STRATEGY TO REDUCE PLASTIC WASTE: CASE STUDY OF EAST JAKARTA

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain

Sarjana Manajemen

By:

Safira Sesha Agustiningtyas

014201800089

FACULTY OF BUSINESS

MANAGEMENT STUDY PROGRAM

PRESIDENT UNIVERSITY

CIKARANG, BEKASI

2023

SEPTEMBER 2023

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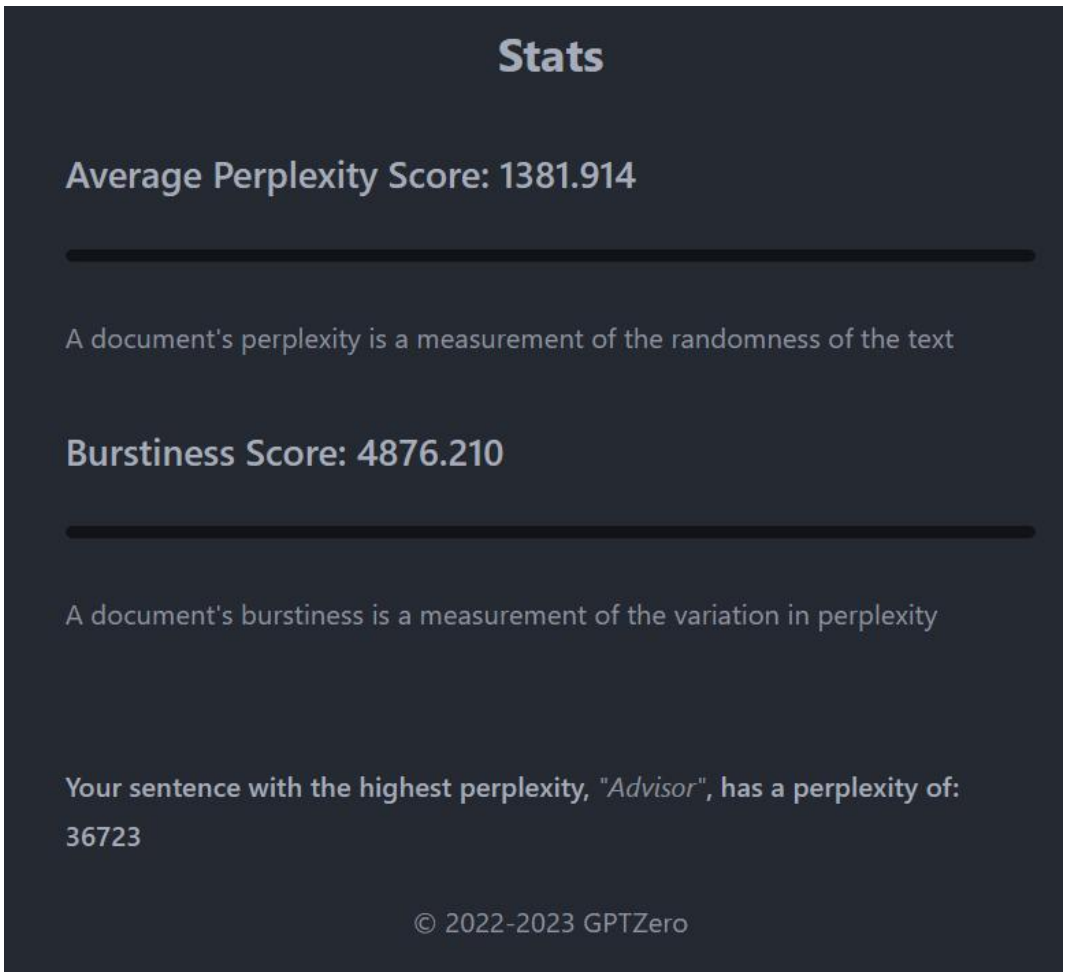

ABSTRAK

Waste generation is a major problem in every region. The increasing population in the region also increases the amount of waste generated. DKI Jakarta is the fourth largest waste-producing province in Indonesia. This research will examine Green Campaign, Green Packaging, Waste Management to Reduce Waste intention. The sample used is the East Jakarta area community. East Jakarta is the largest waste producer among other cities in DKI Jakarta. The methodology used in this research is quantitative and statistical analysis is carried out using the Statistical Package for Social Science (SPSS) Version 26. Data from 100 people living in East Jakarta. The results showed that all variables have a significant influence on waste reduction. This shows that green campaign, green packaging, and waste management can be used as strategies for organizations to reduce waste in East Jakarta as an effort to minimize pollution and environmental damage.

Keyword: *Green Campaign, Green Packaging, Waste Management, Reduce Waste*

ACKNOWLEDGE

Praise be to Allah SWT, for His abundance of grace, so that I can complete this thesis. I would also like to express my gratitude and appreciation to all those who always provide support to complete my studies and research, especially to:

1. My family, especially Papa, Aunt, Eki who always support me and pray for me so that the lecture process can be completed quickly.
2. Alm. Mama, who passed away in 2018. Thank you for the blessings given in the past and also the enthusiasm that never goes out.
3. My thesis supervisor, Mr. Assoc. Prof. Liswandi, Ph.D., CHRP. I thank you very much for your advice and patience in guiding me to improve my thesis amidst your busy schedule.
4. For Meytri, thank you for your help in completing this thesis and teach me how to use SPSS correctly.
5. To Safa, Tasya, and Zara, thank you for the time you have taken to accompany me in working on my thesis.
6. To all Management students. Especially the 2018 batch who always motivated me in working on my thesis.
7. Last, of course I want to thank myself for completing my thesis well.

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