

Implementation of The Policy Prohibiting The Use of Bottled Drinking Water

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ABSTRACT

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Plastic waste, especially bottled drinking water measuring less than 1 liter, remains an environmental problem. The Bali Provincial Government, through Governor's Circular Letter Number 09 of 2025 concerning the Bali Clean Waste Movement, among other things, stipulates a policy prohibiting the use and consumption of bottled drinking water below 1 liter as an effort to reduce the production of plastic waste. However, what is happening in the field currently, the policy prohibiting the use of bottled drinking water below 1 liter in its implementation still faces various obstacles, especially in Kuta District, Badung Regency. This study aims to analyze the implementation of the policy and analyze the supporting and inhibiting factors of the policy prohibiting the use of bottled drinking water below 1 liter in Kuta District, Badung Regency. This study employed a descriptive qualitative approach, with data collection techniques including field observations, in-depth interviews, and documentation studies. The data sources were primary and secondary data. The study unit and informants consisted of eight informants, consisting of government officials, business actors, and the community. Data analysis techniques included data collection, data reduction, data presentation, and conclusion drawing. The results indicate that policy implementation has not been optimal. Despite strong regulatory support and commitment from local governments, the community's preference for practicality presents a barrier to implementation. Furthermore, challenges include limited human resources, inadequate supporting facilities, and suboptimal policy dissemination and oversight.

INTRODUCTION

Waste is something that is no longer used, that can no longer be used, that is not liked and must be thrown away, so waste must of course be managed as well as possible, in such a way that negative things for life do not happen (Zalukhu & Habibie, 2024). The problem of plastic waste remains a serious and difficult-to-address environmental issue in various regions of Indonesia. Population growth, increased economic activity, and increasingly practical consumption patterns have all contributed to the widespread use of single-use plastics (Putra et al., 2025). Plastic, a difficult-to-decompose material, takes hundreds of years to fully decompose, so excessive use has the potential to damage the environment, harm health, and degrade terrestrial and marine ecosystems.

Bali Province is also recorded as one of the highest contributors to waste generation, with the amount reaching 1.2 million tons in 2024. Bali Province, known as an international tourist destination, is certainly not free from the problem of plastic waste. Quoted from the news, the Association of Bottled Drinking Water Companies recorded that bottled drinking water consumption in Bali reaches around 11-15 liters per person per year. This figure is considered quite high for a region like Bali (Samudero, 2025). The tourism industry, which plays a major role in driving the hotel sector, restaurants, and various other businesses, causes the number of tourists and economic activity to continue to increase. Coupled with the activities of local communities who do not care about their own waste, the pile of waste in Bali continues to increase from year to year (Utama, 2023). This can be seen in the image below:

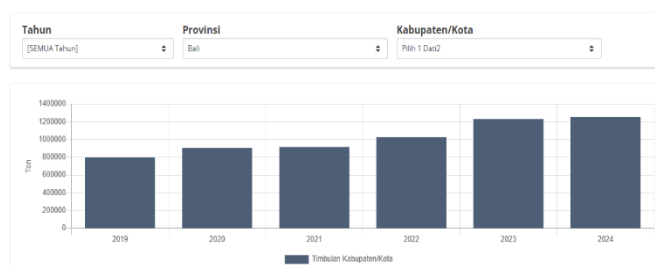


Figure 1. Waste Production in Bali Province

Source: National Waste Management Information System, 2025

Regional governments have the authority to manage their own waste without exception; this is an autonomous area for regional governments to exercise discretion as long as it does not conflict with laws and regulations that are the responsibility of the central government (Dwijayanti & Arif, 2023). Therefore, in reducing the problem of plastic waste, especially small-sized bottled drinking water, which continues to increase, the Governor of Bali Province through Circular Letter Number 09 of 2025 concerning the Bali Clean Waste Movement stipulates one of them, namely, a policy prohibiting the production of Bottled Drinking Water measuring less than 1 Liter since April 2, 2025. This policy is not new, but rather a continuation of previous regulations, namely the Regulation of the Minister of Environment and Forestry Number 20 of 2019 concerning the Roadmap for Waste Reduction by Producers, and the Regulation of the Governor of Bali Number

97 of 2018 concerning restrictions on the use of single-use plastic waste based on Regional Regulation No. 5 of 2011 (Public Policy Interest Group, 2025). As a follow-up, this policy is top-down, therefore it is highly expected and must receive full support from every district government in Bali Province, one of which is Badung Regency.

