



COMMUNITY SERVICE REPORT

TRASH TO TREASURE

Promoting Zero Waste Lifestyle and Effective Household Waste
Management in North Bekasi

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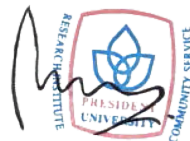
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The Panel of Examiners declare that the undergraduate thesis entitled **Promoting Zero Waste Lifestyle and Effective Household Waste Management in North Bekasi** that was submitted by Luthfiah Alifah Ridwan majoring in International Relations from the Humanities was assessed and approved to have passed the Oral Examination on February 20th, 2023

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Cikarang, March 11th, 2023



Luthfiyah Alifah Ridwan

ABSTRACT

The Trash to Treasure project is a community-based initiative that aims to educate and raise awareness about the importance of effective waste management, the adoption of a zero waste lifestyle, Sustainable Development Goals (SDG), with constructivism as theory, the uses and gratification theory. The program focuses on both organic and inorganic waste and works to build partnerships with local government and private organizations. The program aims to empower the target audience, specifically the PKK organization or well-known as the Pemberdayaan Kesejahteraan Keluarga, to become pioneers in their families and communities in terms of waste management. Through the program, participants are introduced to composting methods such as Bokashi fertilizer and the conversion of used cooking oil into laundry soap. Additionally, the program leverages social media to raise awareness and encourage participation through digital campaigns and this program is able to create a more comprehensive and sustainable approach to waste management, which ultimately aims to minimize the negative environmental impact of waste in the community. In line with concerns regarding the Burangkeng Landfill which is already full, can this program be a solution for local residents to process their waste so that it does not only end up in a landfill

Keywords: Environment, Organic Waste, Inorganic Waste, Sustainable Development Goals, Community Engagement, Environmental Issues

ABSTRAK

Trash to Treasure adalah inisiatif berbasis komunitas yang bertujuan untuk mengedukasi dan meningkatkan kesadaran tentang pentingnya pengelolaan sampah yang efektif, penerapan gaya hidup tanpa sampah, tujuan pembangunan berkelanjutan, dengan menggunakan teori konstruktivisme, teori kegunaan dan kepuasan. Sejalan dengan keprihatinan terhadap Tempat Pembuangan Akhir Burangkeng yang sudah penuh, apakah program ini bisa menjadi solusi bagi warga sekitar untuk mengolah sampahnya agar tidak hanya berakhir di Tempat Pembuangan Akhir saja. Program ini berfokus pada sampah organik dan anorganik dan bekerja untuk membangun kemitraan dengan pemerintah daerah dan organisasi swasta. Program ini bertujuan untuk memberdayakan khalayak sasaran, khususnya organisasi PKK atau yang dikenal dengan Pemberdayaan Kesejahteraan Keluarga, untuk menjadi pionir di keluarga dan masyarakatnya dalam hal pengelolaan sampah. Melalui program ini, peserta diperkenalkan dengan cara pengomposan seperti pupuk Bokashi dan konversi minyak jelantah menjadi sabun cuci. Selain itu, program ini memanfaatkan media sosial untuk meningkatkan kesadaran dan mendorong partisipasi melalui kampanye digital dan program ini mampu menciptakan pendekatan pengelolaan sampah yang lebih komprehensif dan berkelanjutan, yang pada akhirnya bertujuan untuk meminimalkan dampak negatif sampah terhadap lingkungan di masyarakat. Hasil kajian menunjukkan bahwa program tersebut berhasil meningkatkan pemahaman dan kesadaran akan Gaya Hidup Bebas Sampah dan mendorong keinginan untuk mengurangi sampah di antara khalayak sasaran.

Kata Kunci : Lingkungan, Sampah Organik, Sampah Anorganik, Tujuan Pembangunan Berkelanjutan, Keterlibatan Masyarakat, Masalah Lingkungan