

## UTILIZATION OF WASTE PAPER THROUGH RECYCLING AND ENTREPRENEURIAL SPIRIT DEVELOPMENT

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**Abstract** - The problem of waste becomes homework for all levels of society where production increases every year so that alternative solutions are needed in an effort to handle it. The research was conducted in Mojokerto City in 2021 with interviews and direct research in the field. Paper waste is obtained from scraps of paper left over from several photocopying businesses. There are several product creations that are socialized to have a commercial selling value. The product can be sold and generate income. Socialization is aimed at the community among teenagers. From the results of the study, it can be seen that the community enthusiastically learns to process and utilize paper waste as an effort to recycle waste. This has an impact on contributing to protecting the environment and empowering people to have an entrepreneurial spirit.

**Keywords:** recycled products, paper waste, environmental conservation, entrepreneurship.

### INTRODUCTION

The waste problem will always exist and become the main topic in environmental conservation efforts. The problem of waste and environmental hygiene often has a negative impact on the surrounding community. Some people view that garbage is only waste from human activities that are no longer useful and its existence is often considered to disturb the aesthetics of the environment and pollute the environment. Therefore, it is natural for people to think that waste is associated with dirt and must be disposed of (Djaelani, 2021).

Waste should be segregated and utilized so that it has economic value that can be commercialized. This is like what happened to the activities carried out by garbage scavengers. They collect, collect and classify certain types of waste which are then sold to industries which can re-manage them into certain products. Furthermore, with the value of benefits for the developed industrial community, it is called the waste recycling industry.

This waste recycling business is expected to provide economic opportunities for the community (Handayani et al., 2021). The potential of this business can provide income depending on the level of seriousness in waste management. Recycling is a process to change used goods into new goods with more value, with the aim of turning waste into something more useful, there are benefits that can also help preserve nature.

One form of waste is paper waste from photocopying businesses. Inorganic waste from paper is relatively not dirty and disgusting. It can be recycled. Although limited in number but to be able to produce a variety of products that are worth selling. Raw, this waste can also be sold directly even under certain conditions.

Entrepreneurial intentions can arise from efforts to recycle waste paper. This study was conducted to examine the feasibility aspect of the effort. Opportunities and ways to realize a real business with paper waste can be observed and socialized to the public. The assessment of whether the business is feasible or not must be based on several aspects ranging from market, management, technical, financial and social aspects of the community.

### RESEARCH METHODS

This research is qualitative research with case study method. The case study approach focuses on a case intensively and in detail. From the results of observations and data analysis, it will be known according to the feasibility aspect. Researchers directly collect data from the field and make direct observations at related locations. In addition, direct interviews were conducted with several respondents who had received socialization on how to recycle paper waste and had produced snake-recycled products that could benefit the community and have commercial value.

Interviews were conducted using guidelines, but their use was not as strict as structured interviews, still listing issues that needed to be covered without specifying the order of questions. The interview guide is used to remind the researcher about the aspects that will be asked, as well as a checklist on the aspects that have been discussed or stated. The data needed in this study includes the responses of respondents in the youth group in the city of Mojokerto.

From the results of data collection, an analysis will be carried out on the assessment of some of the most important aspects and are considered influential in the business feasibility study. where the assessment of the market aspect will include the total market potential and market share of the business. from the technical aspect in the form of the production process carried out, the maximum production capacity, the need for resources and raw materials.

Presentation of data is done by compiling data in a pattern that is interrelated according to the concepts and theories used and then interpreted in narrative form so that it is easy to understand to be able to draw a conclusion. While conclusions are drawn based on all the data that has been obtained. From the data that has been presented and then sharpened, conclusions are drawn according to the focus on the problem in more detail and clearly become final conclusions so that they can provide information to answer research problems.

## RESULTS AND DISCUSSIONS

The results of this study contain data related to answers to questions that include an overview of the paper waste business. There are several things that will be analyzed in this study, namely related to market aspects in the context of establishing this paper recycling business, namely the target market that becomes the reference as market potential data or market share to be addressed. An analysis was also carried out on the opportunities of this paper waste recycling business so that it can be seen how far this business can survive in the future. The most important thing is also an analysis of the financial potential or financial aspects and the economic and social potential of the business.

### a. Total Market Potential Analysis

Calculating the total market potential aims to determine to what extent the maximum limit of a market's ability to absorb products. In calculating the total market potential, data on the number of target market groups in Mojokerto City is used. According to the Regulation of the Minister of Health of the Republic of Indonesia Number 25 of 2014, adolescents are in the age range of 10-18 years and according to the Population and Family Planning Agency (BKKBN) the age range of adolescents is 10-24 years and unmarried. The data obtained based on 2015 data obtained a population of 33,394 who in 2021 will be in the range of 10-24 years. This data is not accurate because it has not been influenced by the addition of the immigrant population or the number of deaths. The data comes from the Central Bureau of Statistics of the City of Mojokerto. This is a potential market that can be achieved from paper waste business for the target market of youth groups. There is an opportunity to get a good response from the market towards paper recycling business. The large market potential is also a big consideration for business actors to assess the feasibility of a business (Khayru, 2021).