Badung Regency is a regency in Bali Province that covers 6 sub-districts, namely Mengwi, Abiansemal, Petang, North Kuta, Kuta, and South Kuta. Badung Regency has a fairly high population, namely 537.74 people in 2024 with an area of 398.75 km² and a density of 1,285 people per km² (Badung Regency Central Statistics Agency, 2024). The high tourism activity combined with a dense population with rapid economic activity, indirectly makes Badung Regency one of the largest contributors to waste generation in Bali.

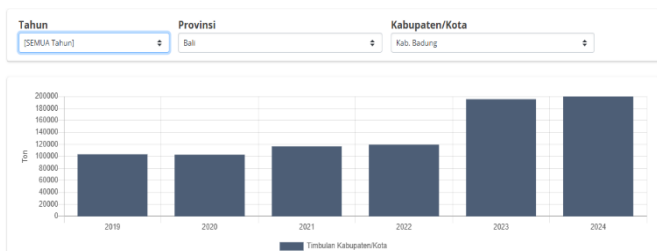


Figure 2. Waste production in Badung Regency
Source: National Waste Management Information System, 2025

As seen in Figure 2 above regarding waste generation in Badung Regency, data collected by the National Waste Management Information System shows that waste generation in Badung Regency continues to increase every year and soared sharply in 2023 and in 2024 reached 190 thousand tons of waste generation.

Table 1. Composition of Waste Types in Bali Province

Kab/Kota	Food Waste (%)	Wood-Branches (%)	Cardboard (%)	Plastic (%)
Kab. Badung	16.00	33.90	11.10	28.40
Kab. Bangli	27.70	45.10	5.30	10.32
Kab. Buleleng	17.92	49.86	9.53	14.11
Kab. Gianyar	16.97	46.05	8.25	18.93
Kab. Jembrana	27.37	47.94	0.84	19.04
Kab. Karangasem	60.00	9.00	18.00	8.00
Kab. Klungkung	23.38	46.42	5.67	11.19
Kab. Tabanan	29.20	39.76	2.84	10.51
Kota Denpasar	16.01	47.36	14.83	11.83

Source: National Waste Management Information System, 2025

Furthermore, the table above shows that Badung Regency is the regency with the highest plastic waste contributor in Bali Province. This type of waste is very easy to find, such as plastic shopping bags, to bottled drinking water measuring under 1 liter. The Badung Regency Government has previously attempted to address the waste problem through Regent Regulation Number 48 of 2018 concerning 3R-Based Waste Management (Reduce, Reuse, Recycle) and also Regent Regulation Number 47 of 2018 which reduces the use of single-use plastic bags, in line with the Circular Letter of the Governor of Bali Number 97 of 2018 (Sari et al., 2025). In addition, the Badung Regency Government has also attempted to implement the policy stipulated in the Circular Letter of the Governor of Bali Number 09 of 2025 concerning the

prohibition of the use of Bottled Drinking Water Below 1 Liter. This measure provides a strong legal framework and demonstrates Badung Regency's support for provincial policies to reduce waste generation.

However, based on field observations and news circulating on social media, public awareness regarding the implementation of the policy banning the use of small-sized bottled drinking water remains low. This policy, which should encourage people to adopt the habit of using their own tumblers or drinking bottles, remains largely ignored. The habit of purchasing bottled water remains ingrained due to its perceived convenience and hygiene, resulting in a growing pile of small-sized bottled water waste. Furthermore, the current lack of public water refill stations in public places makes the policy difficult to implement (Suadnyana, 2025). There are also concerns about the potential problems this policy could pose, such as restricting consumers' right to choose products, leading to concerns about its impact on the economic sector, particularly local businesses (Firmansyah, 2025).

