

## CRITICAL REVIEW OF GROWTH POPULATION, PLASTIC WASTE AND THE DIGITAL SOCIETY IN INDONESIA

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### **Abstract**

*Population growth in both rural and urban areas in Indonesia has recently experienced high growth rates and this growth will continue with high acceleration, even though Jakarta and other cities have built a strict system in relation to urban population growth in their respective regions -one. The population growth rate which is not accompanied by regional growth will result in population density. Where the rate of population growth can add a heavy burden to the city in preparation for new infrastructure such as education, health and other urban services. The emergence of business groups in various levels on social media that mainstreamed and utilized plastic waste actually triggered a new style of consumerism. With the rapid growth of consumerism the population has only switched from replacing the use of plastic products and using products that are more environmentally friendly. However, if population growth is high, easy access to consumption needs, internet access and media are not limited to productive age groups who have many necessities of life and the need for social prestige in cyberspace or everyday, new style consumerism will only find new places later. strengthen global capitalism and make the term "modern society" who care about the dangers of plastic waste to develop. The author focusing on further research in order to find renewal and is expected to be able to provide input to the government, company in order to overcome population growth and increase plastic waste in Indonesia in this digital era. They called plastic waste industrial relations in this digital society era.*

**Keywords:** *Growth Population, Plastic Waste, Digital Society, Indonesia*

### **INTRODUCTION**

Population growth has the potential to increase the generation of physical plastic waste which gives a new color to the object of environmental movement as a new social movement in the digital era where people's knowledge about waste is obtained through information on social media in a wide and varied manner. Every human being and group in society must be related to garbage.

Especially when population growth is one of the factors that later becomes a critical problem. Increased Trends in the global population in the 21st century reveal an increase in rural migration to cities in the world and rapid population growth in urban centers and urban villages (Gibson &Gunmu , 2012; Vlahov et al., 2007; Raskin& Kemp-Benedict, 2004). Plastic waste itself in 2050 is estimated to be more than fish in the ocean.

The integrative efforts made by actors in dealing with plastic waste are carried out side by side, starting from the lowest levels of society, entrepreneurs and the government. But the weakness of the “side by side” system is that the solution to the problem of plastic waste is finally done not from upstream to downstream, only a small portion of the contaminated situation around it. When there is a clean village program, is it accompanied by the subsistence of packaging food ingredients from plastic to environmentally friendly materials? Then is there a policy for managing waste and then siding with people who with minimal knowledge are able to solve waste problems both on a household scale and community level? How can media capitalism then make this a source of profit and also the global capitalism group or the businessman of anti-plastic products then emerge rapidly in the digital era? Who benefits from the problem of population growth, consumerism and plastic waste in this digital era?

Based on the above questions, then the environmental movements that are based on concerns, curiosity, and awareness to live more properly than the community over the closest environment contaminated with plastic waste are starting to emerge. In the study of Pramanti (2016), it was mentioned that the media contributed a lot to changes in the views of the community, especially women who had more access to information about the dangers of plastic in human life. Fun, food and fashion are the three basic

needs in the concept of consumerism which are key to the benefits of global capitalism and take advantage of population growth in Asia. At a certain level, the issue of plastic waste has become a chain of various capitalist interests in utilizing and managing forms of concern, changes in people’s views or motivations in dealing with plastic waste. The company is also not always profitable, how MCDonalds, Nestle, Aqua, Coca Cola, Adidas and even Telkomsel as the biggest plastic garbage contributors in the history of food and beverage services and sportswear and cellphone chips have been pressured by activists and observers of plastic waste to take responsibility responsible for their superior products that are almost serratus percent made from plastic. Demonstrations and innuendos are broadcast through the media as a weapon to sensitize and petition for rejection and refusal to consume their products. The loss of coca cola in 2016 due to massive movements through social media like Instagram (in the picture below) alone reached 100 billion dollars per year and this made the coca cola company expand the concentration of its products not only on soda but also switched to the cosmetics and coffee drinks market in Asian countries such as Cambodia and Vietnam.

### **RESEARCH QUESTION**

1. How is the analysis of social criticism on the relationship between population growth and plastic waste in the era of digital society in Indonesia?

