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Business track diplomacy: 4ocean effort in mitigation of plastic waste in Bali waters area

Anisha Primadita Rudyana^{1*}, and Najamuddin Khairur Rijal²

¹University of Muhammadiyah Malang, Malang, Indonesia, email: anishaprimaditar@gmail.com

²University of Muhammadiyah Malang, Malang, Indonesia, email: najamuddin@umm.ac.id

*Corresponding author

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ABSTRACT

Environmental issues have become one of the global problems with a high degree of urgency. The province of Bali is one of the absolute highlights with evidence of a poor water quality index. In studying international relations, global problems can be solved through diplomatic instruments by interested countries. Uniquely, footage of phenomena in the field shows that there are non-governmental actors, namely business people, trying to solve environmental problems to lead to world peace. This study aims to examine 4Ocean's efforts to mitigate plastic waste in the waters of Bali. The author uses business track diplomacy to analyze the actions of 4Ocean. As a result, several measures have realized 4Ocean's efforts to carry out business line diplomacy in mitigating plastic pollution in Bali's waters. First, 4Ocean has sought to implement a sound business model by turning profits into reforestation operations. Second, 4Ocean has carried out plastic pollution operations in Bali as a whole, including river, coastal, and ocean operations. Third, 4Ocean has attempted to validate environmentally friendly products with B Corp, GOTS, and Green Circle Certified certifications.

Keywords:

4Ocean; Business; Diplomacy; and Waters

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INTRODUCTION

The development study of International Relations moves to discuss more complex global issues. It means that contemporary international relations issues are no longer limited to talking about political, economic, and security issues. In the discussion of modern IR, environmental issues have become one of the global issues that are often discussed along with the increasing problems that occur.

This can be proven through several previous literature reviews that global environmental issues have a high enough urgency. Chalecki (2002) argues in her scientific literature entitled "Environmental Security: A Case Study of Climate Change" that current environmental issues have a close relationship with the global warming phenomenon. In general, Elizabeth's work tells how an environmental issue can become a potential security

threat to a country. The threat is global and comprehensive, so anyone is asked to maintain the world's ecological balance. [Sorensen & Jackson \(1999\)](#) in the discussion of green political theory, also argue that the lifestyle of modern society tends to have an exploitative connotation so that it endangers ecological balance in the long term.

Not only that, but the urgency of environmental issues in global problems can also be seen in the background of the emergence of international sustainable development or commonly known as *sustainable development goals* (SDGs) ([Borowy, 2013](#); [Putri, 2018](#); [Salsabila, 2020](#)). The SDGs are a discourse on global sustainable development initiated by the United Nations and carried out collectively to answer contemporary global problems. Through this initiation, it is hoped that the international community can work together to solve global issues and achieve world peace ([Boluk et al., 2019](#); [Cummings et al., 2018](#)). In the SDGs discourse, three development targets are correlated with environmental problems. The first is the 13th goal, namely action on climate change. The development goals in this target were sparked so that the global community could carry out reforestation after conditions of extreme climate change ([Irianto, 2016](#)). Then there is the 14th target, namely the improvement of marine ecosystems. This target is based on the situation where 40% of the world's waters are being exploited, polluted by waste, and polluted by plastic waste. Finally, the 15th target is the improvement of terrestrial ecosystems. The determination of these development targets is based on a calculation submitted by the United Nations Environment Program that every minute the earth loses 23 hectares of green land due to deforestation. This then causes natural disasters such as floods, landslides, forest fires, and others. The three backgrounds of sustainable development indicate that environmental problems must be resolved immediately to realize world peace ([Abramovitz, 2001](#)).

