



TRASH TO TREASURE

**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

Bachelor of International Relations

By:

Angela Novahariani (016201900202)

Angelia Deviana Jayanti (016201900044)

Gabriella Elri Tesalonika (016201900163)

**PRESIDENT UNIVERSITY
INTERNATIONAL RELATIONS**

February 2023

Table of Content

PANEL OF EXAMINERS APPROVAL	ii
STATEMENT OF ORIGINALITY	iii
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST	iv
ADVISOR APPROVAL FOR PUBLICATION	v
TABLE OF CONTENT	vi
ABSTRACTS	ix
PLAGIARISM CHECK RESULT	xi
PLAGIARISM CHECK RESULT GPT ZERO	xii
CHAPTER I	
INTRODUCTION	8
1.1 Background	8
1.2 Theoretical Framework	11
1.2.1 Sustainable Development Goals	11
1.2.2 Circular Economy Concept	12
1.2.3 Transdisciplinary Approaches	14
1.3 Research Study Methodology	15
1.4 Indicators of Success	17
1.4.1 Social Media Campaign Indicator	17
1.4.2 Workshop and Training Indicator	18
1.4.3 Key Performance Indicators	19
1.5 Vision and Missions	20
1.6 Purpose	21
CHAPTER II	
PROJECT DESCRIPTION AND METHODS	22
2.1 Detail Information	22
2.1.1 Project Description	22
2.1.2 Logo	24

2.1.2.1 Meaning	24
2.1.2.2 Color	25
2.1.3 Motto	25
2.2 Participants	25
2.3 Location and Time of Implementation	25
2.3.1 Location	25
2.3.2 Period and Duration	26
2.3.3 Time	26
2.3.4 Timeline and Rundown	26
2.3.4.1 Project Timeline	26
2.3.4.2 Rundown for Seminar	27
2.3.4.3 Rundown for Bokashi Compost Workshop	28
2.3.4.4 Rundown for Used Oil Soap Workshop	28
2.3.4.5 Rundown for Door To Door Session	29
2.3.4.6 Campaign Timeline (Instagram)	29
2.4 Implementation Methods	32
2.4.1 Campaign Methods	32
2.4.2 Training Methods	33
CHAPTER III	
PROJECT IMPLEMENTATION AND ANALYSIS	34
3.1 Background Activity	34
3.2 Organizational Structure	35
3.3 Job Description	35
3.4 Project Implementation	47
3.4.1 The Overall Process	48
3.4.2 Actual Rundown	49
1st Seminar Rundown - 21st November 2022	49
2nd Seminar Rundown - 23 November 2022	50
Rundown for Bokashi Compost Workshop - 30 November 2022	52
Rundown for Used Oil Soap Workshop - 3 December 2022	53

1st Rundown for Door To Door Session - 14 December 2022	54
2nd Rundown for Door To Door Session - 16 December 2022	54
3.5 Survey Results	54
3.5.1 Sampling	54
3.5.2 Findings	55
3.5.2.1 Pre Survey Responses	55
3.5.2.2 Post Survey Responses	62
3.5.3 Analysis	70
3.5.4 Result	79
3.6 Supporting Factors and Challenges	80
3.6.1 Supporting Factors	80
3.6.2 Challenges	81
CHAPTER IV	
BUDGETING	84
4.1 Actual Budgeting	84
CHAPTER V	
CLOSING	87
5.1 Conclusions	87
5.2 Suggestions	88
DOCUMENTATIONS	89
BIBLIOGRAPHY	98

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

PLAGIARISM CHECK RESULT

Final Report Project - Zero Waste Lifestyle Implementation through Waste Management and Processing on Hybrid Platform to Increase the Awareness of the Society

ORIGINALITY REPORT

8%

SIMILARITY INDEX

7%

INTERNET SOURCES

3%

PUBLICATIONS

4%

STUDENT PAPERS

PRIMARY SOURCES

1

www.business-plan-excel.fr

Internet Source

1%

2

Submitted to SP Jain School of Global Management

Student Paper

<1%

3

B C Lestari, J A Munib. "Designing motion graphics as a zero waste lifestyle campaign media for the Indonesian people", IOP Conference Series: Earth and Environmental Science, 2022

Publication

<1%

4

globalutmaning.se

Internet Source

<1%

5

Submitted to Southern New Hampshire University - Continuing Education

Student Paper

<1%

6

nasional.kompas.com

Internet Source

<1%

PLAGIARISM CHECK RESULT GPT ZERO

Stats

Average Perplexity Score: 239.494

A document's perplexity is a measurement of the randomness of the text

Burstiness Score: 285.928

A document's burstiness is a measurement of the variation in perplexity

Your sentence with the highest perplexity, "*dan tanpa batas.*", has a perplexity of:
1326

© 2022-2023 GPTZero