

CHAPTER I

INTRODUCTION

1.1 Background

Food and Agriculture Organization of the United Nations (FAO) stated that food waste is defined as a part of food loss (FL) which happens at the end of the consumer chain and is often heavily tied to the retailer as well as consumer behavior (FAO, 2011). Not only that, according to the research done by FAO, food waste has also left a sizable impact on various aspects of life as well, especially on the poor (FAO, 2011). The complications and problems that food waste itself carries has always been aimed more towards the consumption habits that affect how prepared foods are wasted during the consumption stage (FAO, 2011).

Indonesia's answer to regulating food waste is the Indonesian Ministry of Environment and Forestry in which according to the law "Peraturan Presiden Nomor 92 Tahun 2020", the Indonesian Ministry of Environment and Forestry is responsible to fulfill governmental duties on the level and aspect of environment and forestry to assist the President when it comes to fulfilling the country's governmental duties. One of the programs done by the ministry is the making of SIPSN or Sistem Informasi Pengelolaan Sampah Nasional. SIPSN's primary goal is to supply data regarding waste and trash collected throughout Indonesian cities. This data is collected yearly and provides insights on several things about Indonesian waste—such as the data on the total waste collected yearly as well as the categories of waste found in the collection.

According to the data uploaded by the Indonesian Ministry of Environment and Forestry via SIPSN, 28 million tons of waste has been recorded in 2022 alone. From that large magnitude of number, 41.69% of it has been confirmed to be food leftovers or food waste. Further emphasizing on the issue of food waste, based on the data listed down by BCFN (Barilla Center for Food and Nutrition) in 2021 found in an article by Saras (2022), it is stated that households had raked up the

number one position as food waste donators. With a 63.64% of food originating from households compared to the other two donators—13.22% from merchants and 23.14% from restaurants, Indonesia sees a continuous culture and habit of wasting food in a household-level.

According to a series of research done across Indonesia, mothers are often found to be the decision-makers when it comes to household affairs, which include delegating cost and purchasing foods (Nurhamida, 2013; Sari, 2013). However, present-time research conducted with the targeted audience in 2023 found that most fathers are now part of the household decision making too. Not only that, mothers in the modern day encourage fathers to be equally present in the face of raising children. Although, the targeted audience do agree that for mothers to obtain the information beforehand brings some sort of inner comfort. This comes into play with the fact that according to BAPPENAS (2021) and its yearly report on food waste, the consumerism and consumptive behavior of households in Indonesia is one of the main reasons as to why households remain as the biggest contributor towards food waste.

Cahyaningrum (2003) in Tandiono (2017) also stated that consumerism can happen from hedonism which is prompted by the surplus of funding or money that one can spend any time of the day without an ounce of worry. To support that claim, Indonesian Ministry of Finance (2022) also states that consumptive behavior is a lifestyle that is prominent with over-spending over trivial things and also the inability to hold oneself back when it comes to purchasing items on scales bigger than it should be. Following an interview conducted with one of the board members of Indonesia's Ministry of Environment and Forestry, it is found that there are active attempts in reducing food waste, however they were not exactly made for households or even catered to the attempt of prevention. Hence, the problem lies truly in the truth that no social campaign advocated for households exist yet or that if it does, it has not been socialized well enough.

The Indonesian government actually has its own laws and regulations about food waste. However, according to Heny Affan herself, these regulations are still

considered loose. They are not exactly set in stone nor are they catered to specific situations. With laws, there are laws made specifically for waste and how to process it. UU Nomor 18 Tahun 2008 discusses about the methods and ways of processing waste. Again, mentioned by Heny Affan, these set of rules have yet to be properly assessed especially in terms of food waste however the Ministry of Environment and Forestry has taken it into accord and have been actively attempting to take care of waste problem. Hence, food waste too becomes a part of it.

As the issues tend to center around habitual as well as behavioral tendencies which require changes, social marketing comes into play as one of the distinct marketing tendencies to be adopted as a solution (Lee & Kotler, 2016). Such is the reason as to why the aim of this design is to create an interactive campaign about food waste prevention in Indonesian households.

1.2 Problem Statement

According to the data found and the solution thought in mind, the formulized problem will be how to create an interactive campaign about food waste prevention in Indonesian households.

1.3 Scope of Problem

In this stage of design for the informative media, there has been a general line drawn for the target audience:

1. Demographic

- a. Age: 23 – 30 years old

As part of the determining generation to continue building the

country, millennials and gen-zs are expected to invest more in the green lifestyle (Nurbaya in KemenLHK, 2023). According to a

statistic report from KEMENPPA in 2018, the millennial age range

is born from the year 1980 – 2000.

- b. Gender: Female (secondarily, Male)

- c. Minimum Education: Any minimum education
- d. Occupation: Work force, Household-keeping
- e. Socio-Economic Status: A

According to BAPPENAS in their annual Food Waste and Loss report, most food waste tend to be caused by those of higher social economic status due to the lack of restraint when it comes to purchasing and preparing food.

2. Geographic

- a. Primary Target : Jakarta Area
- b. Secondary Target : Jabodetabek

3. Psychography

- a. Individuals who habitually throw out or waste food.
- b. Individuals willing to learn about preventing food waste in their respective households.
- c. Individuals who are willing to try and make a habit to prevent food waste in their respective households.

1.4 Research Objective

Designing an interactive campaign about food waste prevention in Indonesian households that can encourage Indonesian millennial mothers to assist in the process of said food waste prevention.

1.5 Research Benefit

There are three kinds of benefits that can be taken from this planning of design. There are benefits for the writer, the public, and for the university.

1. Writer's Benefit

The writer is able to find and learn more about the issue of food waste produced by Indonesian households as well as heightening the critical thinking skill as well as various other skills the writer has learned from Universitas Multimedia Nusantara.

2. Public's Benefit

Benefit to the public will include the increase of awareness regarding the prevention of food waste in Indonesian households but also the increase of encouragement and methods to prevent food waste to occur.

3. University's Benefit

If possible, the writer aspires to be of help to future students from Universitas Multimedia Nusantara when writing their own report and have this report as an anchor or reference to further improve the quality of future reports done.s



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