More specifically, efforts to resolve conflicts to achieve world peace in international relations are known as diplomacy. [Mingst & Arreguin-toft \(2018\)](#) also [Heywood \(2011\)](#) Andrew Heywood define diplomacy as a series of communication by showing specific actions to solve problems to achieve peace. Quoting from [Mingst & Arreguin-toft \(2018\)](#) explanation, diplomacy with the aim of peace on the current issues is usually carried out in the context of state-to-state relations. Interestingly, the current phenomenon shows that there are initiatives and efforts to solve environmental issues that business groups implement through persuasive campaigns. The initiation in question is a campaign business for goods by 4Ocean Bali. 4Ocean Bali is an economic actor that utilizes the results of recycling waste into a commercial product. The emergence of 4Ocean was based on the anxiety of the initiators (Alex Schulze and Andrew Cooper) about the condition of the waters in Bali, Indonesia in 2015. They assume that the main cause of the critical condition of the waters in Bali comes from plastic pollution. Plastic pollution also causes a decrease in the productivity of fishers in coastal areas. Based on this, Alex Schulze and Andrew Cooper initiated 4Ocean so that it can be a means to solve environmental problems in line with sustainable development.

The anxiety that Alex and Andrew felt in 2015 was indeed in line with the current conditions. Based on data presented by the Ministry of Environment and Forestry of the Republic of Indonesia, in 2015, the Bali Province water quality index scored 50-59 ([Kementerian Lingkungan Hidup dan Kehutanan Republik Indonesia, 2017](#)). The accumulated value belongs to the "not good" category in the 2015 National IKLH standard. This condition is clear evidence that at that timeline, the condition of the waters of the Province of Bali is in an alarming situation. The province of Bali is an example of an object in a water area with environmental problems with a high degree of urgency. Referring to the information series above, it can be understood that diplomacy is one of the ways that countries can solve certain issues and lead to world peace. The phenomenon in the field shows that there are efforts to solve the environmental problems as one of the crucial

problems on a global scale by business people, namely 4Ocean. This becomes very interesting considering that business people, not state figures, play the role of world peace diplomacy (Yuliestiana et al., 2018).

According to Seta (2016) multi-track diplomacy can be a means to realize peace-making and peace-building in international relations. This means that various international relations actors, such as individuals, groups, the private sector, and the state can play their respective roles in realizing world peace (Hamonangan & Assegaff, 2020). Mujiono & Alexandra (2019), translates several indicators that make up the concept of diplomacy in the business line as a whole. First, it is "mutually beneficial for all parties". It means business is an action carried out by the parties and has mutual needs that lead to mutual benefit. Second, the business activity is not an activity that runs independently but is dependent. The business will run if there are more than two parties to the transaction. Then these activities are not only on a national scale but globally. Third, suppose the business is carried out by considering social and environmental aspects. In that case, it will be a supporting factor in bringing about changes to a more positive direction in the international trade system. This third point is often known as the "green label" when a country's trade products must meet environmentally friendly aspects. Fourth, there are three components of sustainable development, especially those related to the trade business with an environmentally friendly approach, namely ecology, economy, and social. Finally, business people always believe that no business can succeed without the realization of peace between the parties involved.

From a technical point of view, 4Ocean can be categorized as a transnational company. Based on the previous literature review, Transnational companies (TNCs) are companies that control economic activity in two or more countries (Heywood, 2011). The parent company is usually incorporated in a subsidiary in another country (host country), although the subsidiaries are affiliates that are incorporated separately. That is, companies in the home country develop operations in other countries with individual adjustments according to the needs and objectives of the company. If it is reflected on 4Ocean, of course, this will be in line with the development of operations with different approaches in each host country, namely Florida, Indonesia, Hawaii, and Guatemala. This characteristic is certainly different from the meaning of multinational companies, which tend to have centralized management.

However, as additional information, if you look at the development of its operational activities, 4Ocean has also received B Corps certification. B Corps is defined as a not-for-profit company that uses the power of business to build a more inclusive, fair, and sustainable economy for all with a global reach. The characteristics of B Corp are to create benefits for all stakeholders and meet the highest verified standards of social and environmental performance, public transparency, and legal accountability. The B Corp certification is the only certification not for products or services but for the company as a whole, helping consumers identify companies with a mission that aligns with their values.

