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## **The Organizational Development Strategy of a Waste Bank at Bank Sampah Regensi by Using SWOT Analysis**

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### **Abstract**

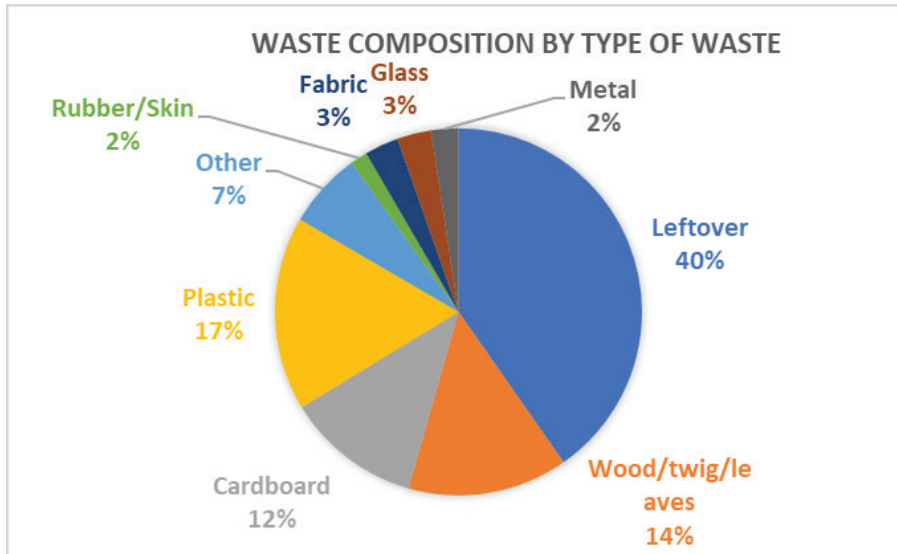
*Waste is still one of the factors of environmental pollution. The rate of increase in waste every year increases without the addition of TPS. Along with the confirmation of the Corona virus and many community activities are done from home, such as shopping and online selling activities. Without realizing it, these activities cause new waste, such as tape, bubble wrap, and plastic wrap. Waste reduction and management can be done through waste banks. As in Cisoka Indah Regensi Housing, there is a Bank Sampah Regensi. The Bank Sampah Regensi is run by teenagers in RT.03 RW.06. Where their average age is still a student. This study aims to identify the weaknesses, strengths, opportunities and threats of the Bank Sampah Regensi and provide recommendations for the best strategies that the Bank Sampah Regensi can take for the development of the Bank Sampah Regensi organization. This research is a qualitative descriptive research with descriptive analysis techniques and quantitative SWOT of IFAS and EFAS. The sampling technique uses purposive sampling. The results of this study show that the Regence Waste Bank is in quadrant I, meaning that the organization is in a strong position and has the opportunity. The recommended strategy is to support aggressive policies (growth oriented strategy), namely: sensitivity training, team building, and management by objective. As well as the Strengths-Opportunity strategy and the Weakness-Opportunity strategy.*

**Keywords:** SWOT Analysis, Waste Bank, Organization

### **INTRODUCTION**

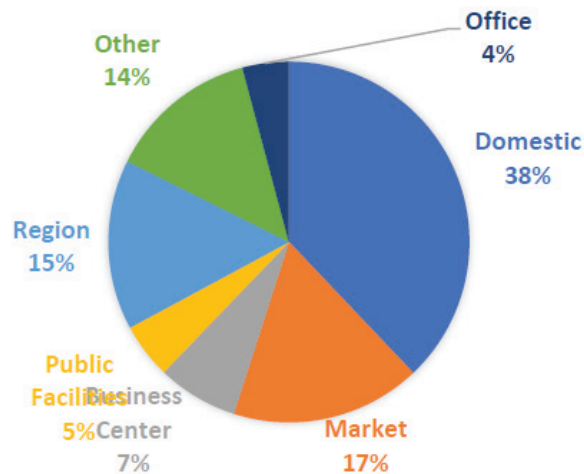
Waste is still a problem in every country, including Indonesia. Garbage pollutes not only the soil, but also water, in this case seas, lakes and rivers. Ferronato and Torreta (2019) said, the main environmental impacts detectable are: visual impacts, air contamination, odors, and green-house gasses emission, vectors of diseases, surface water and groundwater pollution. Waste

is the rest of human daily activities and or natural processes in solid form (UU No.18 Tahun 2008 Pasal 1 Ayat 1). In various parts of the world including Indonesia, waste is still one of the factors of environmental pollution. Based on data from the Ministry of Environment and Forestry (KLH), Indonesia produced 33.1 million tons of waste in 2020 with various waste compositions as follows:



**Chart 1.** Waste composition graph by type of waste  
Source: Ministry of Environment and Forestry (2020)

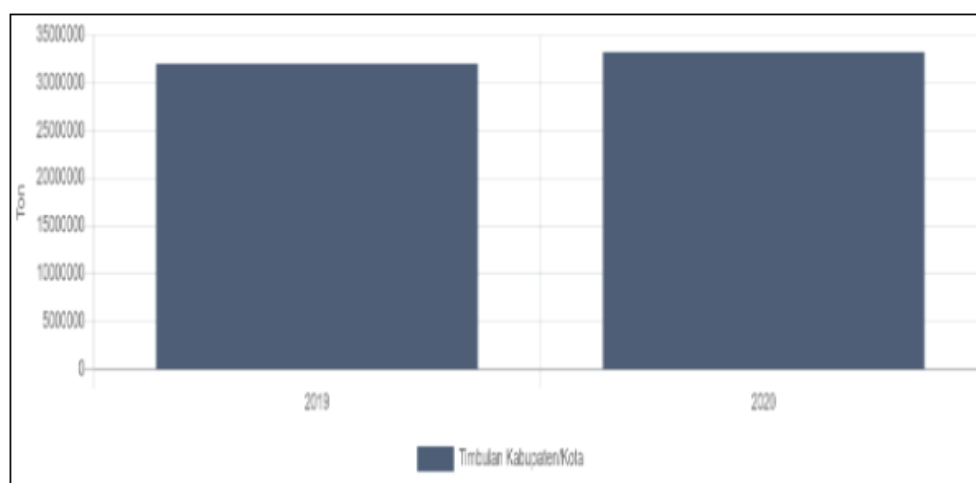
**WASTE COMPOSITION BASED ON WASTE SOURCE**



**Chart 2.** Graph of waste composition by source of waste  
Source: Ministry of Environment and Forestry (2020)

From the data above, the waste that has been managed is 59.3 percent with a total of 19,655,777.48 million tons of waste and the unmanaged is 40.64 percent with a total of 13,457,500.21 million tons of waste. Of the waste data that has been managed, 13.55 percent have been waste reduction processes and 45.8 percent have waste handling processes.

The amount of waste generated in 2019 was 32 million tons of waste. There was an increase of 1 million tons of waste in 2020. If you look at the comparison picture above, there is likely to be more increase every year. The increase in waste generation, which is large and not accompanied by the addition of TPS, will only make the mountains of waste higher and it is feared that it



**Figure 1.** Comparison picture of national waste generation  
 Source: Ministry of Environment and Forestry (2020)

will cause new problems in the community.

One of the causes of the increase in the amount of waste in Indonesia is online shopping. In March 2020 when the Corona Virus was confirmed, the government made a policy to stay at 'Rumah Saja' and every company in accordance with the government's direction to implement WFH (Work From Home). In addition, many public places are under lockdown such as: malls, schools, markets and houses of worship. This is one of the underlying things that underlies many people who sell online and shop online, without realizing it, these activities cause a lot of new waste such as: tape, plastic wrapping and bubble wrap.

This is also the case in the Cisoka Indah Regensi Housing area. Because, many public places are in lockdown, many residents decide to shop online. Apart from the lockdown, the price factor and availability of goods are one of the reasons for citizens to shop online. And unwittingly the quantity of garbage increases. If left like this, it will pollute the cisoka indah regensi housing environment. There needs to be efforts to reduce waste in the Cisoka Indah Regensi Housing environment as well as efforts to reduce waste in the environment around us. Efforts to reduce waste can be done by managing and processing waste. Good, proper, and waste management and processing, and reuse waste is one of the efforts to reduce the quantity of waste. Waste

management and processing can provide added value so that waste can be turned into something useful (Ahmadi et al, 2021). In the Regulation of the Minister of Environment and Forestry of the Republic of Indonesia No.14 of 2021, waste management includes: waste reduction and waste handling. Waste that was originally disposed of directly or sold to collectors, can now be sorted and collected in a Waste Bank community. According to the Regulation of the Minister of Environment and Forestry of the Republic of Indonesia No.14 of 2021, the Waste Bank is a facility to manage waste with the 3R principle (reduce, reuse, and recycle), as a means of education, changes in waste management behavior, and the implementation of a circular economy, which is formed and managed by the community, business entities, and or the government.

Waste Bank is a system of collective dry waste management by encouraging the community to play an active role in it. The system accommodates, sorts and distributes waste of economic value to the market so that people get economic benefits from saving waste (Riswana et al, 2018) and one of the alternatives to invite residents to care about waste with a household-based waste management system (Halid et al, 2022). The purpose of the waste bank is to reduce waste from its source by educating the community; creating a livable environment and area that is

livable clean beautifully safe green; reducing psychiatric diseases in the community; increasing the economic added value of its members through its derivative businesses; creating harmony among citizens; and creating confidence in their environment (Sekarningrum et al, 2017).

