

Strategi Pengelolaan Sampah Plastik Pasca Konsumsi (Kajian Penerapan Tanggung Jawab Produsen di Wilayah DKI Jakarta) = Post-consumer Plastic Waste Management Strategy (Study on the Implementation of Producer Responsibility in Jakarta Area)

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Abstrak

The dynamic urban lifestyle changes human behaviour in selecting consumer goods products. Urban communities prefer goods in suitable and economical packaging when carrying out their activities. There are some fundamental issues that are considered in the waste management system in Indonesia, including limited capacity for waste management in the regions, inadequate infrastructure, application of regulations, and lack of public awareness, including in the consumer goods manufacturing industry. This is high time for the implementation of a circular economy, especially among plastics waste. Through the Extended Producer Responsibility (EPR) concept approach, the manufacturing industry is more encouraged to contribute to their post-consumer waste management. This study was conducted in Jakarta and aimed to analyze the perceptions of consumers, producers, and the role of the informal sector in waste management so that alternative producers' responsibility schemes can be formulated in the management of post-consumption plastic waste. In this study, quantitative and qualitative methods were used with data analysis using descriptive statistics. In the next step, an Analytical Hierarchy Process (AHP) has been prepared for identifying the best alternative scheme of EPR for post-consumer plastic waste management. They showed that the highest criteria value (0,27) that was considered in the EPR implementation was the environmental impacts potential criteria. At the stage of selecting alternative EPR schemes, the highest to lowest scores respectively are partnership schemes with waste management organizations (2.83), product design optimization (2.78), post-consumption waste recall (2.11), and development of recycling facility (1,28).
Keywords: Extended Producer Responsibility (EPR); circular economy; plastic waste management; Analytical Hierarchy Process (AHP)

.....Gaya hidup masyarakat perkotaan yang dinamis mengubah perilaku konsumsi sehingga masyarakat lebih memilih produk-produk praktis dan ekonomis. Terdapat hal-hal fundamental yang muncul dalam sistem pengelolaan sampah di Indonesia, diantaranya keterbatasan kapasitas pengelolaan sampah di daerah, infrastruktur yang belum memadai, penerapan regulasi, serta kurangnya kepedulian masyarakat termasuk industri manufaktur barang konsumsi terhadap persoalan pengelolaan sampah pasca konsumsi. Pendekatan ekonomi sirkular pada pengelolaan sampah plastik pasca konsumsi menjadi hal yang penting. Melalui konsep *Extended Producer Responsibility* (EPR), industri manufaktur didorong untuk berkontribusi dalam pengelolaan sampah plastik kemasan yang dihasilkan. Tujuan penelitian ini adalah menganalisis persepsi konsumen, produsen, dan peran sektor informal pengelola sampah, sehingga dapat dirumuskan alternatif skema tanggung jawab produsen dalam pengelolaan sampah plastik pasca konsumsi. Penelitian ini menggunakan metode kuantitatif dan kualitatif dengan analisis data menggunakan statistik deskriptif dan pemilihan multikriteria melalui struktur *Analytical Hierarchy Process* (AHP). Hasil penelitian menyatakan bahwa nilai kriteria tertinggi yang menjadi pertimbangan dalam strategi penerapan EPR adalah pada kriteria potensi dampak lingkungan (0,27). Pada pemilihan alternatif skema

EPR, bobot tertinggi sampai terendah adalah skema kemitraan dengan organisasi pengelola sampah (2,83), optimalisasi desain produk (2,78), penarikan kembali sampah pasca konsumsi (2,11), dan pengembangan fasilitas daur ulang (1,28).

Kata kunci: tanggung jawab produsen; ekonomi sirkular; pengelolaan sampah plastik; *Analytical Hierarchy Process* (AHP)