In general, the existence of 4Ocean seems to be in line with the definition of roles that carry out business track diplomacy. The existence of 4Ocean as a transnational company is the basic operationalisation that 4Ocean is part of business people who can carry out business track diplomacy. Not only that, 4Ocean's commitment to be part of the mitigation of plastic pollution in international waters as an effort to solve environmental problems is in line with the substance of sustainable development. This is also a representation of 4Ocean as a green label company which is also part of the characteristics of business track diplomacy. Therefore, this research will focus on examining 4Ocean's efforts as a business actor in solving global issues and realizing world peace in mitigating water pollution in the Bali region.

METHOD

This study was analyzed using qualitative methods, and the type of research is descriptive. Referring to the book "Social Research Methods" by Ulber Silalahi, the type of descriptive research used in this study will focus on explaining the topic in detail and in detail to answer the research problem (Silalahi, 2009). In this study, the author will describe the discussion in fact by the operationalisation of the analysis tool. The data collection technique used in this research is a literature study. The author will use primary and secondary databases. The preliminary data referred to refers to library research, books, and official documents. While the secondary data used are journals, online articles, news, and others. The author will use both to base a strong and credible argument.

RESULT AND DISCUSSION

1. Orientation, Business Model, and Benefits of 4Ocean Business in Bali

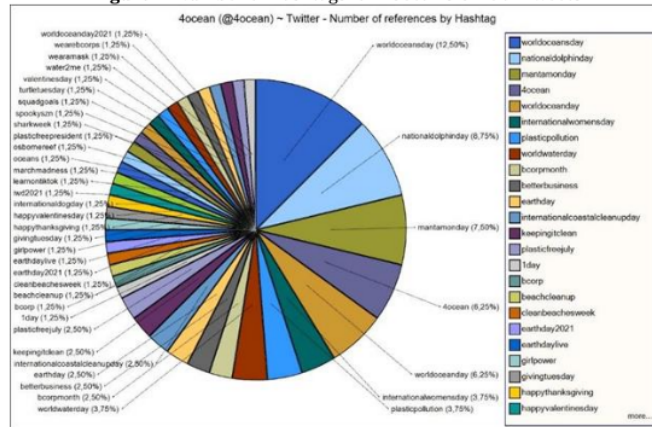
4Ocean is a social, economic, and environmental-oriented company. 4Ocean was founded with the belief that business can be a force for good. This means that single individual action, collectively, has the power to change the world. Referring to this orientation, 4Ocean as a business actor is committed to ending the plastic crisis in the world's waters. Especially for the waters of Bali, which is the geographical location where this initiation was created.

4Ocean has 4 pillars as the foundation of its mission to clean the oceans. The first pillar, 4Ocean, promises to clean up every pound of trash in the oceans and coastlines by optimizing the use of cutting-edge technology and leveraging the latest technologies to prevent, intercept and dump waste from the sea to shore. Then, the second pillar is creating jobs through full-time captains and crews who clean the oceans and coastlines for 7 days 24 hours. The following third pillar is to provide education and raise awareness to the public as well as companies and governments about the impact of plastic on the oceans. 4Ocean often conducts campaigns about the dangers of microplastics polluting the oceans. Besides that, it also organizes cleaning programs to increase awareness and change people's behavior, so they don't throw away plastic waste carelessly. The last pillar of the fourth 4Ocean is the latest global economic activity by giving value to plastic waste in the oceans.