In addition to the above problems, the Badung Regency government, especially in Kuta District, is currently in the public spotlight because it is reported to be experiencing a plastic waste emergency that will likely be even worse in 2026 when the Suwung Landfill will be completely closed in December 2025. Small piles of plastic waste can be seen at various points on the shoulders of the main roads in the Tuban, Kuta area which is a dense area of tourist and economic activity (Kertadewangga, 2025). This condition is further exacerbated by the presence of waste sent to the Kedonganan beach area which is known as a center of culinary tourism activities, and it is seen that the waste is dominated by plastic waste, one of which is drinking water packaging waste measuring under 1 liter (Wardani, 2025). This problem must be addressed immediately, because Badung Regency's income is highly dependent on the tourism sector, so the government is obliged to take full responsibility to eradicate the waste problem.

Based on the background above, where the plastic waste generation is still dominated by bottled drinking water, due to low public awareness, it shows that the policy of prohibiting the use of Bottled Drinking Water Under 1 Liter in accordance with the Circular Letter (SE) of the Governor of Bali, is still a question to what extent the policy can be implemented and still faces major challenges in Kuta District, Badung Regency, so it needs to be studied more deeply. This is what prompted the author to conduct a study entitled "Implementation of the Policy of Prohibiting the Use of Bottled Drinking Water Under 1 Liter in Kuta District, Badung Regency". This study is important to study and understand more deeply how the policy can be implemented in an effort to reduce the generation of plastic waste, especially bottled drinking water, how the community and business actors respond to its implementation, and the challenges faced by the Badung Regency government in implementing this policy.

RESEARCH METHODS

This study employed a qualitative, descriptive approach. The qualitative approach is a research method that aims to produce descriptive data, in describing and analyzing phenomena directly without manipulating variables (Sembiring et al., 2024). This approach was chosen because it aimed to deeply understand the implementation process of the policy

banning the use of bottled water with a capacity of less than 1 liter and to identify factors influencing its implementation at the local level. The research location was Kuta District, Badung Regency, Bali Province. The research data sources were obtained from primary and secondary data sources. Primary data were collected through in-depth interviews with informants selected using purposive sampling, namely parties deemed to have knowledge and direct involvement in policy implementation. Meanwhile, secondary data were obtained through documentary studies of laws and regulations, statistical data, and articles and previous research results relevant to the research topic (Sulung & Mohamad, 2024). Data collection techniques were carried out through field observations, interviews, and documentation. The data analysis technique used in this study was the Miles and Huberman data analysis model in (Sugiyono, 2020), which includes data collection, data reduction, data presentation, and drawing conclusions. Conclusions were drawn by linking field findings with the theoretical framework of policy implementation by Van Meter and Van Horn (1975), thus obtaining a comprehensive picture of the implementation of the policy banning the use of bottled drinking water with a capacity of less than 1 liter in Kuta District, Badung Regency.

RESULTS AND DISCUSSION

Implementation of the Policy Prohibiting the Use of Bottled Drinking Water

Policy is an action with a clear purpose and is carried out by an actor or group of actors to address a problem or issue highlighted by Anderson (1984) in (Rodiyah et al., 2022). Public policy has a very broad scope with the focus of the state as the subject of study. This shows that public policy is not only administrative, but the result of a complex political process, involving compromise, interests from various parties, rational considerations and decision-making processes, and the implications of the policy for society (Dye, 2016). Rian (2004) in (Pramono, 2020) states that policy implementation is the stage of implementing policies through concrete actions to achieve predetermined goals, which can be done in two ways: through direct program or activity implementation, and through derivative policies or implementing regulations, such as Presidential Decrees, Presidential Instructions, or Governor's Circulars. Obikeze & Anthony (2004) in Kristian (2023), the public policy implementation process is fundamentally related to the policy's output, such as the availability of funding and services provided to the public. For implementation to be effective, policies must be formulated clearly and specifically, supported by the institutional capacity of the implementing organization, directed at the appropriate target group, and adapted to the environmental conditions in which the policy is implemented.

