

Pengukuran Kinerja Ekonomi Sirkular pada Perusahaan Fast-Moving Consumer Goods di Indonesia Menggunakan Metode AHP ? TOPSIS = Measurement of Circular Economic Performance in Fast-Moving Consumer Goods Companies in Indonesia Using AHP – TOPSIS Method

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Abstrak

<div style="text-align: justify;">Ekonomi sirkular merupakan pendekatan sistem ekonomi yang mengoptimalkan penggunaan sumber daya atau produk guna mengurangi limbah yang dihasilkan. Di Indonesia sendiri, konsep ekonomi sirkular mulai mendapatkan perhatian yang signifikan dan pemerintah mulai membuat beberapa inisiatif dan regulasi yang mendukung penerapannya. Selain itu, beberapa perusahaan Fast-Moving Consumer Goods (FMCG) juga sudah menerapkan ekonomi sirkular pada operasi bisnis dan rantai pasokan perusahaan. Hal tersebut dipicu oleh keadaan saat ini dimana perusahaan FMCG masih menjadi kontributor sampah plastik tertinggi karena hampir semua produknya dikemas menggunakan kemasan dengan material plastik. Namun, karena konsepnya yang masih tergolong baru, belum ada standar acuan dalam penerapan ekonomi sirkular di Indonesia. Oleh karena itu, penelitian ini dilakukan untuk mengukur kinerja ekonomi sirkular pada tiga perusahaan FMCG dengan metode Analytical Hierarchy Process (AHP) dan Technique for Order Preference by Similarity to Ideal Solution (TOPSIS). Metode AHP digunakan untuk menghitung bobot indikator penilaian yang digunakan. Hasil perhitungan AHP menunjukkan bahwa indikator jumlah sampah kemasan post-consumption didaur ulang memiliki bobot yang paling tinggi. Lalu, penilaian kinerja dilakukan dengan metode TOPSIS dan hasilnya adalah perusahaan dengan kinerja terbaik yaitu PT Y.

.....Circular economy is an economic system approach that optimizes the use of resources or products to reduce the waste generated. In Indonesia, the concept of circular economy began to get significant attention as the government began to make several initiatives and regulations that support its implementation. Some Fast-Moving Consumer Goods (FMCG) companies have also implemented the circular economy concept in their business operations and supply chains. FMCG companies are still the highest contributor to plastic waste because almost all of their products are packaged using packaging with plastic material. However, because this concept is still relatively new, there is no reference standard in implementing circular economy in Indonesia. Therefore, this study was conducted to measure the performance of the circular economy in three FMCG companies using the Analytical Hierarchy Process (AHP) and Technique for Order Preference by Similarity to Ideal Solution (TOPSIS) methods. The AHP method is used to calculate the weight of the assessment indicators. The results of the AHP calculation show that the indicator of the amount of post-consumption packaging waste recycled has the highest weight. Then, performance appraisal is carried out using the TOPSIS. The calculation shows that the company with the best performance is PT Y.</div>