The business model offered by 4Ocean is known as a business for goods. This means that 4Ocean runs this business for purposes that are not material but rather can solve social and environmental issues through the profits derived from the business. In simple terms, 4Ocean improves water conditions in a particular area and then collects marine pollution for processing. 4Ocean then processes marine debris into an environmentally friendly product. The environmentally friendly products in question have various forms, including bracelets, jewelry, drinking containers, clothes, accessories, and others. Based on the information displayed on the official website page, the product prices offered by 4Ocean range from 10 to 4000 USD. The results and profits recovered are used for cleaning operations or repair operations in the water area. This scheme then becomes a chain of 4Ocean business activities that focus on solving social and environmental problems through a business approach.

In its implementation, 4Ocean is quite active in taking action to improve global water conditions. Based on researchers' observations, 4Ocean shows action and concern for the shape of the world's waters, as evidenced by its activities on social media and live operations.

Figure 1. Number of Hashtags for 4Ocean's Official Tweets



Source: Processed from the Nvivo App

The data illustration above is a snapshot of 4Ocean's activities on social media (Twitter). The description of the data above shows that 4Ocean is quite active in voicing the urgency of social and environmental issues with 40 issues. Of these issues, five topics are most frequently discussed by 4Ocean, namely world ocean day with a percentage of 12.5%, national dolphin day at 8.75%, manta Monday at 7.50%, 4Ocean activities at 6.25%, issue of plastic pollution with 3.75%. This shows that the marine sector is the social and environmental issue that 4Ocean focuses on. Then talking about 4Ocean's direct operations can be found through the operation of repairing water areas in Bali as in the subsequent discussion

2. 4Ocean's Efforts to Improve Environmental Conditions in Bali's Waters

Dadang Ilham explained that in carrying out diplomacy in solving global problems through business channels, a unique orientation is needed to improve environmental and social conditions. This action is known as the green label, which means running a business while still paying attention to improving environmental and social aspects in the related area. 4Ocean has explicitly implemented this, as shown in its efforts to improve the condition of the waters in Bali.

4Ocean Bali has three cleaning sites that span the southwest coast of the island of Bali from Denpasar to Jembrana. The three points are located in Denpasar, Medewi, and Jembrana. 4Ocean Bali has three cleaning operations: Ocean CleanUp, Beach Clean Up, and River Clean-Up. The cleaning operation is carried out seven days a week, which means fishers of plastic waste, which is the name of workers who clean the oceans, they tend the oceans, rivers, and coastlines every day for 24 hours. The sea cleaning operation starts from morning to evening using boats and nets to pick up trash from the sea.

For 4Ocean, the main objective of the program is to clean the sea from waste, especially non-organic (manufactured) waste. Including preventing the entry of garbage through the river. 4Ocean focuses more on plastic waste that is difficult to decompose. This is, of course, with the hope that the destruction that can pollute the oceans can be handled and prevented from spreading starting from the river flow. Rivers are estimated to carry more waste, namely as much as 5.5 billion pounds of plastic waste each year, into the ocean. In Bali, plastic waste in rivers mostly comes from poorly managed waste originating from people's houses along the river and smaller creeks. For example, the Ijo Gading River in Jembrana Regency is considered the largest contributor to plastic waste

in the Bali sea. The Ijo Gading River contributes as much as 12% of the total waste leakage from rivers to the sea in Bali. 4Ocean installed a river boom system to prevent plastic waste from rivers from flowing into the ocean. The floating barrier is more than 30 meters long and is strategically placed in order to prevent plastic waste in waterways from becoming plastic waste in the oceans. 4Ocean Bali has a fence system on the Ijo Gading River and also on the Samblong River, which is a small but highly polluted river and is also located in Jembrana Regency, the fence system is maintained and checked daily by the 4Ocean crew. The floating barrier is more than 30 meters long and is strategically placed to prevent plastic waste in rivers from becoming plastic waste in the oceans.

