



UNIVERSITI TEKNOLOGI MARA

A STUDY ON THE EFFECTIVENESS OF  
GOVERNMENT'S EFFORT TOWARDS  
"NO PLASTIC BAG ON MONDAY CAMPAIGN"  
AMONG GENERAL PUBLIC IN KOTA KINABALU

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## **ABSTRACT**

This study analyzes the environmental situation in Kota Kinabalu, one of the major towns in Sabah. Researcher selects the title **“A STUDY ON THE EFFECTIVENESS OF GOVERNMENT’S EFFORT TOWARDS “NO PLASTIC BAG ON MONDAY CAMPAIGN” AMONG GENERAL PUBLIC IN KOTA KINABALU”** because the city has the potential to be promoted as one of the best cities to be visited by the tourists. Nonetheless, due to lack of promotional strategies and awareness towards the usage of plastic bags, the government through the Ministry of Tourism, culture and Environment, DBKK and retailers introduced ‘no plastic bag on Monday campaign’.

The study revealed that the people including government servants, tourists from Europe, entrepreneurs are willing to take part in this campaign. The study also discovered that the promotional strategies are the missing link as they are not so effective to promote the campaign. However, the people are now willing to help to make the campaign success.

It is hoped that the government, its agencies, the NGOs and any associations as well as the retailers will come and help promoting this campaign to greater heights. Without their assistances, it is doubtful that the campaign can be successful. Last but not least, the retailers should also equip themselves and be prepared to be changed. They must be prepared to take bigger risk if they intend to improve their businesses.