2. What is the form and function of social criticism in various indicators that appear in this study?

## RESEARCH PURPOSES

1. To analysis of social criticism on the relationship between population growth and plastic waste in the era of digital society in Indonesia.
2. To get the form and function of social criticism in various indicators that appear in this study.

## LITERATURE REVIEW

### Dynamics of Population Growth and Plastic Waste

Population growth in both rural and urban areas in Indonesia has recently experienced high growth rates and this growth will continue with high acceleration, even though Jakarta and other cities have built a strict system in relation to urban population growth in their respective regions-one. The population growth rate which is not accompanied by regional growth will result in population density. Where the rate of population growth can add a heavy burden to

the city in preparation for new infrastructure such as education, health and other urban services.

Increasing population growth raises various kinds of problems that accompany it. Along with the increase in population, income also increased. The increase in income and the influence of the consumptive lifestyle have encouraged us to follow the lifestyle of spree. This lifestyle has two impacts on the first environment; this lifestyle requires greater funding. To get the funds, the exploitation of our resources is increasing, for example in our forests and rivers. Second; consumption levels increase, from food and packaging to all plastic. The waste that we produce per person is getting bigger. Even though the population also increases. Meanwhile, our income to handle plastic waste is still limited.

In Benno (2015) it was stated that population growth, industrialization, urbanization and economic growth, resulted in an increase in municipal waste. Economic, social and demographic variables and the generation of plastic waste are then related to the level of people's knowledge and the meaning of plastic itself in their lives.

**Picture 1. Anti Plastic Movement on Instagram Media**





### **Global Capitalism and Social Media As Knowledge Tools for Plastic Waste Movement**

Global capitalism, which was born from the process of globalization, creates a culture of consumption and consumer society - whose existence is seen only by the differentiation of commodities consumed, by continuously consuming various signs and social status behind commodities. Global capitalism in itself has the power of progress that can facilitate and assist humans in carrying out their life activities. But the same progress can bring the world to change which is increasingly difficult for humans to control. The spirit of inherent progress in global capitalism has a tendency to bring the world into situations full of uncertainty, full of inequality and hegemony. This paper wants to explore the phenomenon of global capitalism, starting from the positive things it produces to its impacts for changing human life as a consumer society.

The transformation of the traditional movement of plastic waste into a modern movement can be seen in the ban on plastic straws and shopping bags, which may reduce

waste a little, the ban on plastic packaging and containers will reverse the well-documented environmental improvements. Although almost all plastics can be recycled and recovered, around 45% of recyclable plastics end up in landfills largely due to improper disposal by waste producers and a lack of strong markets. Plastics that cannot be recycled mechanically can be recycled chemically or recovered for energy through alternative technologies such as waste-to-energy, gasification, and pyrolysis. Then how is the digital industry supporting this plastic garbage movement? In Granovetter it is said that economic actions that are socially situated and inherent in personal social networks are ongoing among the actors. This is not only limited to the actions of individual actors themselves but also includes broader economic behavior, such as pricing and economic institutions, all of which are hidden in a network of social relations. As for what is meant by social relations networks is as "A series of regular relationships or social relationships that are the same between individuals or groups."

## RESEARCH METHODOLOGY

Research on Social Critical Analysis in this study uses a qualitative approach which is the researcher's perspective by adopting a qualitative design in conducting studies. The research design in this study has several characteristics, which are more dynamic and exploratory, and continue to develop during the research process. In this study, researchers sought to explore literary data and other scientific studies as research data that are relevant to the subject matter and become a trend regarding population development caused by plastic waste problems and their relationships and cause socio-cultural and even economic dynamics in the era of society. digital. This study uses a qualitative description, where data is broken down to obtain the elements, after which it is analyzed. This method seeks to describe or describe the object to be studied, namely; Anti-Plastic Movement in Instagram Media that emerged as environmental criticism in the framework of new social movements caused by population growth factors that contributed to polluting the environment and led to actions of empathy, criticism, and certain social supports.