4Ocean Bali has a fence system on the Ijo Gading River and also on the Samblong River which is a small but very polluted river and is also located in Jembrana Regency, the fence system is maintained and checked every day by the 4Ocean crew. The floating barrier has a length of more than 30 meters and is strategically placed to prevent plastic waste in rivers from becoming plastic waste in the ocean. 4Ocean Bali has a fence system on the Ijo Gading River and also on the Samblong River which is a small but very polluted river and is also located in Jembrana Regency, the fence system is maintained and checked every day by the 4Ocean crew.

Bali's beaches have long been a favorite place for tourists to go for the sun and surf, but now the coastline is disappearing under mountains of trash. Plastic straws and food packaging are strewn among sunbathing tourists, while surfers are thrown behind the waves to avoid trash flowing from rivers or being carried away by whirlpools (Sartika, 2017). Putu Suantara, the Head of the Sanitation and Hazardous and Toxic Waste Management Division at the Badung DLHK, Bali, said that around 30 tons of garbage were cleaned at Kuta Beach. Not only on Kuta Beach, but garbage cleaning is also carried out on Seminyak, Legian, and Jimbaran Beaches located in Badung Regency, Bali and the amount of garbage collected is about 50 tons which are produced along these coastlines (CNN Indonesia, 2021).

The coastline of Bali can be analogised as a crossroads of waterways. This causes plastic waste from the sea to meet plastic waste from rivers, especially during the rainy season, heavy rains make the river water rise and high winds off the coast flood Bali's beaches with plastic waste. Tourists also contribute to making plastic waste pollution on the beach even worse. Beach cleaning operations are also carried out by 4Ocean Bali to prevent debris from the land from entering the sea. 4Ocean provides a unique opportunity that aims to increase public awareness about plastic pollution and help people become more aware of their habits towards plastic waste consumption and plastic waste disposal.

4Ocean Bali has several locations for improving water conditions in Bali explicitly. Each point area has a different operation and function differentiation. However, overall these operating points have the same substance, namely the mitigation of environmental crises in the waters of Bali.

Denpasar Operation

Denpasar is the capital city of Bali Province which is located at the southern tip of the island of Bali. Denpasar is a city with a population density of 650,000 people. Denpasar is a multicultural city that is often included in the top 10 places according to Bali tour guides to visit, this is based on the many temples, palaces, and museums in Denpasar. The Denpasar area is also home to interesting cultural events such as dances, theater festivals, and art exhibitions, plus a mix of different cultures from all over Indonesia and from various ethnicities in Denpasar. Along with its progress in various

urban areas, the growth of Denpasar City has also caused development problems and no small urban development. As reported by the Denpasar City Environment and Hygiene Service (DLHK), one of the problems that arise from the development and population density is environmental problems such as the increasing volume of waste and the occurrence of pollution. Considering Denpasar is a tourist destination, plastic waste in Denpasar City needs to get serious handled (Kota Denpasar, 2018).

Denpasar is home to 4Ocean's main office in Bali. This is because Denpasar is the capital city of Bali Province, meaning that Denpasar provides access to almost all provinces. 4Ocean Denpasar not only makes it easy to move equipment and cleaning supplies around the island but is also the main gateway to the island to send goods to 4Ocean in other countries, namely 4Ocean bracelets that have been assembled in Bali and then sent to 4Ocean's global distribution center in the United States. Therefore Denpasar was chosen to be the location of 4Ocean's first international headquarters in March 2018. 4Ocean Bali operates out of 4Ocean's main office in Denpasar. The 4Ocean Denpasar office is used to plan cleanup strategies, analyze environmental impacts, and handle all 4Ocean Bali administrative tasks by running a full-scale marine cleanup operation. The 4Ocean Denpasar facility has a warehouse for sorting and storing plastic waste that has been cleaned from the sea by the 4Ocean cleaning crew, which is sorted and stored before being transported to 4Ocean Jembrana for processing.

