

HUMAN RESOURCE DEVELOPMENT IN FAMILY ENVIRONMENT IN WASTE MANAGEMENT: NEW COMPETITIVE BUSINESS DIRECTION IN NORTH MERUYA, WEST JAKARTA

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ABSTRACT

One of them is Presidential Regulation Number 97 of 2017 which targets 100% waste management by 2025 with details of 30% waste reduction and 70% waste handling. In addition, Government Regulation Number 81 of 2012 regulates the 3R principle (Reduce, Reuse, Recycle), while Government Regulation Number 27 of 2020 focuses on specific waste management, including hazardous waste and waste from disasters. Waste management financing is also supported through the APBN and APBD, as well as providing incentives for affected communities. This community service report aims to help utilize "used goods" in increasing the competitiveness of management-based businesses for beginners and gain benefits from their existence in the online environment. The context of this service involves all functionaries of the North Meruya, West Jakarta. People around the world are busy with online shopping activities, many markets have recorded sales that are many times greater. In practice, every item sent in the form of a package will be wrapped in plastic or cardboard. According to a report from Greenpeace (a global environmental organization and non-governmental organization), the packaging materials produced around 9.4 million tons of packaging waste. The waste problem in Indonesia is no longer a foreign thing. Lately, the waste problem which is increasing day by day has become a topic of conversation that attracts the attention of every group. The waste problem has become a daily problem for the Indonesian people. Various types of waste have colored every corner of our view. Waste is a serious problem that must be handled immediately. However, waste still piles up and causes inconvenience to the surrounding community. Therefore, as an alternative way, I tried to utilize unused beverage packaging cardboard into a unique wall decoration with high selling value. Carrying out community service activities regarding used waste is a challenge for our implementing team. The activities we carry out are Human Resource Development in Family Environment in Waste Management: New Competitive Business Direction in North Meruya, West Jakarta, West Jakarta and socialize the utilization of household waste by making crafts from used goods. Later, residents, especially Karang Taruna can start making creative items from used goods, the activity will last a full day on February 17, 2025.

Keywords: 3R Principle, Human Resources Management, Family Economy, Innovation Creation, North Meruya.

1. INTRODUCTION

Amidst rapid population growth and urbanization, Indonesia faces major challenges in waste management. Based on data from the National Waste Management Information System (SIPSN) of the Ministry of Environment and Forestry (KLHK), in 2024, 274 districts/cities reported total waste generation reaching 27.74 million tons per year. Of that amount, 65.71% or around 13.9 million tons have been managed adequately, while 34.29% or around 7.2 million tons have not been managed optimally. The Indonesian government has shown its commitment through various policies to improve waste management. One of them is Presidential Regulation Number 97 of 2017 which targets 100% waste management by 2025 with details of 30% waste reduction and 70% waste handling. In addition, Government Regulation Number 81 of 2012 regulates the 3R principle (Reduce, Reuse, Recycle), while Government Regulation Number 27 of 2020 focuses on specific waste management, including hazardous waste and waste from disasters. Waste management financing is also supported through the APBN and APBD, as well as providing incentives for affected communities. Indonesia produces 64 million tons of waste annually, based on data from the Ministry of Environment and Forestry (KLHK), the composition of waste in Indonesia is dominated by 60% organic waste, plastic waste is in second place at 14%, the rest is rubber, paper, and other waste. Composition of Waste in Indonesia. The main source of organic waste is generated from households at 36%. Furthermore, markets and commerce contribute 38% of waste and the remaining 26% comes from areas, offices and public facilities, (Soelton et al., 2023; Asih et al., 2023; Harwani et al., 2023).

Seeing the large amount of organic waste produced by the community and its impact on the environment, proper processing is needed so that organic waste can be resolved properly. The problem of waste has become a daily meal for the Indonesian people. Therefore, as an alternative, I tried to utilize unused beverage packaging cardboard into a

unique wall decoration with high sales value. (Vizano et al., 2023; Yuliantini et al., 2023; Ramli et al., 2023). This is in line with the Ministry of Environment and Forestry (KLHK) in creating the National Waste Sorting Movement Program from Home. By starting with simple things in our daily lives, namely sorting waste starting from each home (domestic waste), the aim is to protect the earth from damage due to improper waste management. Another thing that can be done is through real actions and deeds to change the mindset, lifestyle and culture among the community to manage waste better in order to maintain the sustainability of family life and economy (Asih et al., 2023; Saratian et al., 2023; Arief et al., 2023).

