

CHAPTER V

CONCLUSIONS AND IMPLICATIONS

A. Conclusion

Based on the research results that have been processed and based on the data that has been obtained, the authors conclude the following points:

1. The contribution of the Banyumas Regency government through PT Banyumas Investama Jaya as a waste manager in Banyumas Regency can be said to be quite good, especially with a very good commitment to make Banyumas a waste-free district. The various breakthroughs that have been made with the launch of the Jeknyong application, the purchase of various waste processing facilities and infrastructure, and the procurement of waste recycling machines into multi-use products, are a reflection of the consistency of the Banyumas District government in waste management.
2. The level of community participation to become members of the Jeknyong application is quite good with the achievement of 6 thousand members and an additional rate of 16.2 on average each month. The level of community participation will increase as the level of public trust is expected to continue to increase.
3. The existence of PT Banyumas Investama Jaya as a regional company supported by financial support from the government has not been maximized

in Promotion and Outreach activities to the public regarding the existence of the Jeknyong application, so that the existence of the Jeknyong application has not resonated so much as a productive and effective solution for the community. This is proven from the results of the SWOT analysis calculation where the X value is 0.035, and the Y value is 0.31. Thus the WO Strategy is the most appropriate through the involvement of various parties or stakeholders to support promotional activities, socialization, and improvement of recycling processing facilities, as well as marketing of recycled products.

4. Based on the results of the Internal Analysis (IFE), a total score of 3.17 was obtained, which means that the existence of the company is quite strong and the company has the ability to be able to take advantage of its strengths to anticipate various weaknesses. While the results of the External analysis (EFE) obtained a total score of 3.42 which means that the company has a position that is effective enough to be able to process its existing strengths and reduce the level of weaknesses it has.
5. Based on the results of the IE matrix, it can be seen that the position of PT Banyumas Investama Jaya is in cell 1. In this position, it means that the most appropriate strategy to implement is an Intensive strategy and an Integrative strategy.

into multi-use products and can be marketed immediately. Besides that, it is necessary to procure a new waste processing machine as a process of diversifying recycled products.

6. The need for promotional activities and offering various plastic recycling products to various companies, as well as the public so that the demand for recycled products will increase.
7. The involvement of various stake holders in the processing and marketing of waste needs to be increased so that there is no accumulation of waste due to limited processing equipment and markets for waste processing products.

B. Implications

Based on the conclusions that have been made, on this occasion, the author provides several implications including:

1. There needs to be continuous socialization activities from the government to increase public awareness in supporting local government programs to make Banyumas Regency a waste-free district and increase public awareness of the importance of environmental health
2. There needs to be more intensive promotion and socialization through regional mapping to be able to expand the network, especially for areas where not many people are members of the Jeknyong application.
3. It is necessary to add recycling processing equipment with a larger capacity so that the existing capacity of raw materials can be immediately processed

C. Research Limitations

Research limitations need to be conveyed in every study result because there are many things that cannot be captured in the research model. These findings include:

1. Research on the problem of the Jeknyong application is very interesting and is still very rarely done, but the difficulty for researchers, especially quantitative research that requires large respondents, is that the members of the Jeknyong application, namely the people in the city of Purwokerto, do not have complete data on the company, so for researchers this is very difficult.
2. Quantitative research involving managers or employees is quite difficult to carry out because there are not so many employees and employees tend to be mobile so it will be difficult for researchers to obtain complete data.
3. Research on waste management managed by PT Banyumas Investama Jaya is a company owned by the regional government, so that the management process tends to involve the government and not purely corporate management.