4Ocean's location in Denpasar gives 4Ocean ample access to beaches that are heavily affected by plastic pollution. Therefore, 4Ocean has 20 full-time beach cleaning crews operating out of Denpasar, where the cleanup location is a coastline stretching for more than 10 miles along the southwest tip of Bali Island, cleaning ranges from Lima Beach, Kedongan Beach, and Pantai Kuta. Garbage in the area is exacerbated during the rainy season, strong winds and heavy rains cause large amounts of debris from onshore and offshore to accumulate on Bali's south west coastline. Denpasar cleaning crews find an average of 3,000 pounds of plastic and other marine debris on the beaches every day.

Operation Medewi

Medewi is one of the less-visited areas in Bali. This area can be described as a small and remote village. Characteristically the eastern part of the Medewi coastline is very rocky and filled with large stones, pebbles, and black sand beaches, while the west coast tends to be mostly sand which is perfect for strolling along the beach. Nevertheless, Medewi has several tourist attractions, such as the Rambut Siwi Temple, which directly faces the Indian Ocean and is a hidden gem and an ideal place for swimming. Another destination is Bunut Bolong, a large banyan tree with a natural hole in the middle of its roots that is large enough for cars to pass through.

In October 2018, 4Ocean established its operation in Medewi under the pretext that the area provides access to more than 20 beaches which are high-impact coastal areas due to plastic pollution. In Medewi, 4Ocean provides access to nearly 30 beaches, which are beaches with a significant impact on plastic pollution. 4Ocean Medewi currently also has 11 shore crews operating out of Medewi. These crews are responsible for cleaning along the coastline that stretches for more than 28 miles on the southern tip of the island of Bali. Cleaning areas range from Soka Beach to Yeh Kuning Beach in the west and include Balian Beach, which is part of the famous beach in Bali. The 4Ocean cleaning crew in Medewi daily found an average of 2,000 pounds of plastic debris in the ocean and other marine debris from these beaches.

Jembrana Operation

It is located in the western part of the island of Bali, which stretches from west to east and borders the island of Bali with East Java. Jembrana Regency is one of the most remote and untouched areas in Bali. Most tourists who come to Bali speed through Jembrana Regency as they take the 83-mile road that stretches from Denpasar to Gilimanuk, which is the connecting port between the islands of Java and Bali. According to the Jembrana Regency Government, the topography of this Regency is surrounded by mountains in the north rather than the coast, and in the south, it borders the Indonesian Ocean (Pemerintah Kabupaten Jembrana, 2021). But the people of Jembrana know that there are many treasures hidden behind the rugged terrain of Jembrana, including the stunning seafont temples, mountains blending into the forest leading to big and challenging undulating beaches, and plenty of opportunities to enjoy water sports, such as snorkelling, diving and other water sports.

Although tourism in Jembrana Regency is not as crowded as in other areas in Bali, Jembrana is an area with relatively high plastic pollution. As reported by Mongbay, Jembrana Regency contributes 5% of the total 4,281 tons of plastic waste in Bali every day. Of this amount, as much as 8% of the 89 tons of plastic waste that flows into the sea in Bali is the result of garbage in Jembrana. The Ijo Gading River is a large river that flows through Jembrana Regency and accounts for about 12% of plastic waste, which then flows into the Bali sea. Research conducted by *Bali Partnership* in June 2019 also stated that Jembrana produced 53.9 tons of plastic waste per day, and of this only 17.7 tons per day were properly recycled. This is due to the limited facilities and infrastructure for waste management in Jembrana, such as the lack of adequate means of transportation. The people of Jembrana have also not been able to dispose of their garbage at TPS3RR, which is a garbage dump reduced, reused, and recycled because of the limited space and lack of space only in certain cities sub-districts (Muhajir, 2019).

