

Analisa Pengelolaan Food Loss dan Food Waste Pada Warung Tegal Kota Bekasi: Aplikasi Material Flow Cost Accounting, Nudging dan Neutralization Theory = Analysis of Food Loss and Food Waste Management at Warung Tegal Bekasi City: Applications of Material Flow Cost Accounting, Nudging and Neutralization Theory

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Abstrak

Penelitian ini bertujuan untuk menganalisis fenomena food loss dan food waste pada Warung Tegal di Kota Bekasi dimana dominasi food loss dan food waste di Tempat Pembuangan Akhir menyebabkan overload capacity. Warteg sebagai bisnis makanan belum mengetahui potensinya menyebabkan food loss dan food waste diabaikan. Analisa potensi timbulan food loss dan food waste menggunakan material flow cost accounting (MFCA) dari 3 (tiga) unit Warung yang menjadi obyek penelitian. Penelitian ini menggunakan neutralization dan nudge theory guna melihat perilaku Warung Tegal. Strategi penelitian berupa studi kasus dengan metode kualitatif, menggunakan instrumen penelitian berupa observasi dan wawancara. Analisis dalam penelitian ini yaitu deskriptif kuantitatif, konten, tematik, dan konstan komparatif. Hasil penelitian menunjukkan Warteg A menghasilkan food loss dan food waste sebesar 10,57% setara dengan Rp 568.855, Warteg B sebesar 11,68% setara Rp178.857, dan Warteg C sebesar 11,05% setara Rp 192.814. Hasil temuan penelitian menyimpulkan Warteg melakukan 3 (tiga) teknik netralisasi antara lain: denial of responsibility, denial of injury, dan appear to higher loyalty. Warteg berupaya mitigasi minimal atas food loss dan food waste melalui upaya nudging yang dilakukan pada hulu dan hilir melalui kebijakan pemasok dengan mendorong penyediaan bahan sesuai dengan standar, intervensi porsi, dorongan untuk membungkus dan evaluasi pada pelanggan.

.....This study aims to analyze the phenomenon of food loss and food waste at Warung Tegal in Bekasi City where the dominance of food loss and food waste in landfills causes overload capacity. Warteg as a food business does not yet know its potential to cause food loss and food waste to be ignored. Analysis of potential food loss and food waste generation using material flow cost accounting (MFCA) from 3 (three) Warung units which are the object of research. This research uses neutralization and nudge theory to see the behavior of Warung Tegal. The research strategy is in the form of case studies with qualitative methods, using research instruments in the form of observation and interviews. The analysis in this study is descriptive quantitative, content, thematic, and comparative constant. The results showed Warteg A produced food loss and food waste of 10.57%, equivalent to Rp. 568,855, Warteg B was 11.68%, equivalent to Rp. 178,857, and Warteg C was 11.05%, equivalent to Rp. 192,814. The research findings concluded that Warteg carried out 3 (three) neutralization techniques, including: denial of responsibility, denial of injury, and appear to higher loyalty. Warteg seeks to minimize minimal food loss and food waste through nudging efforts carried out upstream and downstream through supplier policies by encouraging the provision of materials according to standards, portion interventions, encouragement to package, and evaluation to customers.