ASSISTANCE WITH THE "CIBER" WASTE BANK IN DEVELOPING A BUSINESS PROFILE AS A BUSINESS STRATEGY AND BUSINESS SUSTAINABILITY

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ABSTRACT

Assistance with the Clean Cigondang Waste Bank or CIBER in compiling a business profile working between lecturers in accounting, management and information systems study programs from these three disciplines is needed in realizing a waste bank business profile that can be managed digitally. The aim of assisting the Waste Bank is to create a Waste Bank that is able to compete within and within the Banten region by digitizing the business profile to increase business competition competence and grow public trust. Mentoring is carried out for three months from August to October 2023. Mentoring is carried out either directly or indirectly. Before there was assistance from the CIBER waste bank, it only carried out waste management activities with a village reach, there was no business profile available to introduce to the outside world what products were produced from the CIBER waste bank. After the existence of this digital-based business profile, it is hoped that it will be able to offer several products produced from the waste bank and also increase its customer network.

Keywords : Waste Bank, Business Profile, Sustainability

1. BACKGROUND

A business profile is a comprehensive description of a business or organization that includes important information used for various purposes. A business profile is an important document used for a variety of purposes, from business valuation to meeting legal and financing requirements. A good business profile helps businesses plan, manage and grow more effectively. The importance of a business profile is business assessment, fulfilling legal prerequisites, fulfilling financing requirements, operational management, sales and marketing, employee recruitment, business partnerships, investment and strategy decisions, providing added value to the business and improving leadership (Almaidah, 2018).

Garbage is a very serious problem for the Pandeglang area, there is a lack of landfill sites for final disposal so that rubbish is scattered everywhere, especially in densely populated areas. Another very basic problem is public awareness of the importance of waste management, so that many people still throw rubbish into the sea, rivers or other places which can pollute the environment. Until now, the problem of inorganic waste has not yet found a solution. Even though several efforts have been implemented, the amount of waste in Indonesia can still be said to be very large. Based on data from the Ministry of Environment and Forestry (KLHK) in 2019, the amount of waste was 67.8 million tons, consisting of 57% organic waste, 15% plastic waste, 11% paper waste and 17% other waste.

Cigondang is a coastal area where the dominant livelihood is fishermen and traders. It has a religious tourist attraction, namely the Sheikh Daud meal, which is visited by many tourists from outside the area. The residents of the Cigondang area are not only native to the Cigondang area but there are also many residents from outside the Cigondang area who live there to trade in the market, so that waste from Cigondang village is very abundant. This is what encouraged the local community to establish the CIBER waste bank, which means Clean Cigondang.

The CIBER waste bank has been established since 2020 as a result of collaboration between CIgondang village and Mathlaul Anwar University. Since the waste bank was founded, it has not had a business profile so its activities are only local and its existence is not yet known to many parties. To increase existence, a business profile is needed that can increase the attractiveness of waste banks. Apart from that, with a digital business profile, it is hoped that they will be able to market products such as processed used goods that can be seen and marketed widely, not just household waste distribution activities. The location of the CIBER waste bank can be seen on the map below

Image 1
Bay map

Business profiles should include this information in a way that is easy to read and understand for different audiences, including investors, partners, employees, and customers. Important information that needs to be included in compiling a business profile:

1. Business Name and Logo: Include the company name and logo (if any) to make the business profile more recognizable.
2. Vision and Mission: Describe the long-term vision and mission of your business, reflecting the company's main goals and values.
3. Company History: Provide historical background to the company, including year founded, important developments, and relevant events.
4. Organizational Structure: Describe the organizational structure of your business, including upper management and internal organization.
5. Products or Services: Describe the products or services you offer, including detailed descriptions of each.
6. Competitive Advantage: Explain what factors make your business unique and how you compete in the market.
7. Target Market: Identify the market segment you are targeting and describe the ideal customer profile.
8. Financial History: Include a summary of recent financial performance, such as revenue, profits, and business growth.
9. Marketing Strategy: Describe your marketing strategy, including distribution channels, promotions, and approach to customers.
10. Compliance with Legal Requirements: Describe your compliance with relevant legal and licensing requirements.
11. Employees and Human Resources: Provide information about the number of employees, qualifications, and company culture.
12. Shareholders and Investments: If applicable, explain the shareholder structure and investment history.
13. Awards or Recognition: Include any awards, certificates, or recognition your company has received.
14. Current or Future Projects: If there are important upcoming or ongoing projects or initiatives, describe these in the business profile.
15. Key Partnerships and Clients: If you have strategic partnerships or key clients, mention them.
16. Challenges and Opportunities: Discuss the challenges your business may face and the opportunities you will take advantage of.