### Data and Data Sources

Data is an income from records based on what you want to analyze. The data of this study are language units in the form of pictures and sentences and videos from social media that contain criticism about

plastic waste. Data source comes from data that has been obtained. Data sources for this research are:

1. Data or information can also be obtained through observation of events or activities related to research problems. From this event or incident, researchers can find out the process of how things happen more precisely because they witnessed firsthand. By observing an event or activity, the researcher can cross check the verbal information provided by the subject under study.
2. Documents or Archives. Documents are written materials or objects related to a particular event or activity. It can be a recorded or written document such as a data base archive of recorded letters, images of objects related to an event.

### Method of collecting data

Observation is the most natural and most used method of data collection not only in the scientific world, but also in various life activities. Observation was used in this study through observation and vision. Whereas specifically, in the world of research, observations that researchers do are to hear the opinions of owners or users of social media, especially Instagram who follow Instagram accounts that focus on plastic waste, eco waste or other environmental movements in order to understand, seek answers, find evidence against social

environmental phenomena (behavior, events, circumstances, objects, and certain symbols) for some time without affecting the observed phenomenon, by recording, recording, photographing the phenomenon for the discovery of data analysis. This study seeks to observe the social criticisms of the community in response to the threat of

increasing plastic waste due to one indicator that is population growth.

### **Research Indicator**

Research indicators are a benchmark used to find data. Research will be focused through indicators. Indicators that are used as a benchmark in finding data in the following table.

| <b>No.</b> | <b>Aspects studied</b>                       | <b>Focusing on Problems</b> | <b>Indicator</b>  |
|------------|--|-----------------------------|---|
| 1          | The Form of Social Criticism Digital society | Digital Society             | <ul style="list-style-type: none"> <li>• Access to social media is high</li> <li>• Following accounts that understand their needs and representation</li> <li>• Follow the development of trends</li> <li>• easy to empathize with certain doctrines</li> <li>• easy to access knowledge of environmental damage</li> </ul>                                 |
|            |  | Growth Population           | <ul style="list-style-type: none"> <li>• excessive instant food consumption</li> <li>• style living efficiently</li> <li>• environmental pollution increases</li> <li>• Waste Trash</li> </ul>  |
|            |  | Plastic Waste               | <ul style="list-style-type: none"> <li>• The emergence of social responses to the dangers of plastic waste through online media</li> <li>• Become a tool for building plastic waste-based communities</li> <li>• Creating social innovation with plastic waste raw materials</li> <li>• Building a new industry with plastic waste raw materials</li> </ul> |
| 2          | The Function of social criticism             | Digital Society             | <ul style="list-style-type: none"> <li>• build social relations and relationships</li> <li>• Channel knowledge in fields of interest</li> <li>• Online social media construction</li> <li>• changes in the role and function of the media as a tool for social movements.</li> </ul>  |
|            |  | Growth Population           | <ul style="list-style-type: none"> <li>• consumption patterns are increasing in society</li> <li>• social conflicts increase in certain classes</li> </ul>  |
|            |  | Plastic Waste               | <ul style="list-style-type: none"> <li>• the actions of digital society are gathered on social media with the same vision and mission</li> <li>• Building a new social network</li> <li>• Build business groups in new and sustainable online media about handling plastic waste</li> </ul>   |

## CONCLUSION

The emergence of business groups in various levels on social media that mainstreamed and utilized plastic waste actually triggered a new style of consumerism. With the rapid growth of consumerism the population has only switched from replacing the use of plastic products and using products that are more environmentally friendly. However, if population growth is high, easy access to consumption needs, internet access and media are not limited to productive age groups who have many necessities of life and the need for social prestige in cyberspace or everyday, new style consumerism will only find new places later. strengthen global capitalism and make the term “modern society” who care about the dangers of plastic waste to develop. The idea of selling ecotourism tickets by exchanging plastic bottles, garbage banks, green and other movements that appear every day in the media then makes pseudo-accumulated awareness for media users in BPS data (2015) Mobile phone use is in productive age so access to consumerism is a new style in the issue of plastic waste then has its own place in the development of the population as part of the capital of global capitalism. The author wants to focus on further research in order to find renewal and is expected to be able to provide input to the government in order to overcome population growth and increase plastic waste in Indonesia in this digital era.

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