

CHAPTER IV

THE ADVOCACY STRATEGY OF 4OCEAN IN BALI

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 energy 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 taking it away from the location. 4Ocean had lifeguards that were coming out of their stands to help the to pickup plastic. 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 Canggü 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

astheir 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)