In the Cisoka Indah Regensi Housing area, there is a Unit Waste Bank. Unit Waste Bank is a Waste Bank whose service area includes administrative areas at the level of neighboring pillars, community harmony, urban village or villages or other designations (Permen LHK RI No.14 of 2021). This Waste Bank is called 'Bank Sampah Regensi', a Waste Bank that manages household waste from residents of Cisoka Indah Regensi Housing RT.03 RW.06.

The Bank Sampah Regensi is managed by a group of Karang Taruna teenagers RT.03 RW.06 who are still students on average, and under the supervision of the Chairman of RT.03. Seeing this management, waste management in the Bank Sampah Regensi is still simple, the waste collected only in sorting has not been there until the recycling stage. Seeing this, a breakthrough must be made in the waste bank organization environment. Because if a breakthrough is not made, the waste bank may not develop. A good and thriving organization can bring progress to its community. According to Gitosudarmo and Sudita (2016) Organization is a system consisting of patterns of cooperative activities that are carried out regularly and repeatedly by a group to achieve a goal. Organizations play an important role in training interpersonal cooperation, training for discipline, and developing abilities. In management, organization is one of the important functions of carrying out management. Elements of management will not be useful if one of its functions, namely the organization does not exist. And other management functions such as: implementation functions, coordination functions, and supervisory functions will not be able to be implemented if there are no organizational functions in management.

Every organization has goals to be achieved. To achieve this goal, each organization has a different organizational strategy. Sobirin (2019) said, "Organizational strategy is a management tool just like any other management tool that is deliberately designed so that the organization can achieve long-term goals as part of achieving the vision and mission of the organization". The right organizational strategy can bring change and development to the organization. Organizational strategy is also important for the organization of waste banks. Because it functions as a waste bank organizational management tool to achieve the vision, mission, goals and ideals of the waste bank along with the development of the waste bank organization.

Organizational development is a process related to a series of systematic change planning carried out continuously by the organization (Gitosudarmo and Sudita, 2016). Organizational development includes changes in attitudes, perceptions, and behaviors due to environmental factors. As in the era of digitalization, waste bank organizations inevitably have to keep up with the changing times for the development of a better waste bank organization. For example, in the past, if everyone's information was collected by conveying messages between people per person, now by utilizing a chat application, it can convey information to everyone.

SWOT analysis compares external factors, namely opportunities and threats with internal factors, that is, strengths and weaknesses. SWOT analysis is not an analysis that can provide a way out, but a SWOT analysis is an analytical tool that is able to show a description of the situation that is being faced and that may occur in a company or organization and SWOT analysis can be used in various ways to help with strategy analysis (Raharja, 2016). With a SWOT analysis, it is hoped that it can help a company and organization to determine its priority level. In SWOT analysis there will be a possibility of four alternative cell strategies. Below are the tables in shaping the SWOT matrix:

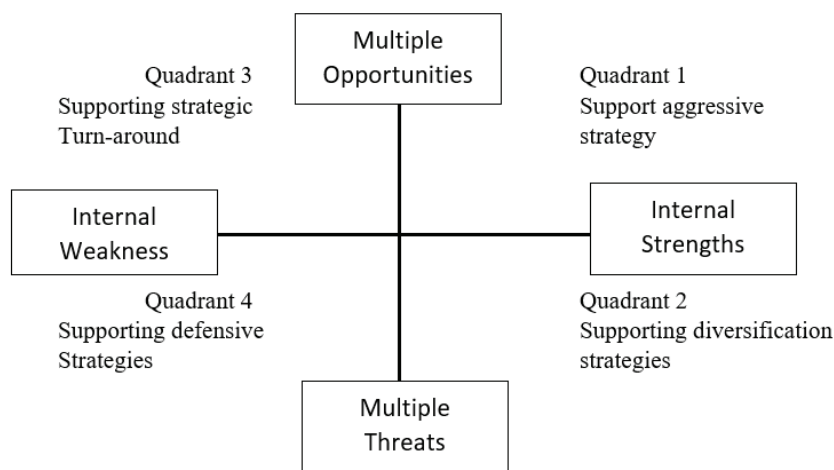
**Table 1.** SWOT matrix

	SW	Strengths	Weakness
<b>OT</b>			
Opportunity		<b>S-O Strategy</b> Using powers to capitalize on opportunities	<b>W-O Strategy</b> Creates a strategy that minimizes weakness to capitalize on opportunities
Threats		<b>S-T Strategy</b> Create a strategy that USES force to deal with threats	<b>W-T Strategy</b> Create a strategy that minimizes weakness and avoids threats

In a data analysis using SWOT analysis, it was finally formulated an appropriate strategy for an organization or company. Below is a SWOT diagram used in determining organizational or corporate development strategies.

the Aggressive Strategy cell. Meanwhile, through the results of the preparation of the SWOT matrix, there are eleven alternative strategies that can be applied by the Garuda Wastu Lestari Waste Bank.