The policy of prohibiting the use of bottled drinking water under 1 liter is one of the policies issued by the Bali Provincial Government through a Circular Letter of the Governor of Bali, which was then issued to be implemented by all Regencies. Based on the results of interviews with parties involved in this research and observations in the field, a matrix of findings was found related to the theory of policy implementation by Van Meter Van Horn, in the implementation of the policy of prohibiting the use of Bottled Drinking Water under 1 liter in Kuta District, Badung Regency as follows:

Table 2. Matrix Of Findings

Indicators	Findings
Policy Standards and Objective	<ol style="list-style-type: none"> 1. The Badung Regency Environmental and Sanitation Service has policy standards that are based on the Circular Letter of the Regent of Badung Number 1231 of 2025 concerning the reduction of plastic waste use. 2. The policy's objectives are understood by implementers, namely to reduce plastic waste and shift public behavior toward the use of tumblers. However, this has not been translated into clear and specific targets. 3. Businesses interpret this policy as merely an advisory, and the public has not yet seen any real change due to the lack of monitoring and the time required to achieve optimal results.
Resources	<ol style="list-style-type: none"> 1. The budget to support policy implementation is available and has been allocated for outreach activities for related programs. 2. Human resources are considered inadequate, particularly for functional extension officers who conduct outreach, leading the public to perceive minimal government involvement. 3. Drinking water refill stations (dispensers) are not yet available in public areas, only within government offices.
Characteristics of the Implementing Agencies	<ol style="list-style-type: none"> 1. The Department of Environment and Sanitation plays a key role in disseminating and educating local communities about policies, using a persuasive approach. 2. Business actors and the public's perspective on government performance remains suboptimal, particularly in terms of direct outreach and oversight.
Interorganizational Communication	<ol style="list-style-type: none"> 1. Inter-organizational communication regarding the implementation of this policy has been conducted by the Department of Environment and Sanitation through a multi-level coordination mechanism. 2. Direct outreach has not yet reached all villages and sub-districts in Badung Regency, including Kuta District. Consequently, several business owners and community members stated that they had never received direct outreach from the government.
Disposition of Implementers	<ol style="list-style-type: none"> 1. The Department of Environment and Sanitation has expressed a strong commitment to supporting

	<p>this policy, particularly through public outreach and education, as this is an institutional responsibility for the long-term benefit of the environment.</p> <p>2. Businesses do not consider this policy to be burdensome for their businesses, and the public has expressed full support for this policy.</p>
Economic, Social, and Political Condition	<p>1. There is no political support for the implementation of this policy, only support from regional leaders, such as the Regent of Badung, who consistently uses tumblers in various official activities.</p> <p>2. The community's economic situation is not a major obstacle to complying with this policy. However, the economic impact is felt more by businesses, as it will affect their income.</p> <p>3. The potential for rejection or resistance from the community is relatively low, as the community is generally willing to comply with policies aimed at improving the environment</p>

1. Policy Standards and Objective

The implementation of the policy banning the use of bottled drinking water with a capacity of less than 1 liter in Kuta District, Badung Regency, does not yet have a specific operational standard related to this policy. The Badung Regency Environment and Sanitation Agency, as the actor supporting and having the authority to ensure that the policy issued by the Province can be implemented optimally, stated that The Badung Regency Environmental and Sanitation Service does not have specific technical guidelines, but this policy is directly guided by the Circular Letter of the Regent of Badung Number 1231 of 2025, concerning the reduction of plastic waste. This results in the absence of standard procedures, oversight mechanisms, and clear law enforcement instruments. Furthermore, the community and business actors as the targets of the policy have understood the general objective of the policy banning the use of bottled drinking water with a capacity of less than 1 liter, namely to reduce plastic waste and maintain environmental conditions. This understanding indicates that the main message of the policy has been conveyed to the community. The community understands the objectives of the policy quite clearly and links them directly to environmental impacts, such as maintaining marine cleanliness.

