

## PalArch's Journal of Archaeology of Egypt / Egyptology

### EFFECTIVENESS OF POLICY TO REDUCE THE USE OF PLASTIC BAGS IN RIVERSIDE COMMUNITIES BANJARMASIN CITY

*Budi Suryadi<sup>1</sup>, Husein Abdurahman<sup>2</sup>, M Riyadi Fitri<sup>3</sup>, Febrina Nur Alisa<sup>4</sup>, Devita Dwi Indri Astuti<sup>5</sup>, Selfi Adina<sup>6</sup>, Rajiz Maulana Rasyid<sup>7</sup>, Linda Renita<sup>8</sup>*

<sup>1,2,3,4,5,6,7,8</sup> Universitas Lambung Mangkurat, Indonesia

Corresponding Author<sup>1</sup>[budisuryadi@ulm.ac.id](mailto:budisuryadi@ulm.ac.id)

**Budi Suryadi, Husein Abdurahman, M Riyadi Fitri, Febrina Nur Alisa, Devita Dwi Indri Astuti, Selfi Adina, Rajiz Maulana Rasyid, Linda Renita. Effectiveness Of Policy To Reduce The Use Of Plastic Bags In Riverside Communities Banjarmasin City-- Palarch's Journal Of Archaeology Of Egypt/Egyptology 17(9), 470-484. ISSN 1567-214x**

**Keywords: Impact Policies, Plastic Bags, Riverside Communities**

#### **ABSTRACT:**

The implementation of government policy on reducing the use of plastic bags has been going on for 4 years in Banjarmasin City. This policy is assumed to have implications for people's lives on the riverbank. This research uses qualitative research approach. Data collection using observations, interviews, and document studies. Data analysis using Miles and Huberman's interactive model analysis. The results showed that the implications of implementing Banjarmasin city government policy in reducing the use of plastic bags in mini markets in riverside communities were ineffective for 3 years, after which it experienced an effective process at the level of mini market owners and communities. Factors that influence the following, namely economic behavior factors and habits of local people.