The priority of strategy selection that can



**Figure 2.** SWOT diagram

Several studies have been conducted previously in determining management strategies, developing waste banks and some of them using SWOT analysis. Namely, a study conducted by Anggreni Putri (2018), with the research title "Analysis of The Business Development Strategy of Garuda Wastu Lestari Waste Bank". The results of the study, namely the SWOT analysis diagram, showed that the company was in cell 1, namely in

be done by looking at the company's position in the current business competition is the S-O (Strenght-Opportunity) Strategy, utilizing the strengths it has to seize existing opportunities. Thus the priority of the right effort to be made is: 1) maintaining and improving the quality of the services produced; 2) maintain and improve good relations with workers, customers; and relevant institutions or agencies; 3) maintain and

improve promotional and socialization activities; and 4) increase cooperation and waste bank networks. Furthermore, research from Linda et al (2017), with the research title "Waste Bank Development Strategy in Depok Region". The results of the analysis of EFE and IFE waste banks show that this activity has the potential to grow and develop while consistently carrying out ongoing activities, having business planning and waste bank development goals, expanding network relationships or networking with outside parties and penetrating and developing markets to encourage sales of waste processing products.

As a result of researchers' observations, the Bank Sampah Regensi can still develop by starting development within its organization. The average management is still a student, waste bank activities are very good for their education, as well as education for residents of Cisoka Indah Regensi Housing RT.03 RW.06. However, if you look at those who are still students, of course, many of them are busy with individual activities, this has a direct effect on waste bank activities. In addition, if you look at the development of today's increasingly modern era, many young people spend their time with games, this is a threat to the youth who manage the Bank Sampah Regensi if they cannot limit their interaction with games. From the above phenomenon, the researcher conducted research on the Regensi Waste Bank organization using a SWOT analysis (Strength, Weakness, Opportunity, Threats) to examine the weaknesses, strengths, opportunities and threats of developing the Regence Waste Bank organization. So this research is entitled "Strategy for Developing Waste Bank Organization in Bank Sampah Regensi using SWOT Analysis".

## METHODS

The location of this study is the Bank Sampah Regensi located in the Cisoka Indah Regensi Housing RT.003 RW.006, Cisoka, Kab. Tangerang. The sampling technique in this study was to use purposive sampling. With the following criteria: have knowledge and understanding of the Bank Sampah Regensi. Become part of the management (organization) of the Bank Sampah

Regensi, and willing to be a resource person. The number of samples consisted of five respondents. Two guys from the organization, three guys from the Bank Sampah Regensi customers.

Data collection techniques in this study, using interview techniques, questionnaires and documentation. This research is a qualitative research with the analytical techniques used, namely descriptive and quantitative SWOT analysis. A SWOT analysis is an evaluation of overall strengths, weaknesses, opportunities, and threats (Shamadiyah, 2017). SWOT analysis is one of the analyses that has been widely used by organizations, companies, and government institutions (Sari et al, 2021). In detail, the aspects of the question asked are related to internal conditions (strengths, weaknesses) external conditions (opportunities, threats) of the Bank Sampah Regensi, overall the details of the data submitted can be seen in table 3 to table 6.

This SWOT analysis is based on the assumption that an effective strategy is derived from a good "fit" between external internal situations (Anggreni, 2018) and is based on logic that can maximize to kuatan and opportunities and simultaneously can minimize weaknesses and threats (Suhelipi et al, 2020; Wahyuni, 2020). Quantitative SWOT analysis is carried out using the IFAS (Internal Factors Analysis Summary) matrix and the EFAS (External Factors Analysis Summary) matrix.

## RESULTS

Based on the results of the research that has been carried out, the following are the results of interviews with respondents and results based on documentation at the research location: The Bank Sampah Regensi Mechanism Waste Sorting, the sorted waste is waste that still has economic value. The waste is sorted starting from each customer's home, or can also be sorted when in a waste bank, then grouped according to type and stored in a separate container. Such as, paper or cardboard waste, plastic, cans, and so on.

Disaggregated waste is deposited into the waste bank, the waste that has been collected by the customer in their respective homes, can

be deposited into the waste bank for weighing. The waste is weighed, before weighing, residents who come with the garbage to be weighed must register first, then after that wait for the queue process. If it is already at the time when he is called, his garbage begins to be weighed. the litter is then weighed per each type. The implementation of weighing and determining the type of waste is carried out directly by the buyer of the waste or collector. In general, the minimum weight of waste of each type is 0.5 kg, if it is still less than 0.5 kg, it is urged to be collected again or if indeed the customer is willing or agrees, the waste will still be weighed with the provision that it is calculated with the lowest waste value.