Apart from these factors, Jembrana is also directly adjacent to the Pacific Ocean, which makes large amounts of waste from outside also enter the island of Bali through this current. This combined influence makes Jembrana a high-impact area for plastic pollution, so 4Ocean expanded its operations in Jembrana in July 2018. 4Ocean's location in Jembrana allows 4Ocean to maximize its performance to reduce the impact of plastic pollution by strategically placing 4Ocean in areas with easy access to the sea, rivers, and coastlines. 4Ocean in Jembrana has 9 marine cleaning crews, 10 beach cleaning crews, and 13 river cleaning crews operating outside Jembrana every day. The 4Ocean crew at Jembrana was responsible for clearing the area along a stretch of coastline that stretches for more than 37 miles around Bali's western tip. The cleaning started from Delod Berawah Beach in Negara, which is located right at the southern tip of the island of Bali, through the West Bali National Park and Menjangan Island to Banyuwedang Beach in Gerokgak, North Buleleng. 4Ocean's cleaning operations are usually carried out from 7 am to 3 pm. In one day, cleaning is carried out in two sessions. The first session starts at 7 am until half-past noon on the ocean. Then the second session starts at 1 pm followed by cleaning the river, sea, and beach. Then at 3 pm all the cleaning crews would go back to the office and count the amount of trash they got. Because 4Ocean focuses on plastic waste, the cleaning crew usually takes home the plastic waste that is difficult to recycle, such as drinking bottles, plastic bags, and other plastic packaging. Not infrequently, large garbage such as gallons and car tires are found by officers who are then collected in the 4Ocean garbage warehouse. 4Ocean crews in Jembrana on average every day get as much as 10,000 pounds of plastic and other waste in these areas.

In video documentation by the 4Ocean crew in Jembrana featuring Jembrana Operations Manager Muhammad Imron Rosidi sharing an invention called manual trash sweeping because it was inspired by shrimp fishermen in the local community by combining 2 boats and a net in the middle to catch plastic waste. This creative way is done to continue innovating to clean garbage in the sea effectively. 4Ocean's location in Jembrana is also a place for processing plastics that are possible to be recycled as well as from plastic that has been recycled from Medewi to be processed into new raw plastic chips shaped like wood chips.

The garbage shuffle machine separates the garbage which is often covered with dirt and mud, before being sorted. A sorting machine is used to maximize the efficiency of hand-sorting to be faster and more efficient to ensure that any non-recyclable waste is disposed of most sustainably. There is a custom baler which is used to compress the sorted plastic into bales that are easier to transport and, within 8 hours, can process up to 10 tons of plastic. The amount also depends on the type of plastic. 4Ocean's special peeling machine is used to prepare sorted plastic waste for recycling by washing and shredding it into small pieces. Every day this machine can process up to 3 tons of plastic every 8 hours and depend on the type of plastic. The last machine is a glass crusher that can destroy glass waste from the sea that has been sorted for recycling. Once the glass is crushed, it is transported to 4Ocean's recycling partners for processing into new products such as beads for 4Ocean clear glass bracelets. All water used during the process is routed to the 4Ocean wastewater treatment plant, which can hold up to 30,000 liters of water. This is to avoid water that has been contaminated by plastic waste flowing away. After the water is treated, the clean water will flow back to the crusher and then be reused in the process loop sustainably closed so as not to waste water or just release dirty water into the environment.

3. 4Ocean Efforts to Align Business Models with Sustainable Development Values

The "business for goods" business model promoted by 4Ocean can represent companies seeking to realize sustainable development value. This can be seen through several 4Ocean campaigns to initiations carried out within the business for goods business model framework. Some of the campaigns or initiatives in question are the first, 1% for the planet. Based on this campaign, 4Ocean donates 1% of gross sales to environmental non-profits through a combination of monetary, in-kind, and stakeholder-approved promotional support. Since 2017, 4Ocean has donated more than a million dollars to ocean-friendly organizations with the capability to drive positive change for the planet's environment. This is the source of funding for reforestation activities from plastic waste pollution operations in Bali. Indirectly, it can be understood that the 4Ocean initiation contributes to solving environmental problems in the waters of Bali.

