SUMMARY

LINDA FITRINA HASNAM. Development Strategy For Warga Peduli Lingkungan Waste Bank Based On Community Empowerment In Pancoran Mas Depok City. Supervised by RIZAL SYARIEF and MUKHLIS YUSUF AHMAD.

Indonesia is the fourth largest country in the world with total population of 256 million by 2015. The large population have impacts on variety of issues which include problems of waste produced by its population. The amount of population waste which is produced daily is very high because it is directly proportional to the number of inhabitants. The average population of Indonesia, produces 0.8 kg of waste/person/day, equivalent to 200 million kg of waste/day, which in 2015, waste generated has reached 204,000 tons of garbage/day or equivalent with 74 million tons of waste/year. Most of the waste generated each day come from urban communities which almost 57% of Indonesia's population reside or stay in the big cities, especially in Java. Given the magnitude potential of waste produced by its population, the government continues to make efforts to be able to handle and solve the problems of waste, either through work programs, regulations, official establishments and special forces assignments dialed with waste and the environment. Nevertheless, the government can not stand alone in addressing and dealing with the waste problem because of constraints and lack of expertise in issuing regulations, the provision of facilities, meeting facilities, hiring personnel, run agencies as well as the provision of land to manage waste. The government should establish cooperation with all parties to resolve the waste problem, either with the community, agencies, and private stakeholders associated with this affair.

Work programs and forms of cooperation which already starts and disseminated to the public in an effort to manage waste is through waste bank. Since 2008, the waste bank's activities have started to run waste and intensified in the community with very good response from communities spread throughout Indonesia as evidenced by the establishment and operation of waste banks significantly. Depok city is one of the cities that have started to adopt and operate the waste bank's activities in eleven districts in Depok city. Community, Environmental Concern (WPL) is initiators and instigators of waste management through waste bank in Pancoran Mas district, Depok city. Forward the vision of "Build the Locals" this community has a social responsibility mission and the role to educate and empower communities to manage and overcome the problem of waste through waste bank.

This study aims to 1) analyze the management and use of waste by Waste Bank WPL, 2) analyze the formulation of development strategies Waste Bank WPL-based on community empowerment with internal factors and external factors, 3) analyze the determination of the dominant factor / priorities of the development strategy of the Waste Bank WPL in order to remain sustainable (sustainable). The study was conducted with descriptive qualitative method. Data used in the form of primary and secondary data. Data collected through observation, interviews, questionnaires and literature study. The samples to be
non probability sampling with purposive technique. Respondents consisted of internal respondents (owners and society as manager) and external respondents in the form of experts are from representative government and practitioners in the field of waste banks.

The results showed that the implementation process of waste bank WPL are influenced by internal and external factors with different levels of dominance influences. Internal factors such as human resources, production / operations, management, finance and marketing, plays a role in WPL waste bank’s activities. External factors such as politics, law and regulation; information technology, economics; social, cultural, demographic and environmental as well as the level of competition among other waste bank’s in their social entrepreneurial activities, have an influence to sustainable the waste bank activity. Once identified internal and external factors of the WPL waste bank’s activities, do a SWOT analysis to determine their respective strengths weaknesses opportunities and threats of each of these factors. SWOT analysis is intended to capture and exploit existing opportunities and prevent or eliminate the possibilities of threats that could occur in the activities of the waste bank. The strength of the waste banks WPL should be optimized, while weaknesses should be repaired and improved. SWOT analysis is combined with AHP analysis to determine the development strategy of the WPL waste bank’s activities based on the priority or alternative strategies that suits the WPL waste bank’s need.

Constraints faced by WPL waste banks are the availability and quality of human resources with inadequate skills; availability of raw materials are limited due to lack amount of waste that is gathered from the community which have an effect on the operations/activities of WPL waste banks, in particular on the activities of the creative industries; the problem of funding or finance which has not been sufficient, and marketing of products to consumers with product that is produce by the creative industries that use of waste is difficult to be fulfilled. The constraints that have successfully been identified as the most appropriate strategic solutions will be able to assist the strategic development activities of the WPL waste bank and increase community empowerment in order for them to be able to self-manage and be responsible with their waste and take the positive aspects of the waste bank’s activities in improving economic, social cultural and community development.

Keywords: AHP analysis, community empowerment, social entrepreneurship, strategy development, SWOT analysis, waste bank.