

IMPLEMENTATION OF GREEN MARKETING TO MAINTAIN SUSTAINABILITY WASTE BANK BUSINESS

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ABSTRACT

Currently, the waste bank management process is technically still manual, that is, members must come to the waste bank to deposit their waste and be recorded in the customer book, and for the disbursement of funds must come to the waste bank. The current waste bank management does not have an updated report on which areas have the most waste and which communities play an active role in protecting the environment. The working pattern of business entities that collect plastic waste when providing services to plastic waste scavengers is to buy cash for each plastic waste deposited. This pattern is modified in the waste bank system, in which the plastic waste depositor does not receive the money directly from the sale, but it is kept by the waste bank business. The depositor will have a savings account from the sale of waste. This service, it will be applied to increase community participation in waste management involving the Joglo Village Berdikari Waste Bank Manager, as well as being one way to improve environmental sustainability, through the Implementation of Green Marketing to Maintain the Sustainability of the Waste Bank Business.

Keywords: Green Marketing, Business Sustainability, Waste Bank

1. INTRODUCTION

Population growth, changes in consumption patterns, and people's lifestyles have increased the amount of waste generation, types, and diversity of waste characteristics. The increase in people's purchasing power for various types of staples and technological products and the increase in businesses or activities to support the economic growth of an area also contribute greatly to the quantity and quality of waste generated. The increasing volume of waste requires management. Waste management that does not use environmentally friendly waste management methods and techniques will not only have a negative impact on health but will also greatly interfere with the preservation of environmental functions in residential areas, forests, rice fields, rivers, and oceans. There are many reasons why waste recycling should be done. The first is for resource conservation. Waste Bank is one of the solutions to educate, and change people's waste management behavior so that it provides environmental and economic benefits. Waste Bank is one of the alternatives for waste management in Indonesia.

In Waste Bank Management, recycling helps conserve natural resources by reducing the need for new materials. Secondly, for energy conservation. Recycling saves energy by reducing the need for new materials which usually require more energy than recycling. Third, for pollution reduction. Recycling reduces pollution because recycling produces new products that are less polluting. Fourth, for land conservation. By recycling various materials, it reduces the amount of waste that needs to be disposed of.

This reduces the amount of land needed to landfill waste. Fifth, for economic reasons. Recycled products will increase national income, which will lead to the welfare of the nation. Recycled products are part of the implementation of the Green Economy, in which there is also green marketing. Social awareness is an effort that can be achieved through the process of interaction and supported by education, it can be constructed by self-awareness or self-awareness which becomes the basic structure as a systematic support, to foster social awareness in society certainly requires a special approach strategy.

Based on the current Situation Analysis, this Community Service is carried out as a green marketing strategy in managing waste to be distributed to waste banks by approaching the unit waste bank manager consisting of community groups so that this PKM activity will be socialized in the future to maintain business sustainability. The hope of this PKM activity is to foster social awareness for these communities by applying green marketing in managing the Waste Bank into activities that can increase income for community groups foster an entrepreneurial spirit and maintain business sustainability.

2. METHOD

The method of implementing the activity is divided into several parts, and the research uses qualitative methods, based on surveys to provide an understanding of the research material to Waste Bank participants. The data used information directly from the presenters to the participants involved, then there was interaction on the questionnaire and questions and answers that took place as follows:

1. Preparation of activity plans

- Coordination with related parties
- Make an activity plan

2. Activity Preparation

- a. Implementation of activities carried out in Joglo Village
 - Socialization and presentation of materials
 - Discussion and Q&A
- b. Monitoring and Evaluation of the implementation of activities

And 2 technique activities will be carried out especially on:

- a. First stage : Socialization of green marketing in Waste Bank management to maintain business sustainability
- b. Second stage : Provide education on the stages of green marketing in waste management Waste management to maintain business sustainability. Green marketing stages start from product to promotion.

3. RESULT AND DISCUSSION

In managing waste, of course, it cannot be done in an arbitrary way, because it will cause new problems, namely an unhealthy environment. Therefore, green marketing aspects are needed in managing waste. The term green marketing began to appear in the late 1980s to early 1990s. The American Marketing Association (AMA) held the first seminar on "ecological marketing" in 1975. The results of the seminar published the first book on green marketing with the same title as the theme of the seminar. Green marketing is also often referred to as Environmental marketing. The American Marketing Association (AMA) defines green marketing in three different definitions: Retailing definition, where green marketing is the marketing of products that are considered safe for the environment. Social marketing definition, which is green marketing is the development and marketing of products designed to minimize negative impacts on the environment or to improve quality. The last Environmental definition, namely green marketing is an effort made by organizations to produce, promote, package, and claim products in a way that is very sensitive or responsive to ecological concerns.