17. Corporate Social Responsibility: If your company engages in corporate social responsibility (CSR) or contributes to the community, include this information.
18. Contact and Relationship Information: Include important contact information, such as work address, phone number, email address, and links to websites or social media.
19. References or Testimonials: When possible, include references from satisfied clients or business partners or testimonials that support the company's reputation.
20. Legal Documentation: If relevant, include documents.

2. METHODE

The mentoring method implemented at the CIBER Waste Bank starts with registering waste bank administrators who are able to use computers, either PCs or laptops. Of the 10 waste bank administrators, only 6 people are able to operate laptops or PCs. Next, we conducted interviews with 10 waste bank administrators about existing business concepts and future plans to facilitate digital profiles in accordance with the CIBER waste bank business plan. Record what forms have been used and the forms that will be needed in the CIBER Waste Bank business process as well as information on the waste saving process. After all the information has been obtained, start building the system. After the system is finished, training is provided regarding the information in the business profile and how the system can be run by the management

3. RESULT AND DISCUSSION

Input analysis is analysis that will be entered into the web-based waste bank data management information system in Cigondang village.
The input data can be seen as follows:
1. User Data
2. Data on Waste Type
3. Junk Data
4. Customer Data
Process Analysis
Process analysis in the cyber waste bank management information system is as follows:
1. Waste Savings
2. Thawing
Output Analysis
In the analysis of the output of the cyber waste bank management information system, there are three outputs in the form of reports that can be printed, the reports are as follows:
1. Customer Reports
2. Savings Report
3. Disbursement Report
System planning
Flow Of Proposed System
The flow of the proposed system is the proposed system flow in the waste bank data management information system. In FOS, the waste bank management information system has two entities, namely admin and customer, where both entities have their own username and password. The admin entity in the proposed system can input data on users, customers, types of waste and rubbish, while for customer entities it can carry out the waste bank savings process and savings withdrawals, where in the savings

disbursement process, if the nominal savings disbursement is in accordance with the waste bank regulations, then the admin will confirm disbursement. The flow of the proposed system can be seen in the following picture:
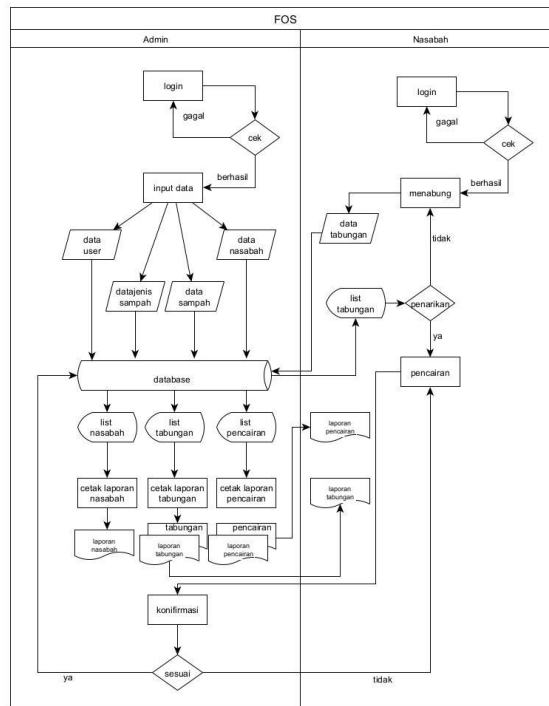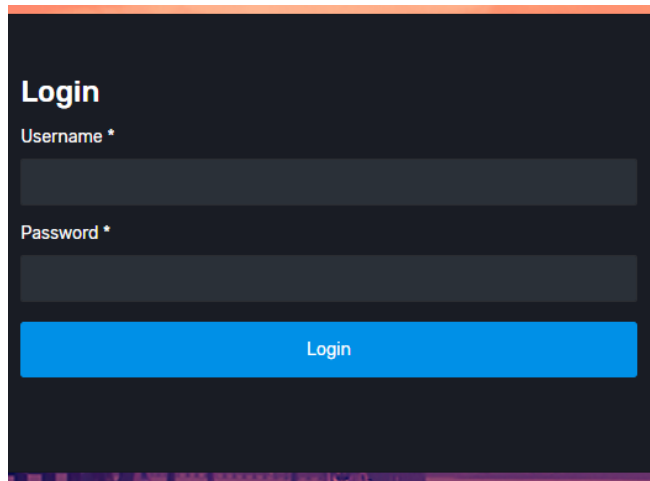