### b. Marketing Strategy Analysis

Marketing strategy is one of the spearheads of a business, where the right and right marketing strategy will make the business strong and what is targeted can be achieved every year. The strategy that can be done to the community through promotion and socialization of recycled paper products can be seen as a fairly effective way (Fared, 2021). Social media such as Instagram, Facebook, and Tik Tok can be used as a means of promotion (Retnowati & Mardikaningsih, 2021). An example of a marketing strategy that can be applied to support the quality improvement is to distribute it to customers by utilizing a well-known shipping service that specifically handles paper deliveries so as to further expedite the delivery process and the costs incurred are not too large because they have fostered good cooperation. long term nature. In addition, setting prices that can be affordable in the community by considering existing competitors and can be an opportunity because price issues are one of the considerations for the community or customers to buy and order products (Darmawan & Gatheru, 2021). Product quality must be improved with neat workmanship techniques and maintained in shipping. Product creation requires better innovation and creativity so that the products produced are more varied. There are efforts to optimize sales by providing services not only to people who subscribe but other general public who are subscribed to become consumers even though they are not regular customers. From the analysis of the market aspect, it can be seen that the total market potential and market share. The public's response to recycled paper products is also increasing, especially if it is supported by a better marketing strategy.

### c. Financial Aspect Analysis

From the financial aspect, it can be seen that the average initial capital does not require large capital. Henceforth, it is possible to cooperate with other parties, in this case the investors or to seek assistance from the banking sector or the regional government such as the Sanitation Service.

### d. Socio-Economic Aspect Analysis

From the socio-economic aspect, the positive impact received by the community and local government is greater than the negative impact. Profits are mostly used as a source of income. Based on the analysis of these various aspects and supported by sensitivity analysis, the paper recycling business investment plan in the Mojokerto City area can meet the demand for recycled paper and is feasible to be used as an alternative business for the community for at least the next five years.

### e. Human Resource Management Analysis

Management of Human Resources involved in this waste recycling business is a very important part. Cooperation with all related parties must run well and be coordinated on an ongoing basis. Likewise, the training process in order to produce quality and diverse products. The training is aimed primarily at the production process that requires its own skills in terms of waste management, because not all actors are able to carry out this task (Mardikaningsih & Putra, 2021). HR management aims to equip knowledge, skills, and mental attitudes as well as to achieve professional human resources at work.

## f. Obstacles for Businessmen

The obstacle in realizing ideas into reality is feeling unsure about doing so because they do not have entrepreneurship experience. There is a thought of failure so there is a fear of starting. There is also a time constraint because at the beginning of the experiment a high level of involvement is required, starting from finding raw materials until the raw materials are ready to be processed into products. Obstacles to realizing ideas into real businesses can be overcome by having a strong desire driven by economic pressure, as well as having the knowledge and abilities so that they can practice and carry out initial experiments that produce results (Mardikaningsih & Arifin, 2021). Creative and innovative to always do something new, this can be done by adding product varieties, producing other types or making products that are not yet on the market.

## CONCLUSIONS

From the results of data processing and analysis that has been carried out, it can be concluded that this paper recycling business is feasible to be developed by looking at the following results:

- a. From the market aspect, the total market potential of the paper recycling business is that the market potential for each year always increases. From the results of the analysis of the total market potential, it can be said that the business is feasible to develop
- b. From the analysis of the marketing strategy used in the company that has been running, it can be said that the community's response to this paper recycling business is very good so that the formation of small and medium paper recycling businesses is feasible to be implemented. This business is feasible and becomes a great opportunity as an alternative business development.
- c. Judging from the financial aspect, this is the case where the initial funds are not too large and are considered capable of running this business and have great opportunities to get capital injections from investors.
- d. From the socio-economic aspect, it can also be said that the paper recycling business is very feasible to develop because it has a positive impact on the community's economy because it is an alternative to minimizing urban waste and providing income which will become a source of income for the surrounding community.
- e. From the aspect of human resources, it can be concluded that in this waste recycling business, skilled and expert human resources are needed in the waste management system because it is related to the production process which is not easy to produce products that are ready to be marketed, and after being studied it is considered feasible to continue.
- f. Various obstacles to realizing the idea into a real business can be faced with a strong desire and entrepreneurial intention as well as having the knowledge and abilities so that they can realize this business. The source of opportunity as a form of development is by imitating other people's businesses whose information is obtained from internet media. To turn this opportunity into a real business is to ensure the availability of sustainable raw materials through cooperation with several parties, and the most important thing is yourself, namely with will, belief, perseverance and never give up, as well as in-depth knowledge of the business that will be carried out to be able to achieve success. practice it well in order to produce products according to market tastes.

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