Recording, customer waste that has been weighed is then converted to the value or price of waste of each type, added up in total and recorded into a passbook. Customers are given a passbook, the money from weighing waste is not given in cash but is stored in savings. The types of Savings provided to the Customer are: (1) Regular Savings, taken every 3 (three) months; (2) Education Savings can be disbursed every 6 (six) months; (3) Religious Holiday Savings, disbursed once every 1 (one) year; (4) Social or Environmental Savings, savings are considered as infak or alms so that for this type of savings the customer is not allowed to take the money.

For this type of savings, waste banks will be used for environmental activities and social activities around the waste bank environment. The weighted waste is carried by the seller, all the waste from the community that has been weighed is directly transported by the buyer of the garbage / stall / collector, so there is no need to need a

shelter. Or if there is a warehouse, the waste can be stored in advance in the warehouse in order to sort and clean the waste to get a higher selling value from the seller or it can also wait for the selling price to the seller to be high.

### **Analysis of Internal factors and External Factors**

The EFAS (External Factors Analysis Summary) and IFAS (Internal Factors Analysis Summary) assessments are the result of distributing questionnaires to administrators and customers of Bank Sampah Regensi. Where the questionnaire is in accordance with the current state of the Bank Sampah Regensi which is obtained from the interview results and then sorted into the SWOT factor. The following respondents in the data collection:

1. Respondents 1: Mr. Sumarno (47 years old / Chairman of the household 03 / The Bank Sampah Regensi builder).
2. Respondents 2: Intan (18 years old / Private employees / Vice chairman of the Bank Sampah Regensi).
3. Respondents 3: Mrs. Imas (41 years old / Housewives / Customer of Bank Sampah Regensi).
4. Respondents 4: Mrs. Rosmiatai (47 years old / Private employees / Customer of Bank Sampah Regensi).
5. Respondents 5: Mr. Abu Bakar (49 years old / Entrepreneurship / Customer of Bank Sampah Regensi).

Based on the results of interviews with speakers, internal and external factors of the Waste Bank were obtained as follows:

**Table 2.** Table of internal and external factors

<b>Strengths (S)</b>	<b>Weakness (W)</b>
<p>1) The designed organizational structure is in accordance with the tasks, functions and responsibilities.</p> <p>2) The Bank Sampah Regensi aims to change the mindset of the community in managing waste and the environment.</p> <p>3) Have a vision and mission</p> <p>4) The services provided by the Bank Sampah Regensi make it very easy for customers.</p> <p>5) Officers / managers are compact in waste management.</p> <p>6) Communication between managers / administrators is well established.</p> <p>7) The Bank Sampah Regensi Managers can divide time between waste bank activities and personal interests.</p>	<p>1) Do not yet have products from waste management.</p> <p>2) It has not utilized social media optimally as a medium for socializing waste bank activities.</p> <p>3) Ups and downs, the spirit of Bank Sampah Regensi managers in waste bank activities.</p> <p>4) There has not been too much training and seminar for members of the Bank Sampah Regensi.</p>
<b>Opportunity (O)</b>	<b>Threat (T)</b>
<p>1) Providing the community with the opportunity to be able to save money by collecting waste that has economic value.</p> <p>2) There is support from the local government that supports waste bank activities.</p> <p>3) There is a cooperation program with other parties in waste management operations.</p> <p>4) There is a ability to change people's behavior in managing waste.</p> <p>5) There is a contribution from the community in helping activities at the Bank Sampah Regensi.</p> <p>6) Have several ways of educating the public.</p>	<p>1) The use of technology has not been optimal.</p> <p>2) Lack of public interest in becoming customers of the Bank Sampah Regensi..</p> <p>3) Price fluctuations from the collectors affect the finances of the Bank Sampah Regensi.</p>



**Table 3.** Variables and strength indicators

No.	Variable	Weakness (W)
1	Organizational Structure	The designed organizational structure is in accordance with the duties, functions and responsibilities
2	Organizational Objectives	The Bank Sampah Regensi aims to change the mindset of the community in managing waste and the environment.
3	Vision and Mission of the Organization	The Bank Sampah Regensi has a clear vision and mission.
4	Service to customers	The services provided by the Bank Sampah Regensi make it very easy for customers.
5	Officer cohesiveness	Officers / managers are compact in waste management.
6	Communication between members	Communication between managers / administrators is well established.
7	Time management	The Bank Sampah Regensi Managers can divide time between waste bank activities and personal interests

**Table 4.** Variables and indicators of weakness

No.	Variable	Weakness (W)
1	Management results (products)	Do not yet have products from waste management.
2	Utilization of social media	Have not utilized social media optimally as a medium for socialization.
3	Enthusiasm of waste bank managers	Ups and downs, the spirit of Bank Sampah Regensi managers in waste bank activities.
4	Training activities and seminars	There has not been too much training and seminar for members of the Bank Sampah Regensi.

