

MANAGERIAL EVALUATION OF THE MARKET'S TEMPORARY WASTE MANAGEMENT SYSTEM AND MEASUREMENT OF FLY DENSITY LEVEL

(Case Study At Pucang Anom Market In 2022)

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ABSTRACT

Waste caused many negative impacts on human life, one of which is on the trading sector such as traditional markets. Pucang Anom Market, Surabaya City, has several waste generations that exceed the volume capacity of its temporary waste shelter. The researcher was interested in researching a management system that includes supervision of SOPs, the number of workers, completeness of tools, and the stage of waste management in the Pucang Anom Market. The purpose of this study is to managerially evaluate the market waste management system and measure the level of fly density in Pucang Anom Market, Surabaya City.

This research is a descriptive observational study, with an evaluation study used a cross-sectional approach. Data collection was carried out by interviews, observations, and measurements directly at the location of the temporary waste shelter for the market. The object of this study is a temporary waste management system and the subjects of the study are market managers, waste management, and fly density. The data obtained were analyzed managerially using a SWOT analysis.

The waste management system managerial evaluation study showed an average waste management of 60.36% with sufficient categories. The results of the SWOT analysis with the EFAS and IFAS matrices show that the position of waste management while Pucang Anom Market is in quadrant I which means supporting an aggressive strategy. The last one is the result of measuring the density of flies in the high/dense category so that it is necessary to secure the breeding grounds for flies and planning is needed for efforts to control them.

It is recommended that there is a need for expansion land from temporary waste shelter of the market, handling the problem of high fly density, maintain good communication between the two parties namely the private sector and third parties, updating SOPs, issuing competency standards for officers and making market waste management guidelines.

Key Words : SWOT analysis, management evaluation, temporary disposal site of market, density of flies.