

ABSTRACT

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BUSINESS FEASIBILITY STUDY ON THE UTILIZATION OF PLASTIC WASTE FOR COMMUNITY ECONOMIC IMPROVEMENT

viii + 80 Pages + 8 Tables + 11 Pictures + 6 Attachments

Garbage is an object or residual material that is no longer used. Plastic waste is a problem because plastic is a material that cannot be decomposed naturally (non-biodegradable). Waste bank is an activity that teaches people to be able to sort waste and manage waste wisely, such as plastic waste that can generate economic value for the wider community and reduce damage to the environment. This research was conducted with the aim of knowing about the use of plastic waste to improve the community's economy.

This type of research is descriptive with a survey design. The population is 260 customers who participate in the Sweeping Jagad Waste Bank activities with a sample of 70 respondents. The variables are types of waste generation, types of waste, waste management, increasing economic value, and business feasibility. The analysis uses descriptive tables and scoring methods.

The results of this study in 2021 the Sweep Jagad Garbage Bank produced the most types of waste, namely plastic waste as much as 589 kg. The amount of waste generated every year has decreased or increased. Waste management at the Sapu Jagad Bank is carried out by 15 members of the management with the process of sorting waste, managing waste, managing waste by officers, holding transportation to the Waste Bank, and utilizing waste. The role of the Sweep Jagad Garbage Bank in increasing the economic value of waste is 100%, the waste used for recycling into handicrafts is 75% and that is disposed of in the landfill by 25% so that it can provide an increase in economic value to the community. The feasibility of utilizing waste in the Sweeping Garbage Bank is feasible to be carried out as a business, it can be seen through several aspects, namely the amount of waste volume availability has met, the aspect of waste management is in accordance with the procedures, and the aspect of increasing economic value is feasible because it is able to provide an increase in the economic value of the community.

The conclusion of the study is that the Sapu Jagad Waste Bank is feasible to be used as a business because it is able to provide increased economic value for the community.

Key words : Business Feasibility, Economic Value, Waste Bank
Literature : 15 readings (2019-2020)