**Table 5.** Variables and indicators of opportunity

No.	Variable	Weakness (W)
1	Opportunities for the community	Providing the community with the opportunity to be able to save money by collecting waste that has economic value.
2	Support from the government	There is support from the local government that supports waste bank activities.
3	Cooperation with other parties	The existence of a cooperation program with other parties in waste management operations
4	Changes in people's behavior	There is a ability to change people's behavior in managing waste.
5	Support from the community	There is a contribution from the community in helping activities at the Bank Sampah Regensi.
6	Education for the public	Have several ways of educating the public.

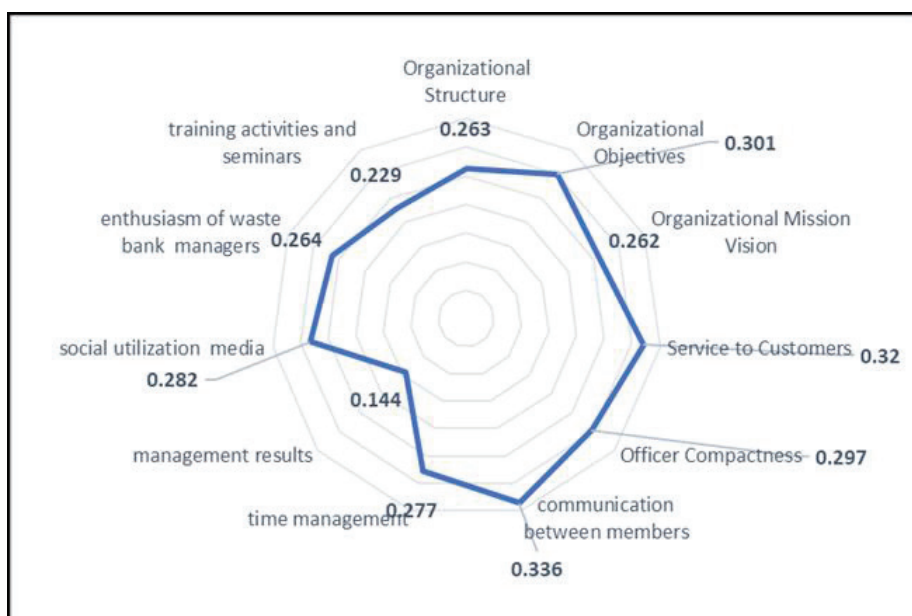
**Table 6.** Variables and indicators of threat

No.	Variable	Weakness (W)
1	Technology utilization	The use of technology has not been optimal.
2	Lack of enthusiasm of the people	Lack of public interest in becoming a customer of the Bank Sampah Regensi.
3	Price fluctuations	Price fluctuations from the collectors affect the finances of the Bank Sampah Regensi.

## DISCUSSION

To be able to develop an organizational development strategy for the Bank Sampah Regensi, it is necessary to have processing on the IFAS (Internal Factors Analysis Summary) and EFAS (External Factors Analysis Summary) matrices to find out the position of the organization. The following results of processing the IFAS and EFAS matrix are presented in the radar diagram:

Based on the diagram above, it is known that the main strength of the Bank Sampah Regensi is in the communication variable between members with a score of 0.336 and the main weakness of the Bank Sampah Regensi is in the variable of management results (products) where the Bank Sampah Regensi does not yet have a product from waste management results with a score of 0.144. The final result of internal factors with the IFAS



**Figure 3.** IFAS matrix radar diagram

matrix is with a total score of  $> 2.50$  which is 2.97 which indicates that strength is greater than weakness, or internal factors are quite strong.

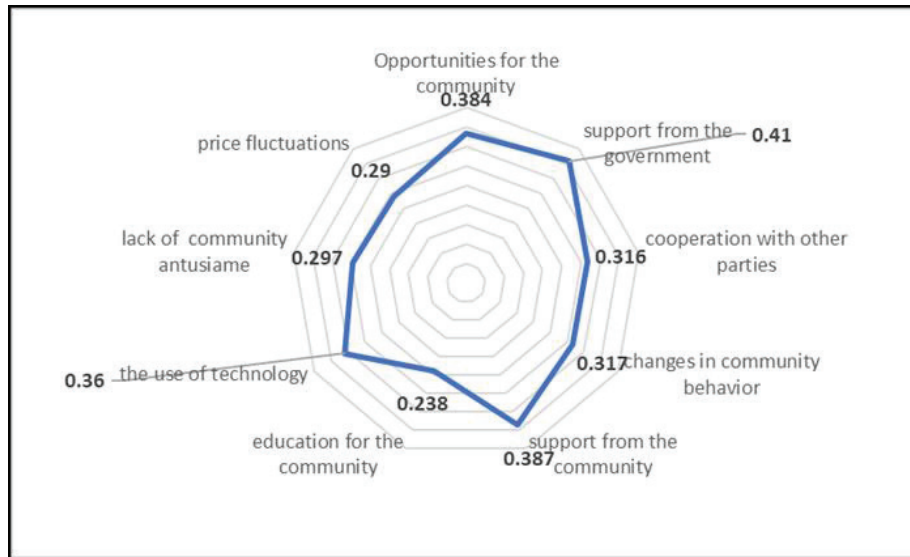


Figure 4. EFAS matrix radar diagram

The support of the local government in waste bank activities is the biggest opportunity with a score of 0.410 and fluctuations in the price of buying and selling waste from collectors are very threatening factors with a score of 0.290. The end result of external factors with the EFAS matrix is with a total score of 3,000 indicating that the chances are greater than the threat.