The Badung Regency Environment and Sanitation Agency stated that the benchmark for the success of this policy's implementation is the reduction in plastic waste in Badung Regency and a change in public behavior to always use tumblers in their daily activities. Although the policy's objectives have been understood and assessed as good by those implementing it, its implementation has not been effective and its targets are unclear. Among business actors, there is a critical perception gap, as business actors believe this policy has not had a significant impact because it only limits packaging size, rather than eliminating plastic use completely.

This perception reflects the suboptimal communication of policy objectives and rationale to target groups, resulting in a lack of comprehensive understanding of the policy. This situation has the potential to weaken business support for policy implementation and demonstrates the need for clearer objectives, aligned understanding, and the formulation of more comprehensive implementation steps to ensure the policy achieves its intended objectives.

2. Resources

The implementation of the policy prohibiting the use of bottled drinking water under 1 liter in Kuta District, Badung Regency, findings on resource indicators show an unbalanced pattern, where the budget to support the implementation of the policy has been provided, but the availability of resources and physical facilities is still said to be inadequate. For the budget aspect, the Department of Environment and Sanitation stated that every program related to the implementation of the policy, such as socialization and supervision activities, has allocated a special budget. However, the Department of Environment and Sanitation could not mention the nominal amount of the allocated budget. This shows that in terms of funding, the local government has provided support for the implementation of the policy. However, human resources and supporting facilities are very limited. In fact, Van Meter Van Horn, the pressure that the effectiveness of resource utilization is greatly influenced by organizational structure.

A statement from the Department of Environment and Sanitation indicates that human resources or labor are still considered inadequate, especially for extension workers who actively go into the field to provide assistance with socialization and ongoing monitoring. Limited human resources make it impossible for socialization to reach all targets in a short time. Furthermore, supporting facilities for this policy are not yet evenly available. Although the provision of refill stations in public spaces is still limited and faced with public doubts about water quality, the Badung Regency Government has begun providing refill stations within government offices. The provision of these facilities is a form of real support from the local government in reducing the use of single-use bottled drinking water and encouraging officials to habitually use tumblers in their daily activities.



Figure 3. Drinking Water Dispenser in Room 3, Badung Regency Environmental and Sanitation Service

Overall, although this policy has been supported by budgetary availability, its implementation still faces serious obstacles due to inadequate key resources, particularly limited human resources in the field and a lack of supporting facilities. This imbalance between budgetary support and resource availability has resulted in the policy's implementation being

suboptimal, thus failing to create conditions conducive to public compliance.

3. Characteristics of the Implementing Agencies

The implementation of the policy banning the use of bottled water with a capacity of less than 1 liter in Kuta District, Badung Regency, which is a regulatory policy and aims to change community behavior, shows that the Environment and Sanitation Agency has positioned itself as an implementing agent, namely a facilitator and educator with a persuasive approach. The Environment and Sanitation Agency plays a key role in disseminating the policy, both to the general public through appeals to reduce plastic use, as well as through outreach in villages/sub-districts and schools. Meanwhile, formal enforcement and oversight functions are under the authority of the civil service police unit. However, to date, there has been no specific supervision focused on this policy; rather, it is still integrated with the supervision of other environmental policies, such as waste sorting in hotels. This condition indicates that implementing agents have the capacity and understanding of their duties, but coordination and focus on oversight of the policy banning the use of small bottled water, especially in bottled water manufacturing companies, still need to be strengthened.

Business actors believe this policy has not received optimal oversight from the implementing agency, as previously stated. Consequently, business actors and the public do not yet clearly understand the provisions and technicalities of the policy, such as which brands or types of bottled water are permitted or prohibited. This demonstrates an understanding of the role played, particularly by the Environmental and Sanitation Agency as a facilitator and educator through a persuasive approach. However, the regulatory nature of the policy has not been balanced by consistent strengthening of its oversight and enforcement functions. Limited oversight focus, weak compliance monitoring, and unclear enforcement mechanisms mean that the policy lacks sufficient coercive power at the business and community levels.

