for aspirations or suggestions in implementation that provide benefits of course to ADUPI technically.

One form of coordination carried out can be seen in the upload of September 16, 2021, ADUPI played its role in absorbing aspirations from members and also coordinating with related associations in discussing issues and problems that developed in the industry it oversees. ADUPI's role in this cross-association meeting discussed policies for handling plastic waste and at the same time consulted with stakeholders in the form of Focus Discussion Group (FDG) activities which included 44 participants representing various associations such as the Association of Indonesian Bottled Water Companies (ASPADIN), the Indonesian Plastic Industry Association (INAPLAS), and others who joined the FDG.

### **Program Achievement Reporting**

Every month, ADUPI through its Instagram social media reports the Program Achievements of



the National Circular Economy Movement together with Le Minerale. This reporting is one of the transparency carried out by ADUPI. The reporting is not about finance because ADUPI is a non-profit oriented agency. Therefore, this reporting contains achievements regarding successful waste collection in the current month.

In the upload of 23 October 2021, is an example of a form of program reporting carried out by ADUPI. From March to September 2021, 6 ADUPI and Le Minerale fostered partners have managed to collect a total of 2,493,735 Kg of PET, PP, HDPE, PVC, and LDPE plastics. The amount of PET plastic consisting of mineral water bottles and gallons and jars is 2,346,738 kg, HDPE plastic consisting of mineral water bottle caps as much as 116,319 kg, PVC plastic consisting of pralon pipes as much as 25,458 kg, LDPE plastic consisting of refillable gallon caps and clear plastic as much as 3,828 kg, and PP plastic consisting of mineral water cups as much as 1,394 kg.

The GESN program, which is one of the concrete actions in increasing the uptake of recycled raw materials initiated by ADUPI and Le Minerale since February 2022, has succeeded in collecting and recycling 2,494 tons of plastic raw materials through fostered partners, which if measured its impact in mitigating climate change and preventing plastic pollution, will be equivalent to 57.362 m<sup>3</sup>, saving 14,400,356 KWh of electrical energy, saving 6,344,736 L of petroleum instead of producing new plastic materials (Virgin Plastic), and reducing GHG emissions to the air by 14,964,000 kg CO<sub>2</sub>.

Based on some of the activities carried out by ADUPI above, it has indicators to realize the 17 goals of Sustainable Development by 2030. This activity is the basis for sustainable development in Indonesia can be applied through small organizations in caring for simple things so that it can have an impact on the output issued. Caring for simple things continuously can have a tremendous impact in the future and this kind of action is what is desired from the goal of sustainable development in Indonesia, from Sabang to Merauke.

## COONCLUSION

ADUPI's role in implementing GESN in Indonesia towards Sustainable Development 2030, includes activities (1) Education about plastic bottle waste problems such as the importance of plastic bottle waste management, the process of managing plastic bottle waste into competitive products, the amount of plastic bottle waste circulating on land and in the oceans, regulations that apply in Indonesia regarding plastic bottle waste problems and others. Directly to the community including students and school institutions or through Zoom conferences, radio broadcasts, YouTube channels, television, and also the Instagram platform as a channel for education that is utilized. (2) Direct guidance to waste recycling actors with the first stage of collection involving the Waste Bank Unit, Pelapak, and TPS3R.

Second, the grinder or processor involves the Parent Waste Bank and Pelapak or Bandar and others. Third converters involving Pelletizing, Blowing, Injection Molding and Extrusion. The fourth process involves Companies and Brand Holders. Fifth consumers, namely the Community, and sixth sorters involving Scavengers, Households, Area Managers and others. (3) Coordination with other associations that have similar goals, coordination that is carried out helps the government and similar associations in understanding information from plastic recycling data in Indonesia specifically in several regions and asking for aspirations or suggestions in implementation that provide benefits of course to ADUPI technically. And (4) Program Achievement Reporting, Reporting that is carried out is not about finance because ADUPI is a non-profit oriented agency. Therefore, this report contains achievements regarding successful waste collection in the current month.

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