Figure 2. FOS Proposed System

System Implementation
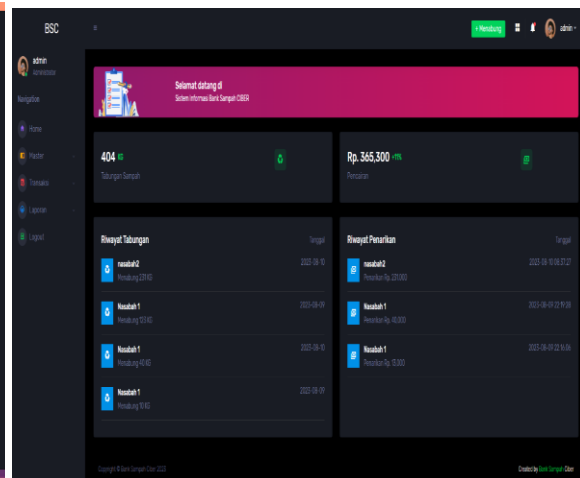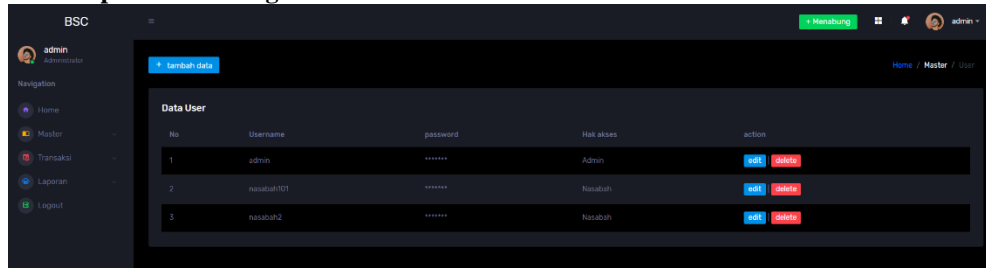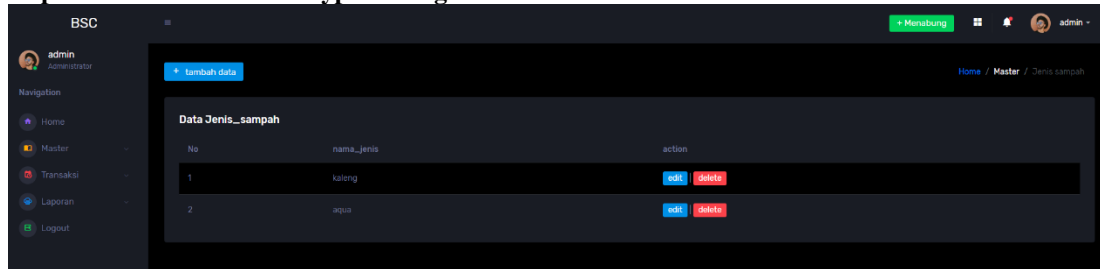

Pigure 3 : Implementasi Login

Pigure 4 : Implementasi dasboard

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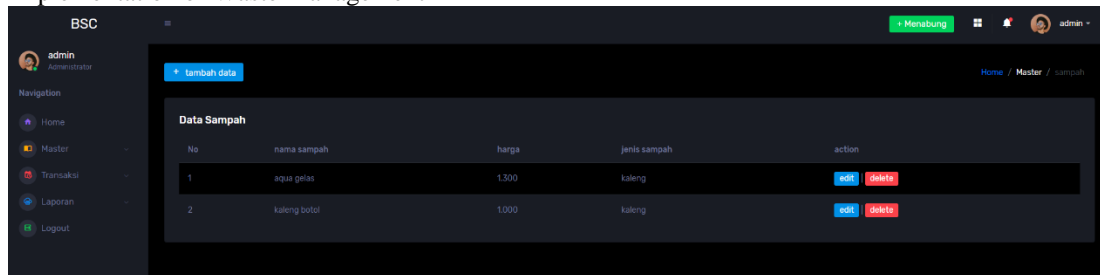
User Implement Manage