4. Interorganizational Communication

The implementation of the policy banning the use of bottled water with a capacity of less than 1 liter in Kuta District, Badung Regency, demonstrates that vertical communication within the bureaucratic hierarchy from the Environment and Sanitation Agency to sub-districts/villages has been running through a tiered coordination mechanism. However, horizontal communication directly to the final target, namely business actors and the community in Kuta District, appears to be suboptimal and has not reached evenly. This indicates that policy information is stalled or distorted at the sub-district level or is not operationalized as a massive socialization campaign. The socialization carried out by the Environment and Sanitation Agency is not directed specifically at the policy banning the use of bottled drinking water, but rather is conveyed more comprehensively in the context of waste management. This approach was chosen to make it easier for the public to understand that reducing the use of bottled drinking water is part of a joint effort to control plastic waste generation, not simply an administrative obligation. Through the delivery of more comprehensive material, it is hoped that the policy message will be received more fully and contextually by the community and business actors.



Figure 4. Socialization Regarding the Policy on Reducing the Use of Plastic Packaging

Source: Badung Regency Environmental and Sanitation Service, 2025

Representatives of business owners and the community from Kuta District, Badung Regency, also expressed concern about the information disconnect. Some residents are aware of and understand this policy, while others have not received adequate information. This lack of communication has resulted in uneven understanding and responses to coordination in implementing this policy. This has led to a growing public demand for improved communication between agencies.

This demonstrates that inter-organizational communication has been running vertically through bureaucratic coordination mechanisms from the Department of Environment and Sanitation down to the sub-district/village level. However, horizontal communication directly reaching the policy's ultimate targets, namely business actors and the community, remains suboptimal and uneven. Limited direct outreach, reliance on circulars, and inconsistent follow-up at the sub-district level have resulted in policy information not being fully understood and operationalized in the field. This situation indicates that despite existing interagency coordination, the effectiveness of policy communication still needs to be strengthened through more intensive, sustainable, and focused outreach, so that policy objectives can be fully understood and responded to evenly by all parties involved.

5. Disposition of Implementers

The implementation of the policy of banning the use of bottled drinking water under 1 liter in Kuta District, Badung Regency, the policy implementing actors have consistently shown a positive and supportive disposition from each group of actors involved, both from the government side, namely the Environmental and Sanitation Service, as well as business actors and the community as supporters and targets of the policy. From the side of the Environmental and Sanitation Service, expressed a strong disposition and commitment. They gave full support because this policy is for the common good and has become their responsibility and allowed it so that the policy can be accepted and implemented by the community.

Business actors most impacted by this policy and potentially resistant have also expressed optimism and full support for its implementation. They expressed a willingness to follow government directives and did not view this policy as a burden that would hinder or burden their business operations. This positive attitude and support are crucial for the successful implementation of the policy, as they can minimize potential resistance. When directly affected actors understand and are willing to participate, the policy implementation process depends not only on sanctions but also on shared awareness and commitment. Support has also been provided by the public, demonstrating a positive acceptance of the policy's objectives. This support stems from growing environmental awareness, particularly in efforts to reduce the production and consumption of plastic waste packaging. The public emphasized that this policy is relatively new, making it potentially difficult to implement quickly. While some communities have begun to switch to using tumblers, others have yet to implement or respond to this policy. Therefore, the community hopes for more disciplined, ongoing outreach through formal forums such as village meetings or meetings at the village or neighborhood level to better understand the direction and objectives of the policy.

In general, the disposition of implementers regarding the policy banning the use of bottled drinking water less than 1 liter in Kuta District, Badung Regency, is positive and supportive. The Environment and Sanitation Agency, as the primary implementer, is committed to implementing the policy through a persuasive approach, while businesses and the public generally accept and support the policy's objectives. However, because this policy is still relatively new, this support has not yet been fully reflected in widespread compliance.

