

## Konsep Pengelolaan Plastik Kemasan Berkelanjutan oleh Produsen dan Konsumen = Concept for Sustainable Plastic Packaging Management by Producers and Consumers

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### Abstrak

Dengan diproduksi banyak plastik kemasan meningkatkan jumlah sampah plastik kemasan pasca-konsumen. Dalam kondisinya saat ini, rantai nilai plastik kemasan tidak dimanfaatkan dengan maksimal untuk mendapatkan nilai ekonomi. Penelitian ini bertujuan untuk menyusun konsep alur plastik kemasan dari hasil analisis dampak lingkungan serta kesadaran lingkungan dimana untuk mencapai tujuan tersebut digunakan metode analisis LCA, analisis environmental prices, analisis jalur, serta analisis deskriptif. Temuan penelitian ini mencakup dampak lingkungan, biaya lingkungan, kesadaran lingkungan, serta susunan konsep alur pengelolaan plastik kemasan. Analisis keseluruhan produksi plastik kemasan menunjukkan dampak tertinggi dihasilkan dari produksi bahan baku plastik dengan biaya lingkungan sebesar Rp. 14.586.000 per ton plastik kemasan serta pengetahuan, sikap, dan perilaku berpengaruh sebesar 76.81% terhadap kesadaran lingkungan maka konsep pengelolaan plastik kemasan yang dapat dilakukan adalah berlandaskan ekonomi sirkular dengan memperpanjang rantai hidup dari plastik kemasan.

.....The production of a lot of plastic packaging increases the amount of post-consumer plastic packaging waste. In its current condition, the plastic packaging value chain is not being utilized optimally to obtain economic value. This research aims to develop a concept for the flow of plastic packaging from the results of environmental impact analysis and environmental awareness, where to achieve this goal, LCA analysis methods, environmental prices analysis, path analysis and descriptive analysis are used. The findings of this research include environmental impacts, environmental costs, environmental awareness, as well as the concept of plastic packaging management flows. The overall analysis of plastic packaging production shows that the highest impact results from the production of plastic raw materials with environmental costs of IDR. 14.586.000 per ton of plastic packaging and knowledge, attitudes and behavior have an influence of 76.81% on environmental awareness, so the concept of managing plastic packaging that can be implemented is based on a circular economy by extending the life chain of plastic packaging.