



**ZERO WASTE LIFESTYLE IMPLEMENTATION THROUGH WASTE
MANAGEMENT AND PROCESSING ON HYBRID PLATFORM TO
INCREASE THE AWARENESS OF THE SOCIETY**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Sosial (S.Sos)**

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CIKARANG

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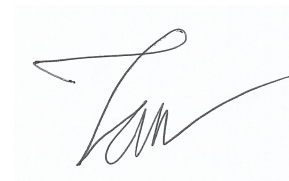
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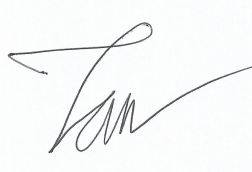
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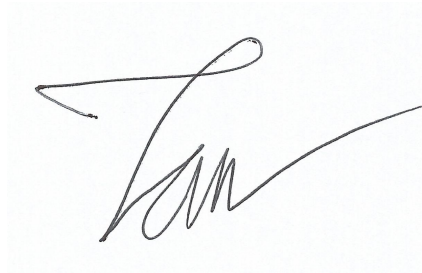
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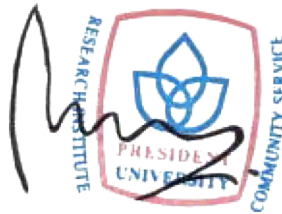


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ABSTRACT

As of 2022, about 2.1 Billion tons of municipal solid waste globally produced in addition to 33% are unmanageable in an environmentally safe manner that potentially leads to climate change and can be seen from the piles of garbage in the open air emitting methane gas which capable to reduce the oxygen level of the earth's atmosphere. The inadequacy of providing education in order to manage waste is one of the concerns in regards to waste issues especially the household waste, as the biggest threat to the environment and also human beings. SDG 4 promotes the importance of education as a crucial component in order to improve life's quality which includes environmental education and raising awareness through sustainable waste management practices as solutions to knock off the never-ending waste issues.

Thus, Trash to Treasure is a project that is not only spread the knowledge and awareness regarding the zero waste lifestyle concept and its implementation through seminars and workshops, but also accommodate people in this case are PKK organizations or known as *Pemberdayaan dan Kesejahteraan Keluarga*, whose function is to plan, implement, and foster the implementation of work programs in accordance with the conditions and needs of the community as well as housewives to “learn by doing” the procedure to generate *Bokashi* Fertilizer out of biodegradable waste. Moreover, Trash to Treasure apprised people not to throw away their used-cooking oil through a workshop which gives them the opportunity to make laundry soap from the cooking oil they no longer use. Through these activities, people realized the importance of waste recycling to turn it into something useful. To complete the project conducted, Trash to Treasure believes that social media holds a huge amount of power in order to influence people by creating interactive and informative contents on a platform called Instagram in order to spread the zero waste lifestyle concept to any range of age and without borders. This report examines the results of the project and the impact of activities done towards the involved parties.

Keywords: *Household Waste, Zero Waste Lifestyle, Waste Management, Bokashi Fertilizer, Used cooking oil, Community Management*

ABSTRAK

Pada tahun 2022, terdapat sekitar 2,1 Miliar ton limbah padat yang diproduksi global ditambah 33% tidak dapat dikelola dengan cara yang ramah lingkungan yang berpotensi menyebabkan perubahan iklim dan terlihat dari tumpukan sampah di udara terbuka yang mengeluarkan gas metana yang mampu menurunkan kadar oksigen di atmosfer bumi. Kurangnya pendidikan dalam mengelola sampah menjadi salah satu keprihatinan terkait masalah sampah khususnya sampah rumah tangga, sebagai ancaman terbesar bagi lingkungan dan juga bagi manusia. SDG 4 mempromosikan pentingnya pendidikan sebagai komponen penting untuk meningkatkan kualitas hidup yang mencakup pendidikan lingkungan dan meningkatkan kesadaran masyarakat melalui praktik pengelolaan sampah berkelanjutan sebagai solusi untuk mengatasi masalah sampah yang tidak pernah berakhir.

Dengan demikian, Trash to Treasure merupakan proyek yang tidak hanya menyebarkan pengetahuan dan kesadaran mengenai konsep *zero waste lifestyle* dan implementasinya melalui seminar dan *workshop*, tetapi juga mengakomodir masyarakat dalam hal ini adalah organisasi PKK atau dikenal dengan Pemberdayaan dan Kesejahteraan Keluarga, yang fungsinya untuk merencanakan, melaksanakan, dan membina pelaksanaan program kerja sesuai dengan kondisi dan kebutuhan masyarakat serta ibu-ibu rumah tangga melalui *learn by doing* mengenai prosedur pembuatan Pupuk Bokashi dari limbah organik. Selain itu, Trash to Treasure mengimbau masyarakat untuk tidak membuang minyak jelantah melalui *workshop* yang memberikan kesempatan kepada masyarakat untuk membuat sabun cuci dari minyak goreng bekas yang sudah tidak terpakai. Melalui aktifitas-aktifitas ini, masyarakat menyadari pentingnya untuk mengelola sampah kembali dan menjadikannya sesuatu yang berguna. Untuk melengkapi proyek yang dilakukan, Trash to Treasure percaya bahwa media sosial memiliki kekuatan yang sangat besar untuk mempengaruhi masyarakat dengan membuat konten interaktif dan informatif pada platform bernama Instagram yang diharapkan dapat menyebarkan konsep gaya hidup nol sampah ke berbagai usia. dan tanpa batas. Laporan ini mengkaji hasil proyek yang telah berlangsung dan dampak kegiatan yang dilakukan terhadap pihak-pihak yang terlibat.

Kata kunci: *Sampah Rumah Tangga, Gaya Hidup Zero Waste, Pengelolaan Sampah, Pupuk Bokashi, Minyak Jelantah, Pengelolaan Komunitas*

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