6. Economic, Social, and Political Condition

The implementation of the policy banning the use of bottled drinking water under 1 liter in Kuta District, Badung Regency, the political situation and support of the local government are considered quite influential in the effectiveness of the policy implementation. The political situation in Badung Regency is relatively stable and the local government shows support through the issuance of Circular Letters and socialization activities. This support reflects the local government's commitment to optimizing the implementation of the policy from the provincial level to the district level, thus providing a clearer direction for the policy implementation. The Department of Environment and Sanitation explained that regional leaders can strengthen the legitimacy of the policy and increase public compliance. The exemplary behavior of regional leaders, such as the Regent of Badung who consistently uses tumblers, also serves as an important form of symbolic support, because it can build public trust and serve as a concrete example for the community in adopting environmentally friendly behavior.

From an economic perspective, the economic capacity of the Kuta District community is relatively low, not a major obstacle to complying with the policy banning bottled water less than 1 liter. The affordable price of tumblers and the community's habit of acquiring them through various activities make this policy economically acceptable. However, for businesses, this policy is considered to have an impact on revenue, particularly given the continued high demand for small bottled water.

Furthermore, social conditions and public attitudes indicate no resistance or rejection of this policy by the general public. The public generally tends to accept the policy, although they remain tied to old habits that prioritize practicality. Some

informants assessed that public awareness is still low due to a lack of comprehensive understanding of the negative impacts of plastic waste, particularly single-use plastic bottles. This is due to limited outreach and the absence of firm sanctions, so behavioral change requires a long process. However, on the other hand, it was found that communities in several areas, such as Kedonganan and Tuban, already have a relatively high level of awareness regarding waste management. The differences in public awareness levels between these areas, along with the weak management and consistent oversight, confirm that the success of this policy requires a continuous process through strengthened outreach, improved governance, and a firmer government commitment to optimally achieve the goal of reducing plastic waste.

Based on this, it has been shown that the social, economic, and political conditions in Kuta District are generally quite supportive of the implementation of the policy banning the use of bottled water with a capacity of less than 1 liter. Political stability and local government support provide strong legitimacy to the policy, while the community's economic conditions are not a major barrier to compliance. However, differences in levels of social awareness between regions, long-standing community habits, and the lack of strict supervision and sanctions have prevented behavioral change from occurring evenly.

These findings are in line with previous research on environmental policy implementation conducted by Adnyana (2022). That study analyzed plastic waste reduction policies in Bali and found that limited human resources, a lack of supporting facilities, and weak supervision were the main factors hindering the effectiveness of the policies. However, this study shows a slightly different emphasis, where the main obstacles are not only limited resources but also uneven dissemination of information to businesses and the community. This shows that strengthening communication and coordination between implementing agencies is very important in optimizing the implementation of policies restricting bottled water in Badung Regency.

Supporting and Inhibiting Factors in the Implementation of the Policy Banning the Use of Bottled Drinking Water of Less

Based on research results in Kuta District, Badung Regency, the implementation of the policy prohibiting the use of bottled drinking water under 1 liter is influenced by various supporting and inhibiting factors, including:

A) Supporting Factors:

1) Policy Standards and Objective

The Badung Regency Environmental and Sanitation Service has policy standards, so that policy implementers such as the Environmental and Sanitation Service, business actors, and the community have understood the general intent and purpose of the policy, which is part of environmental protection efforts and sustainable waste management.

2) Resources

Implementation is supported by the availability of a budget from the local government, particularly for outreach and development activities. Furthermore, the Badung Regency Environment and Sanitation Agency has relatively competent personnel in the environmental and outreach sectors, enabling it to carry out its educational function for the public and business actors in a sustainable manner.

3) Characteristics of the Implementing Agencies

The Badung Regency Environment and Sanitation Agency has positioned itself as a facilitator and educator with a persuasive approach, in keeping with the policy's behavioral change-oriented nature.

4) Interorganizational Communication

Vertical communication between agencies has been implemented through a multi-level coordination mechanism, including policy socialization conducted by the Environment and Sanitation Agency and the issuance of circulars from the district to the village/sub-district level.

