

ABSTRAK

The waste problem in the city of Purwokerto is very complex as a reminder that the amount of waste is very large, reaching 60 tons per day. Meanwhile, the landfill is constrained by the many objections from the community around the TPA. Therefore, to anticipate this problem, the regional government launched the Jeknyong application from the regional company it owns, namely PT Banyumas Investama Jaya. This research takes the title: "Waste Management Business Development Strategy Through the Jeknyong Application in Purwokerto City". The purpose of this research is to analyze the strategy for developing a Waste Management business with the Jeknyong Application system

The analysis technique used is an analysis of the government's contribution to waste management, community participation, waste recycling products, and income, as well as SWOT, IFE, EFE, and IE Matrix analysis. The data used are primary data and secondary data. The research sample in this study were the people of the city of Purwokerto and the leaders and staff of PT Banyumas Investama Jaya.

The results of the analysis show that (1) the contribution of the Banyumas Regency government in keeping the environment clean is very good. (2) the level of community participation in the Jeknyong application has started to look positive. (3) Recycled products that can be produced by PT Banyumas Investama Jaya are in the form of substitute fuel for coal, paving blocks and roof tiles. (4) Based on the results of the IFE calculation, it shows a total value of 3.17, while the total value of EFE is 3.42. (5) The calculation results show that the company's position is in Quadrant I, where an Intensive strategy and an Integration strategy are needed.

The implications that can be conveyed include the need for socialization activities to increase public awareness towards waste-free Banyumas and the importance of environmental health, the need for promotion to be able to expand the member network of the Jeknyong application, the need for additional recycling processing equipment so that production capacity can be maximized, it is necessary the procurement of a new waste processing machine as a process of diversification of recycled products, the need for promotional activities for various plastic recycling products to various other party companies to maximize marketing, the need for the involvement of various stakeholders in waste processing and marketing so as to reduce the risk of accumulation of waste to be processed .

Keywords: Strategy, Business Development, Jeknyong Application, SWOT, IEMatrix