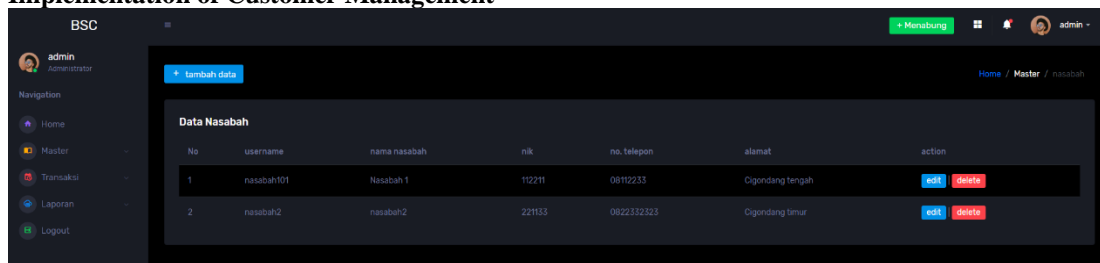**Implementation of Waste Type Management**

Picture 6 :Implementation If type management
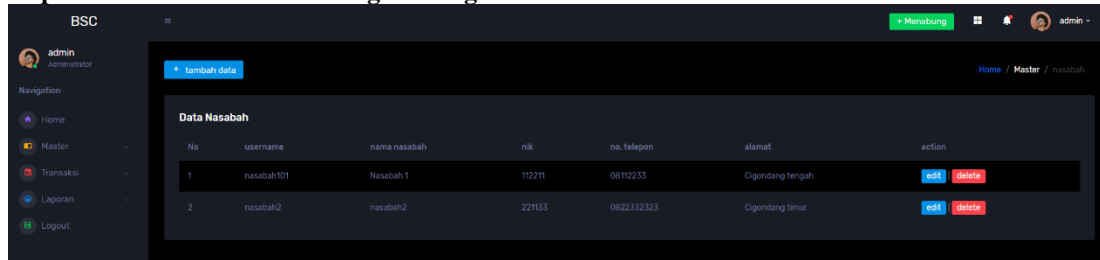
Implementation of Waste Management

Picture 7 : implementation of Waste Managemenet
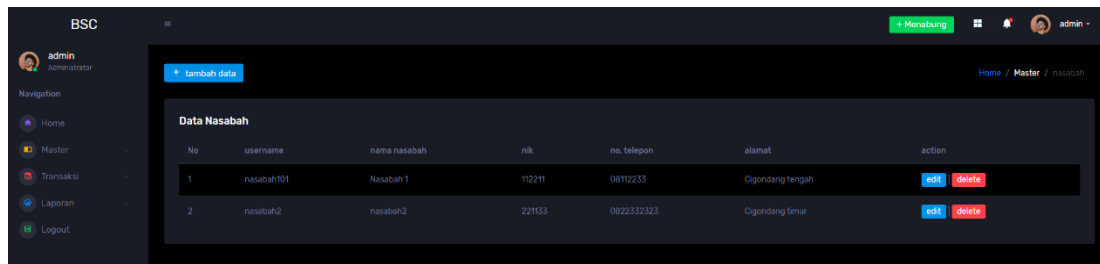
Implementation of Customer Management

Picture 8 : Implementation Of Customer Management

Implementation of Waste Savings Management

Picture 9 :Implementation of Waste Savings Management

1. **Implementasi Kelola Pencairan**

Picture 10 : Implementation Waste Saving Management

Evidence of service activities can be seen in the picture below

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Figure 11
Photos of mentoring activities

In the implementation of the mentoring that has been carried out in the past three months, there are several problems faced, namely providing knowledge of the system to waste bank administrators, which is not an easy matter, with the highest educational background being high school. Limited computer skills and knowledge about waste bank activities as a whole is still not fully understood because it has only been established for about 2 years and has been operating for about 1 year.

4. CONCLUSION

The conclusions that can be drawn from this activity are:
1. Waste Bank activities start from collecting and withdrawing waste from the community to the CIBER Waste Bank
2. Determining the price of waste received at the waste bank
3. Selling prices for processing waste into beautiful bags
4. CIBER Bank assistance starting from information collection to training in using the system, which is used at Ciber Waste Bank
5. Mentoring is carried out for 3 months from August, September to October
6. The final result of this community service activity is the creation of a business profile and web-based information system for the CIBER waste bank

5. ACKNOWLEDGEMENT

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