5) Disposition of Implementors

Implementing officials demonstrated a positive attitude and a strong commitment to policy implementation. Implementers' understanding of the policy's objectives and awareness of the importance of community participation are crucial for promoting policy sustainability on the ground.

6) Economic, Social, and Political Condition

The economic conditions of the Kuta District community are relatively supportive of policy implementation, as the cost of switching from bottled water to tumblers is considered relatively low. Furthermore, business actors and the community generally accept and support the policy's objectives as an effort to preserve the environment. The exemplary behavior of regional leaders, such as the Regent of Badung's consistent use of tumblers, has also strengthened the policy's legitimacy in the public eye.

B) Inhibiting Factors:

1) Policy Standards and Objective

The perspective of business actors who interpret this policy is merely a recommendation, because there is no strict direct supervision.

2) Resources

Limited human resources in the field have hampered coverage throughout the Kuta District, both in outreach and monitoring activities. Furthermore, the lack of supporting facilities, such as refill stations or alternative drinking water facilities in public spaces, makes it difficult for the public to fully comply with the policy.

3) Characteristics of the Implementing Agencies

The division of roles between the Environmental and Sanitation Agency as the technical implementer and Civil Service Police Unit as the enforcer has not been optimal.

4) Interorganizational Communication

Horizontal communication directly reaching business actors and the public is not optimal and evenly distributed throughout Kuta District. Policy information often stops at the administrative level and is not operationalized through massive direct socialization

5) Disposition of Implementors

The lack of specific enforcement and oversight of this policy has resulted in low levels of compliance among business actors. This situation indicates that despite a general understanding of the policy, not all implementers have a strong incentive to ensure compliance in the field.

6) Economic, Social, and Political Condition

Longstanding public habits prioritizing the practicality of bottled drinking water remain a major challenge to behavioral change. Furthermore, some business actors perceive this policy as potentially impacting revenue due to the high demand for small-sized bottled drinking water. Differences in environmental awareness across regions also contribute to uneven policy implementation.

CONCLUSION

Based on the results of research and discussion regarding the implementation of the policy prohibiting the use of bottled drinking water under 1 liter in Kuta District, Badung Regency, it can be concluded that the implementation of the policy has been running but has not been fully optimal, this is indicated by: (1) The policy's standards and objectives clearly aim to reduce plastic waste and encourage behavioral change toward reusable drinking containers. However, some business owners believe this policy is merely a recommendation, and the public has not yet seen any real change. (2) resources, the results of the study show that although the budget is available, limited human resources in the field and the lack of supporting facilities such as drinking water refill stations, are the main obstacles. This imbalance causes the policy not to be supported by an environment conducive to compliance, so that implementation is not complete. (3) Characteristics of the implementing agent, the Badung Regency Environmental and Sanitation Service has demonstrated capacity and understanding of its duties as a facilitator and educator. A persuasive approach was chosen in accordance with the character of the policy which aims to change behavior. However, the coordination of roles between the Environmental and Sanitation Service as the technical implementer and the Civil Service Police Unit as the enforcer of the rules has not been running optimally, especially in the aspect of special supervision of this policy, so that the driving force for implementation is weak. (4) Inter-organizational communication, shows that vertical communication from the district government to villages/sub-districts has been carried out through circulars and hierarchical coordination. However, direct horizontal communication to business actors and the community has not been running evenly. Policy information often stops at the sub-district level and is not operationalized in the form of intensive socialization. (5) disposition of implementers, the study found a positive disposition from all implementing actors, including the Department of Environment and Sanitation, business actors, and the community. Implementers demonstrated commitment and support for the policy, and did not view the policy as a burden. However, this positive attitude has not been fully converted into concrete actions because it has not been supported by consistent supervision and enforcement. (6) Economic, social, and political conditions show a significant influence. Regional political stability and government support through regulations and the exemplary behavior of regional leaders strengthen the legitimacy of the policy. Economically, the policy is relatively acceptable to the community, although it has an impact on certain business actors. From a social perspective, there is no open resistance, but old habits, limited socialization, and the absence of firm sanctions cause behavioral change to be slow.

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