The way we view ourselves and the world around us influences our ability to dream and achieve (Soelton et al., 2021; Ramli et al., 2021). In today's innovation economy, where needs and opportunities evolve more quickly and smoothly than ever before, our young people need a mindset that equips them to recognize opportunities, take initiative, and innovate in the face of challenges (Vizano et al., 2022; Saratian et al., 2022; Asih et al., 2022). Academics have developed frameworks to describe this fundamental entrepreneurial mindset, drawing on deep experience in teaching entrepreneurship to students. An entrepreneurial mindset is a set of skills that enables people to identify and make the most of opportunities, overcome and learn from setbacks, and succeed in a variety of situations. According to, Ramli et al., (2022); Soelton et al., (2020); Astini et al., (2022); Research shows that an entrepreneurial mindset is valued by entrepreneurs, increases educational attainment and performance, and is critical to creating new businesses.

Therefore, as an alternative way, I tried to use unused drink packaging cardboard into a unique wall decoration with high selling value. Carrying out community service activities regarding used waste is very challenging for our implementation team. We also adapt the form of activity to the needs and desires of the thirst for information related to processing domestic waste into added value. Awareness of processing domestic waste into things of greater value and can increase the family's economic coffers in difficult times like today. Our activity is to socialize the use of domestic waste, apart from being able to process it into craft innovations, to support the Urban MSME Community service activities took place all day on February 17, 2025 at one of the RPTRA Meruya Utara, West Jakarta

The feasibility of a business product is seen through an analysis of the environment that caused the business product to be established. Through the analysis that has been carried out, a very common problem arises, namely the problem of waste. The problem of waste in Indonesia is no longer a public secret. Lately, the problem of waste that is increasing day by day has become a topic of discussion that has attracted the attention of all groups. The problem of waste has become a daily meal for the people of Indonesia. Therefore, as an alternative way, I tried to utilize unused beverage packaging cardboard into a unique wall decoration with high selling value. At this time we often find used cardboard packaging for drinks or packages and it is very disturbing, my innovation is to make or process used cardboard waste into something interesting and to prevent the accumulation of used cardboard waste.

What preparations are needed for the preparation of materials and tools? ; How and in detail is the process of making crafts? ; What are the benefits of making crafts? ; In terms of financial ability, how much capital is spent?

Activity Objectives, The main objective of this community service activity is to provide education and training to residents of Kembangan Utara Village, West Jakarta, namely: Raising public awareness to maintain environmental cleanliness; Increasing public understanding and knowledge regarding waste processing.; Increasing public understanding and knowledge regarding creating used goods waste.

Scope of problem, Community-based waste management is carried out by community members themselves. They make decisions related to their own lives and will be appropriate (Vizano et al., 2023; Yuliantini et al., 2023; Ramli et al., 2023; Suryani, 2014). Waste management is all activities carried out to handle waste from its generation to its final disposal. In general, waste management activities include: controlling waste generation, waste collection, transportation, processing and final disposal (Asih et al., 2023; Saratian et al., 2023; Arief et al., 2023; Suryani, 2014).

2. METHOD

implementation and monitoring stages. Following are the details of the steps that must be taken: The target of this activity is the implementation method used in this activity in the form of training. Participants are invited to come to the meeting with the agreed schedule. Community service activities aimed at residents of the Community service activities took place all day on February 17, 2025 at one of the RPTRA Meruya Utara, West Jakarta, from 08.30 to 13.00, with a total of 66 participants, have the following objectives: a. Able to create and grow awareness of product innovation. B. Able to increase the value of sales volume. C. Able to develop relationships in the wider sales chain. D. Motivated managerial and entrepreneurial skills. In more detail, the following is the sequence of further community service activities that must be carried out, namely:

1. The preparation stage is carried out before the activity and handed over to the partner group is; (a) preparation of extension and training programs Development of extension and training programs so that the activities carried out are more organized and focused. This program covers all technical, managerial and schedule issues, (b) management modules including technical assistance, ongoing handling and counseling, and (c) preparation of

training facilities and infrastructure. These preparations include, among other things, providing training and counseling facilities and infrastructure, as well as (d) field coordination.