Second, 4Ocean has also shown its seriousness in running a business-oriented towards social and environmental advancement properly. The products and commodities sold by 4Ocean have passed the credible environmental friendly tests, namely GOTS and Green Circle Certified. GOTS is the highest standard for ready-made organic textiles. GOTS also regulates the social and environmental impacts of the entire supply chain. Based on a review of 4Ocean products, it was concluded that no toxic chemicals were used for the harvest, gin, or molding process. The production process of 4Ocean products is also considered to be free from heavy metals, formaldehyde, plastisol, and other toxic chemicals. Meanwhile, Green Circle Certified is a certification that indicates that all distribution and production activities of 4Ocean have been audited

and verified as a company that is oriented towards sustainable development. This is assumed by the author as the operationalisation of the characteristics of the business track diplomacy, namely a green label company.

Third, 4Ocean has also been officially verified as a public benefit corporation with B Corporation certification. B Corporation certification is a standardization issued by the social movement B Lab. Before a company becomes a B Corp, it must document the positive impact it has as a company that is oriented towards economic, social, and environmental aspects at the same time. So that B Lab can assess the company's overall impact on workers, suppliers, communities, and the environment. 4Ocean. Referring to these requirements, 4Ocean has shown its positive contribution through reforestation operations that have been carried out, one of which is a comprehensive operation in Bali. 4Ocean has introduced countless sustainable and reusable products, including a range of affordable single-use alternatives. Therefore, all the efforts that have been made by 4Ocean have brought benefits to various parties. With the stipulation of 4Ocean as a public benefit corporation, it has got a good impact on the water areas targeted for operation. 4Ocean has also created a symbiotic mutualism for 4Ocean consumers because by buying these products, they participate in environmental improvement. then it has had a good impact on the target waters of the operation. 4Ocean has also created a symbiotic mutualism for 4Ocean consumers because by buying these products, they participate in environmental improvement. then it has had a good impact on the target waters of the operation. 4Ocean has also created a symbiotic mutualism for 4Ocean consumers because by buying these products, they participate in environmental improvement.

CONCLUSION

Today, the delivery of diplomacy has developed to be more flexible. The development referred to by the author refers to the emergence of Multi-Track Diplomacy. One of the things that fundamentally distinguishes multi-track diplomacy from conventional diplomacy is the actors involved. If conventional diplomacy describes the relationship between state to state, multi-track diplomacy can be played by the international community, including individuals, groups, companies, Non-Governmental Organizations, and others. Multi-Track Diplomacy has several diplomacy delivery channels that are applied according to their respective specific functions.

4Ocean can be used as an empirical example illustrating business track diplomacy, which is also the third line of multi-track diplomacy. In this context, 4Ocean seeks to solve global problems, namely plastic waste pollution and environmental crises in water areas. The province of Bali in Indonesia has become the target object of 4Ocean's business line diplomacy. The determination of Bali as a target was based on the concerns of the 4Ocean Co-Founder over the condition of the waters in Bali.

The diplomatic efforts of the 4Ocean business channel in the waters of Bali are realized through several aspects. Initially, 4Ocean set a business orientation to improve social and environmental conditions. This was then followed by the application of a business model, namely "business for goods" which took advantage of profits for the green action of plastic pollution in the waters of Bali. Based on the review conducted by the author, the operations carried out by 4Ocean in Bali cover the Denpasar, Jembrana, and Medewi areas. The reforestation operation is carried out by covering river, sea, and coastal waters. This step aligns with the characteristics of the business track diplomacy, namely a company that is oriented towards improving the environment or commonly called a green label corporation. Then the business line diplomacy efforts were strengthened by the existence of

4Ocean as a B Corporation. In addition, 4Ocean products have also been certified GOTS and Green Circle Certified. With this certification, 4Ocean further proves itself that it is a tangible manifestation of the existence of a company that has sustainable development values and brings positive benefits to others.

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