Waste Bank activities are a place used to collect waste that has been sorted. The results of the collection of sorted waste will be deposited to the place of making crafts from waste or to the garbage collector. The waste bank is managed using a bank-like system conducted by volunteer officers. Depositors are residents who live around the bank location and get a savings book like saving in a bank. With the concept of collecting dry and sorted waste and having a banking-like management, what is saved is not money but waste, this should be the basis of the existence of a waste bank. The procedure in the waste bank is that every resident who saves (submits garbage) is also called a customer and has a savings book, the garbage saved will be weighed and rewarded with a sum of money according to the prevailing exchange rate.

Changing people's paradigm about waste must be done in a sustainable manner. Educating residents' awareness and skills in waste management by applying the principles of reduce, reuse, recycle, and replace (4R) is important to overcome waste problems through waste management from the start. Waste banks based on women's participation are social capital in community waste management. Purba et al. (2014) explained that the development of this waste bank will also assist local governments in empowering communities to manage community-based waste wisely and can reduce waste transported to landfills. Meanwhile, Winarso and Larasati (2011) this activity must continue to spur how to innovate waste processing with the waste bank program to become an innovation at the grassroots level that can increase the income of the urban poor.

In relation to Waste Bank Management, its managers need to have knowledge, including knowledge about the impact of waste on the surrounding environment. Because, waste management is very related to the concept of green marketing as explained earlier. Waste Management through Green Marketing is expected to provide new innovations for business actors / Waste Banks to create products to meet consumer needs by playing an active role in environmental conservation. Dangelico & Vocaleli (2017) the concept of Green Marketing Mix is indispensable for businesses that implement Green Marketing strategies to be more effective.

In the management of this waste bank, it is a form of effort to process waste, whether it is sold per KG or made into recycled products with the concept of green marketing. Furthermore, in business sustainability, it is necessary to pay attention to business growth, which is the company's ability to increase the size of a company. Fatoki (2014) in his research says that business growth and how to measure it is usually defined and measured using absolute or relative, changes in sales, assets, work, productivity, profits. In each stage of development different factors are very important for the continued growth of the company and the success of the Waste Bank business. Therefore, waste bank business actors need to pay attention to sales growth every period, whether it is a manual recording system or using an application.

Training on organizational and financial reporting. The results achieved by group members have worked on production activities based on predetermined work so that the manufacture of handicraft products is more efficient and effective. In addition, partners have a financial journal book that is used to record all transactions from the group's business activities. As a result, the training and mentoring resulted in the creation of plastic bags that are 100% made from plastic bags. Then, flower bouquets are combined between plastic bags, plastic bottles with plastic beverage glass, and fitting flowers that are 75 percent made from plastic bags. In addition, the PKM Team provided production support tools in the form of sewing machines and irons. Then, making handicrafts on the idea of making bags originated from the sight of plastic waste so much plastic waste is thrown away and will eventually pollute the environment. And community empowerment training in waste recycling with the community as well as involvement between partners of Joglo Village, Kembangan District, West Jakarta, and handicrafts in the form of bags, wallets and other arts to be used as additional income for the community.

4. CONCLUSIONS

The implementation of this service was carried out by face-to-face meetings and the participants were very enthusiastic about discussing issues related to waste management because this issue is directly related to people's daily lives and also the utilization of waste into value-added handicraft products. The material presented was interesting and in accordance with the required topic, which was chosen because the issue of waste management and environmental sustainability is one of the factors that ensure the establishment of a sustainable business system. Business actors strongly believe that company profits alone will not guarantee long-term business continuity, so the 3P concept (Profit, People, Planet) must be a concern for business actors.

Results of Community Service Activities on the Implementation of Green Marketing to Maintain the Sustainability of the Waste Bank Business. And held offline in Joglo Village, Kembangan, West Jakarta. On March 7, 2023. The implementation of this service was carried out by face-to-face meetings and the participants were very enthusiastic about discussing issues related to waste management because this issue is directly related to people's daily lives and also the utilization of waste into value-added handicraft products. This service is in accordance with the Sanitation and Waste Infrastructure and Facilities System Development Plan through increasing community participation in waste management involving the Joglo Village Berdikari Waste Bank Manager, as well as being one way to improve environmental sustainability.

This event brought together Waste Bank managers, craft creative economic actors and UMB academics and partners in the Community Service forum organized by Mercu Buana University. From the results of the discussion, the implementation of the event went well, the speakers in delivering the material were quite clear and easy to understand. From the results of the discussion, it is hoped that this service can provide knowledge to the community regarding the importance of waste management and provide inspiration regarding how to manage waste more creatively so that waste can provide added value, as well as bring together craft creative economy business actors so that they can collaborate with waste bank managers.

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