2. Implementation stages include: This training is expected to be implemented comprehensively and continuously to ensure community partners really understand and master treatment independently and this group is the parent/core group which will then be formed by cadres in their respective areas.
3. Evaluation, monitoring and evaluation stages. Supervision is carried out intensively by the implementing team for each activity to ensure that the implementation of the activity can go according to plan. Evaluation is carried out in line with monitoring, so that if there are problems they are immediately resolved. Evaluation is carried out at each stage of the activity, while the evaluation design contains a description of how and when the evaluation will be carried out, criteria, indicators of goal achievement, and benchmarks used to declare the success of the activity carried out. Guiding partners to continue providing consistent supervision and maximizing existing MSMEs centers to improve partner performance and support government programs in empowering MSMEs communities.

3. RESULTS AND DISCUSSION

Results

Implementation of PKM Activities for the 2024-2025 academic year

Integrated marketing communication strategy activities in achieving business sustainability are carried out to help participants understand the importance of integrated marketing communication strategies to support the business/enterprise being run. The training materials are divided into 3 parts as follows:

Part 1: Background of the phenomenon that occurred. Part 2: Introducing the definition of integrated marketing communications, types of marketing communications, the purpose of improving integrated marketing communications, and how to improve integrated marketing communications as a guide for participants to be able to understand more deeply about the importance of building integrated marketing communications. Part 3: Conclusion of the material.

2. Explanation of training materials.

Part 1: Background of the phenomenon that occurred.

In the midst of the economic conditions that have not fully recovered, people's purchasing power is still declining, many people are then pursuing their own businesses, coupled with the ease of digital marketing, many new entrepreneurs have emerged. The number of new entrepreneurs who compete closely with existing entrepreneurs plus the declining purchasing power of the community certainly makes people more selective in buying a product. There is a tendency that consumers will choose products that are well known through experience using the product or based on continuous marketing communications carried out by marketers.

Part 2: Definition and strategies of integrated marketing communications

According to Kotler & Keller (2016), integrated marketing communications is a concept where companies integrate and coordinate various communication channels to send clear, consistent, and persuasive messages about the company and its products. In the development of a rapidly changing marketing communications environment, marketing communications through advertising are not the only or even the most important in forming brand equity and driving sales, but through a marketing communications mix that is implemented in an integrated manner can increase equity and drive sales, even with the expansion of this communication can reach a wider market and be able to form brand equity and product sales.

Integrated marketing communications can be carried out with the following strategies, namely: Advertising, which is all paid forms of promoting ideas, goods or services on social media, print media, etc.; Sales promotion, various activities carried out to encourage the purchase of goods or services (exhibitions, bazaars, etc.); Events and experiences, company-sponsored activities and programs designed to create daily interactions or interactions related to a particular brand (music festival events, charity events, sports, etc.); Public relations and publicity, various programs designed to promote or protect the image of the company or its individual products (seminars, community relations). ; Direct Marketing and Interactive Marketing, online activities and programs designed to engage customers or prospects directly or indirectly to increase awareness, improve image, or create sales of goods and services (use of telephone, e-mail, or the internet to communicate directly by requesting responses or dialogue from specific customers and prospects).; Personal Selling, face-to-face interaction with one or more prospective buyers for the purpose of making presentations, answering questions, and procuring orders.