Based on the analysis of internal and external factors that have been obtained and processed using the IFAS (Internal Factors Analysis

Summary) matrix and the EFAS (External Factors Analysis Summary) matrix. Thus, the total score of each factor is obtained, as follows: for the strength value (Strength / S) of 2.056, for the weakness value (Weakness / W) of 0.918, so that the value of  $S-W (X) = 1.137$  is obtained. For the opportunity value (Opportunity/O) of 2.052, for the value (Threats/T) of 0.948, so the  $O-T (Y)$  value = 1.104 is obtained. Thus obtained the coordinate point X,Y at the position of the point (1.137 ; 1.104) and depicted in the following SWOT diagram:

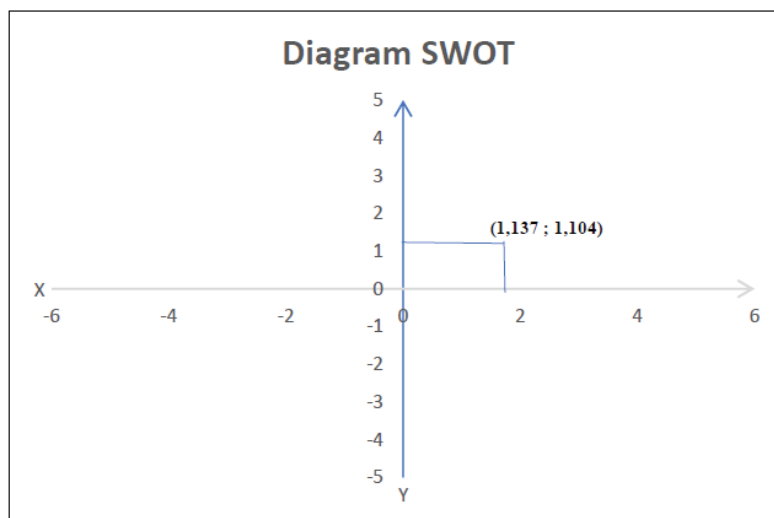


Figure 5. SWOT diagram

Based on the SWOT diagram image above, it shows that the position of the organization is in quadrant I which shows that the organization has a strong position and has the opportunity. The strategy recommendations given are to support aggressive policies (growth oriented strategy) meaning that the organization is in a prime and good position, so that it is possible for the organization to continue to develop. This strategy is actually not a new strategy, as several previous studies from the results of his research suggest the same thing. As in the research conducted by Khoirunnisa et al (2020) with the title "Strategy for Developing a Village Office Service Information System Using SWOT Analysis (Case Study of Sukabungah City Village London)". With the results of the study, the object of study is in quadrant I.1

In this study, organization to be precise the Bank Sampah Regensi can implement aggressive strategies such as the following:

1. Strategies that can be used by Bank Sampah Regensi can be started from the internal organization first. Such as doing sensitivity training strategies or techniques, understanding and improving work on the behavior of organizational members and their impact on others. Such as evaluating each completed activity of all members and seeing its progress

in the environment or in the community. Or by distributing questionnaires to waste bank customers or the public about satisfaction with the performance of the Bank Sampah Regensi members.

2. Team building strategies can also be applied in organizational development. By discussing the problem of waste bank performance issues with all members, finding a way out, improving performance (evaluation) and implemented, so that the waste bank can gradually develop.
3. Management by objective strategy can also be applied, here the leadership or coach at the Bank Sampah Regensi with other members work together to establish and achieve the organizational goals of the waste bank, then implemented and after that conduct an evaluation.

### **SWOT Matrix Analysis**

The SWOT matrix is a tool for managers to determine the strategies taken by the organization based on the conditions of internal and external factors that the organization currently has (Riyanto, et al 2021). After identifying the internal and external factors of the waste bank organization, a model of strategy formulation is then created as shown below:

**Table 6.** Variables and indicators of threat

<b>Internal</b>	<b>Strength (S)</b>	<b>Weakness (W)</b>
	<ol style="list-style-type: none"> <li>1. The designed organizational structure is in accordance with the tasks, functions and responsibilities.</li> <li>2. The Bank Sampah Regensi aims to change the mindset of the community in managing waste and the environment.</li> <li>3. The Bank Sampah Regensi has a clear vision and mission.</li> <li>4. The services provided by the Bank Sampah Regensi make it very easy for customers.</li> <li>5. Officers / managers are compact in waste management.</li> <li>6. Communication between managers / administrators is well established.</li> <li>7. The Bank Sampah Regensi Managers can divide time between waste bank activities and personal interests</li> </ol>	<ol style="list-style-type: none"> <li>1. Do not yet have products from waste management.</li> <li>2. Have not utilized social media optimally as a medium for socialization.</li> <li>3. Ups and downs, the spirit of regensi the Bank Sampah Regensi managers in waste bank activities.</li> <li>4. There has not been too much training and seminar for members of the Bank Sampah Regensi.</li> </ol>
<b>Externa</b>	<b>S-O Strategy</b>	<b>W-O Strategy</b>
<b>Opportunity (O)</b>	<b>S-O Strategy</b>	<b>W-O Strategy</b>
<ol style="list-style-type: none"> <li>1. Providing the community with the opportunity to be able to save money by collecting waste that has economic value.</li> <li>2. There is support from the local government that supports waste bank activities.</li> <li>3. There is a cooperation program with other parties in waste management operations.</li> <li>4. There is a ability to change people's behavior in managing waste.</li> <li>5. There is a contribution from the community in helping activities at the Bank Sampah Regensi.</li> <li>6. Have several ways of educating the public.</li> </ol>	<ol style="list-style-type: none"> <li>1. The existence of a vision, mission of the organization and a clear goal to change the mindset of the community, the Bank Sampah Regensi must use all its methods to educate the public. (S2, S3, O6)</li> </ol>	<ol style="list-style-type: none"> <li>1. Make products from the results of waste management, cooperate or collaborate with the government or with other parties. (W1, O2, O3)</li> <li>2. The existence of social media, which is now favored by many people, must be used more as a socialization media, and public education about waste, waste management, and about waste banks. (W2, O6)</li> <li>3. Administrators or managers should more often seek information about seminars and training from the government or information from social media.</li> </ol>

Threat (T)	S-T Strategy	W-T Strategy
1. The use of technology has not been optimal.	1. Improve services to waste bank customers by utilizing technology to the fullest to make it more effective and efficient.	1. Creating products by utilizing technology as additional income apart from selling waste to collectors.
2. Lack of public interest in becoming a customer of the Bank Sampah Regensi.	(S4, O1)	(W1, T1, T3)
3. Price fluctuations from the collectors affect the finances of the Bank Sampah Regensi.		

From the SWOT matrix table above, it can be concluded several strategies that can be carried out as follows:

#### Matrix Analysis SWOT Strategy SO

In this condition, it is a good position where the organization can use all its strength to take advantage of the opportunity as much as possible. So that the organization can develop the organization with all the advantages it has. There are several strategies that can be done:

- The Bank Sampah Regensi already has a clear vision, mission and clear goals, namely to change the mindset of the community, change the mindset of the community towards waste management. So, the Regensi Waste Bank can use all the methods it has to further educate the public again.

#### ST Strategy SWOT Matrix Analysis

In this condition is how to use the overall force to overcome any threats from the outside. Here are the strategies that can be done:

- The Bank Sampah Regensi officers must be more able to improve services to customers by utilizing technology to the fullest, so that services in waste banks are more effective and efficient.

#### SWOT Matrix Analysis WO Strategy

In this condition, it is a condition where the organization corrects weaknesses by taking advantage of all the opportunities that the organization has. The following strategies can be used:

1. The Bank Sampah Regensi must make or produce products from waste management, waste banks can collaborate with the government or other parties (such as: companies) to produce a product.

2. The rapid development of the internet, gave rise to many social media platforms. Not all social media contains negative things, we will get positive things depending on how we use them. This social media platform must be utilized optimally by waste bank managers as a medium for socialization, education about waste, waste management, and waste banks to the community.
3. To get training or seminars on waste management and waste banks for all members or officers, managers must be active to be able to use social media platforms to find about seminars and training and ask for information from the government that supports waste bank activities.

#### SWOT Matrix Analysis WT Strategy

This strategy can also be referred to as a defensive strategy by overcoming or reducing weaknesses to avoid threats. Here are the strategies that can be done:

- Creating products by utilizing technology as additional income for waste banks in addition to relying on prices from collectors.

## CONCLUSION

Based on the SWOT quadrant matrix, the Bank Sampah Regensi is in quadrant I, which supports aggressive policies (growth oriented strategy). Strategies that can be used for the development of the Bank Sampah Regensi organization are 1) organizational development strategies sensitivity training, team building, and management by objective. 2) SO Strategy; Regensi Waste Bank can use all its methods to educate the public so that their goals can be achieved. 3) WO Strategy; Turn oriented strategy, namely collaborating,

collaborating with the government or other parties in making products from the results of waste management. More use of social media as an educational medium, socialization about waste, waste management and about waste banks. Administrators or managers should more often seek information on seminars, training on waste banks, waste management from the government or from social media.

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