PROPOSED WASTE MANAGEMENT CONCEPT FOR EQUATEFOLE'S CORPORATE SOCIAL RESPONSIBILITY PROGRAM IN PANGALENGAN

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Abstract

The most essential part of a cycle is a monitoring and evaluation program. Monitoring helps us to assess the position of program implementation and evaluation to help us measure the performance of our work. Secondly it helps organizations to improve performance and speed of application programs. Equafole is a profitable company that is managed by students SBM-ITB II level as a form of learning how to do business. The company is engaged in the sale of products that focus go green activity. Until now, Equafole has implemented the program for a year and kept walking. Many companies that have development programs and requires an evaluation and monitoring to improve the company's performance. In this final project, the writer wants to give some recommendations for Equafole concepts. The recommended program is generated through consideration of habits and perceptions. This final will be a guideline for improved performance.

Keywords: Monitoring, Evaluation, Equafole, Community Service, students social responsibility, go green activity

Introduction

Waste management is a way to reduce the environmental impact as well as a social issue. Waste management is often seen as merely a technical issues that are solved by technology approach. However, in fact technological solutions still cannot solve the problem from the the source. Public awareness and honesty are something that are fundamental to solve problems of waste and the environment. Many people are aware of the state of the environment but not honest with themselves to always keep and care for the environment harmoniously. Real action is the right step in tackling waste, because most people are aware of the state of the environment but does not perform or concrete action steps to dispose and manage waste properly.

Methodology

A. Observation
Observation is the scan of phenomenon that can be seen directly as a complement to the data obtained. This method used in order to get data that can describe the social situation. This observation used also for grapping the people's behavior as social phenomenon and find out the pattern of their behavior and analyze the guidelines. The state of society is always bound to the context of space and time so that observations would be very useful for capturing social phenomena at current time. Observations made by observing the daily activities of the community, economic activities (production, distribution, and consumption) of the community, biophysical state of the study area, and activities community development agents. This observation was assisted by notes.

B. Interview
Interviews are used to seek information or oral opinion of the informant by conducting interviews face to face and directly with that person. Informant divided into two categories; key informant and regular informant. Key informants are people who master general

information of society and become active speakers. Usually be respected or recognizes its existence. Regular informant were locals as agents of social condition in the regions concerned can be categorized based in the obtained status as a category of sex, age, occupation, social level, etc. Differences in the status of the offender will result indifferences in perception and understanding of social phenomena caused by the sentiment status. Interviews were conducted against the company is considered to provide an in-depth information about impact and result of waste management concept in Desa Pangalengan.

C.   Secondary Data
Secondary data collected included demographic data, educational and health facilities, land use and types of livelihoods, are obtained from the Equafole's CSR report. The main sources of secondary data derived from archival village consisting of a profile or village monograph.

Background Information

A. Equafole
Equafole Industries established as implementation of Integrated Business Experience (IBE) in SBM ITB. As the annual business project, Equafole Industries was founded in the 6th of IBE. This company consists of 33 great students from tutorial class of 2012 2E School of Business and Management Institut Teknologi Bandung.

B. CSR
As cited from USAID, Corporate Social Responsibility (CSR) generally refers to business operational that considers about ethical values, compliance of legal requirements, and respect or care for people, communities, and environment. Companies are responsible to their impact and waste towards people and planet. "People" refers to company's stakeholder (employees, customers, business partners, investors, etc. CSR also referred as "corporate citizenship" which means that a company should be a "good neighbor" within its host community.

C.   Waste Management
Eva Pongrácz, Paul S. Phillips, and Riitta L. Keiski (n.d) stated "The Theory of Waste Management is a unified body of knowledge about waste and waste management, and it is founded on the expectation that waste management is to prevent waste to cause harm to human health and the environment and promote resource use optimization." They also stated that waste management should be adjusted under the paradigm of Industrial Ecology that is adaptable to minimize waste and and resource use.

Conclusion and Recommendation

A. Conclusion
The in every phase of our live, the first thing to do is set a purpose of your act. In organization it calls vision. The vision itself it must contain some variable: specific, measureable, attainable, realistic, and time boundaries. The vision must be clear before it is translated into mission that will be the path to achieve the vision. Mission will be break down into actionable plan that have performance indicators so at the end of the program it can be a measured the progress and result.

The mission is to implement a comprehensive waste management program in Pangalengan village, so the local villager can process their own waste and also get a benefit from the waste. The first step of implementation is to create a program socialization to the village opinion leader, which purpose is to make socialization process easier to wider spread of villager. The next step is socialization to other villager. It's because the program will be runned as a community program, so the involvement of every household is highly needed. Then the next step is program implementation. In this research there are two kind of program, the first is strategic waste management and community based composting. The strategic plan is for the long term where the participation of the 3rd party stakeholder might be needed. But the second is more like a do-it-yourself program which can be implemented in short time. Then the last step is monitoring, evaluating, and re-adjusting, where there will be a regular monitoring and evaluating process so the implemented program will run efficiently and beneficially.

The strategic waste management plan consist of:
- Waste minimization with the aim is to reduce the waste application by using

more efficient production technologies. The activity implemented as; using less material to produce a product; creating durable products; waste evasion; using less harmful substances.

- Waste re-use is the activity to use for the second time or more the product for the same purpose or different purpose with the same properties of the material as the first use. In the implementation, this is more like the education to the villager, to make a new habit of re-using stuff they dont use anymore. So the lifetime of the product will be longer, which mean the reduce of waste in overall process.

- Waste recycle mean the reprocessing in a production process of waste materials for the original or other purpose. This step also can be implemented in a small-scale activity, like a home industy that recycle waste stuff into a economically beneficial product.

- Waste incineration considered as the second least preferred waste management which can still be implemented for a certain type of waste. This process will destruct the waste that hard to be processed in the previous step, and also hard to be decomposed by nature. This step can be done by the participation from the 3rd party stakeholder.

Waste disposal is the land to put the unprocessed waste for a certain of time in order to wait for further process. This step is the last preferred choice because its the most inefficient way of waste management and the most harmful step. But still it can be implemented, with condition of the participation of local government in making a certain area as a waste land.

B.Recommendation

The conclusion above come with several recommendation for the Pangalengan community and the CSR acting committee:

- The planning step should be done thoroughly so it can reduce the obstacles in the implementation

process. For example, by creating an observer from the acting committee who invite a 3rd party advisor from professional, for example from Walhi or Greenpeace Indonesia. The advisor position is to make sure the planning process has considered many aspect including risk analysis and feasibility study of the plan

- It is very important and vital to get the support from local villager. So the acting committee should remember to communicate all of the program and plan to the local villager, and also engage them emotionally so they can also understand the need and urgency of this waste management plan. With the help of local villager, the implementation process should become easier too because it mean creating an initiative of the people to get involve in the program implementeation.

- In implementing the plan, either the strategic or the community based, always use Plan-Do-Check-Act steps. With those step, every program implementation will have and incremental improvement because every plan that has been implemented will be check and re-adjust in order to get a better results.

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