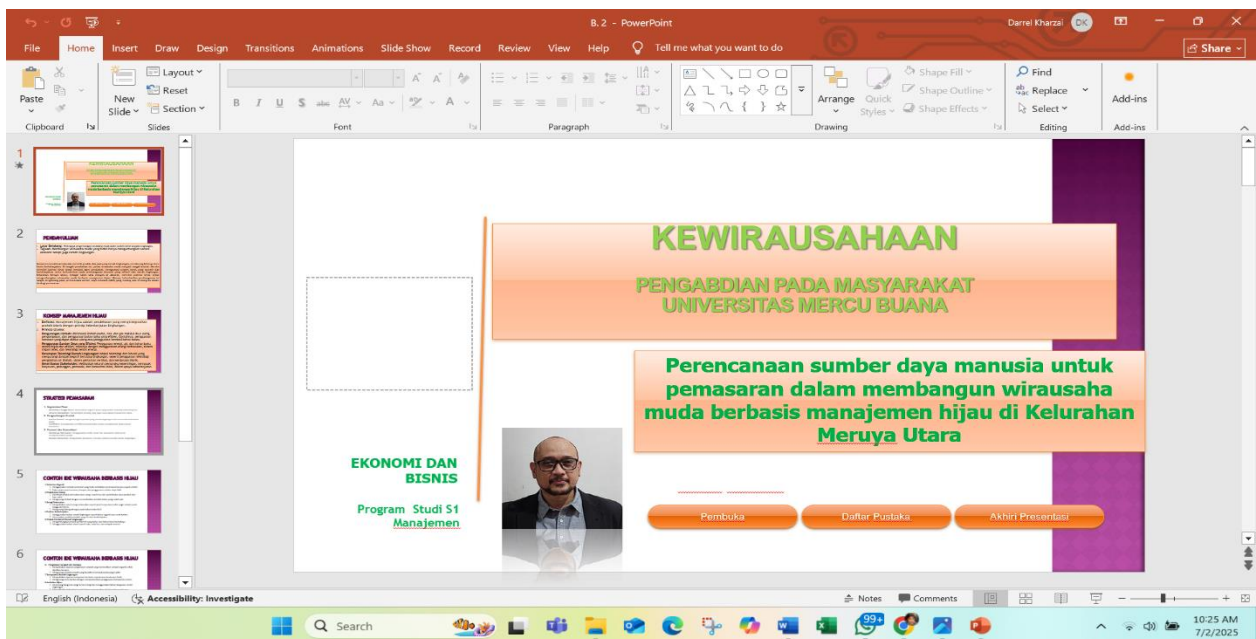
In this section, the conclusion or summary of the entire material that has been given is explained. The conclusion is: Integrated Marketing Communication is a business strategy process in managing relationships with consumers, the essence of which is to drive brand value.; Marketing communication improves closer relationships between companies (through their goods/services) and their consumers where integrated marketing communication leads to the development and maintenance of good and harmonious customer relationships with the company.; Marketing

communication can convince consumers to remain loyal and try the company's innovations.; The overall effect is that the company enjoys increased profit margins which is the only reason the company carries out its functions.

Evaluation of the results and explanation of their relationship to learning and external achievements

- a) The activity of providing material on "Integrated marketing communication strategy training in achieving business sustainability" was packaged in a face-to-face seminar and counseling event in the Community Service Program with the theme "Development of MSME Management to achieve Business Sustainability and Environmental Sustainability" Community service activities took place all day on February 17, 2025 at one of the RPTRA Meruya Utara, West Jakarta from 08.30 to 13.00, with a total of 66 participants.
 - b) The activity was successful, when the material was given the participants followed enthusiastically.
 - c) After the material was provided, the activity continued with a question and answer session.
 - d) After attending the training, participants gain soft skills related to the importance of brand awareness building strategies and are also required to fill out a questionnaire to determine participants' understanding of the material provided.
 - e) The material provided at this event is related to the Marketing Management course.
1. Outcomes are: PKM Journal, mass media publications, PKM video results related to teaching, and IPR.





Activities Documentation, 2025

4. CONCLUSION

Conclusion

The UMB community service program was held in Community service activities took place all day on February 17, 2025 at one of the RPTRA Meruya Utara, West Jakarta from 08.30 to 13.00, with a total of 66 participants. It was carried out well and successfully. According to the participants, this program was very useful because the resource person could convey the material in simple sentences so it was easy to understand. The material discussed by the speakers was training on the Concept of Expanding Product Innovation for the MSME group so that they have a competitive advantage and added value and can participate in protecting the environment.

Recommendation

Recommendations for the results of community service activities can be given as follows: a) continuous training activities are needed so that mentoring can run more optimally. b) mentoring activities are needed for participants who can take advantage of the routine schedule of community activities at North Meruya West Jakarta.

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