

COMMUNITY EMPOWERMENT IN THE MANAGEMENT OF WASTE BANK AS CAPITAL INVESTMENT IN THE CAPITAL MARKET

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Abstract

Lang-Lang Village is located in Singosari District, Malang Regency, which is experiencing problems in terms of waste management. Garbage in the village is piling up, so there needs to be more land to accommodate large amounts of garbage. Therefore, there is a need for waste management to reduce waste. People who can sort waste and the availability of a waste bank will reduce waste problems. Besides, people will also get income from collecting sorted waste. The community will also learn how to recycle waste into valuable products and market through social media, which will be guided through digital marketing training. Part of the community's income from waste management will be invested in the capital market in collaboration with Indo Premier Sekuritas. Investment in the post-covid-19 period is expected to be able to encourage Indonesia's economic recovery.

Keywords: Garbage, Waste Bank, Capital Market Investment.

INTRODUCTION

Background

The impact of Covid-19 has made the Indonesian people very concerned. The economy is an essential factor in human life. The cause of the current low economic growth in Indonesia is the decline in public interest in consumption and investment, both in the household and government spheres. Indonesia's post-covid-19 economic recovery cannot entirely depend on government spending. The investment brings its benefits in the future as a form of investment whose results can be seen within a certain period (Tambunan, 2020). Stock investment can start from goods the public underestimated, namely plastic waste, which is very difficult to decompose. Most people think that waste is a problem, even though the waste will increase every day without knowing about holidays (A. P. Syafitri, 2020). According to Suwerda (2012: 9), everyday waste is generated by families or households. The use of plastic and paper waste must be prioritized before there is a detrimental impact on the community. A waste bank is a place for managing waste and depositing a certain amount of waste that is formed based on the decision of the local community to accommodate the waste that has economic value and is saved up to a certain amount and time, then exchanged for a certain amount of money. Garbage banks provide several benefits to society. Lang-Lang Village, Singosari District, Malang Regency, is our target village with many potentials, and there are problems regarding waste management. Even though regular waste-burning activities have been carried out, this still needs to minimize waste. Only a few people have businesses. Unfortunately, the people of Langlang Village still need to implement digital marketing in their businesses according to the times. Therefore, it is essential to have a Holistic Village Development and Empowerment Program (PHP2D) entitled "Community Empowerment in Waste Bank Management as Investment Capital in the Capital Market."

Partner Problems

The results of the interviews and observations we conducted with residents of Langlang Village, Singosari District, Malang Regency, who were involved in waste management and found it difficult to manage waste. Villagers even feel that waste does not provide added value. Meanwhile, villagers feel they need more funds to invest. For this reason, various partner problems have been identified as follows: 1. What is the procedure for community empowerment in managing plastic and paper waste using a waste bank for residents of Lang-Lang Village as investment capital in the capital market? 2. How to increase the knowledge of the people of Lang-Lang Village regarding

the importance of investing by using plastic and paper waste as capital for investing in the capital market? 3. How to improve the skills of the people of Lang-Lang Village in optimizing digital marketing to market recycled products from plastic and paper waste for investment capital in the capital market?

Activity Purpose

Based on the formulation of the problem described above, the purpose of this community service activity: 1. So that the residents of Lang-Lang Village know and understand the procedures for community empowerment in managing plastic and paper waste using a waste bank for investment capital in the capital market. 2. Increasing the knowledge of the Lang-Lang Village community about the importance of investing by using plastic and paper waste as capital for investment in the capital market. 3. Improve the skills of the Lang-Lang Village community in optimizing digital marketing to market recycled products from plastic and paper waste for investment capital in the capital market.

Activity Benefits

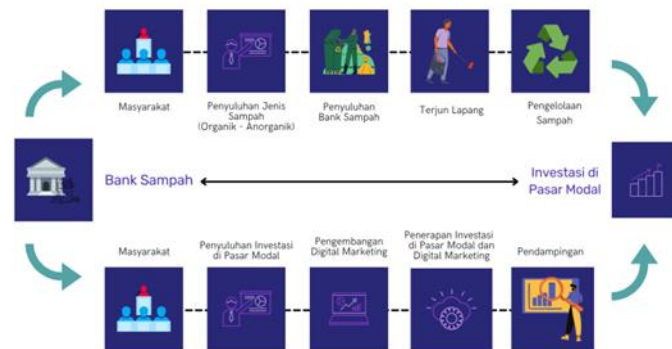
This Community Service Activity is expected to provide benefits, including 1. Benefits for the people of Lang-Lang Village can increase their knowledge about the importance of investment, environmental hygiene, and digital marketing so that they can support life, the economy, and additional income to alleviate poverty through investment in the capital market. 2. The benefit for tertiary institutions is to receive material for evaluating the extent to which the educational curriculum that has been implemented can be implemented and to obtain social networks with Lang-Lang Village so that they can work together in further activities. 3. The benefits for students can apply the knowledge gained in college and test their ability to apply the knowledge they have to serve the Lang-lang Singosari village community.

IMPLEMENTATION METHOD

The implementation of "Community Empowerment in the Management of Waste Banks as Capital Market Investment" in Lang-Lang Village, Singosari, Malang, East Java, is carried out using the field research method, which is a research carried out systematically by raising data or facts in the field (Suharismi & Arikunto, 1995). The main methods in carrying out this activity are counseling,

training, waste bank management practices, digital marketing innovation practices for recycled waste products, and investment practices in the capital market. The people in the village who are the main target of activities are the women of PKK RW 03 Lang-lang Village.

Community empowerment activities in waste bank management as investment capital in the capital market focus on providing education, training, and implementing waste bank management, which will be used as investment capital in the capital market (C. Syafitri, 2021). The activity will be carried out for approximately six months in 2021. The activity is carried out by implementing the Health protocol. The stages of implementing the activities have been described in a structured manner so that the activities can run well and on time. The method of implementing activities that describe the stages is described in the following roadmap:



RESULTS AND DISCUSSION OF ACTIVITIES

Results 1. The results of the implementation of the extension program for types of waste, the community can know and understand related to the management of types of waste. 2. Start distributing trash bags to the public as a container for collecting waste. 3. The PHP2D team is divided into several groups for garbage collection. 4. We re-sort the waste to be sold to the waste bank. The results will be distributed to residents, and a portion of the proceeds will be set aside for investment activities. 5. Implementation of waste recycling. Processing waste into various crafts that are interesting and worth selling. 6. Furthermore, for the products from waste recycling, we provide material provision in the form of digital marketing counseling. 7. The sale of waste produces results that we use as capital for investment activities. 8. The outcome of the PHP2D program is an investment in the capital market through PT Indopremier securities.

Discussion of Activities

1. Initial Survey

This initial activity surveyed the environmental conditions in the target area.



Survei Awal Kegiatan PHP2D

2. Problem Identification From the social side of Lang-Lang Village, there are still people who experience social problems, namely poverty.



3. Socialization and Coordination with the Target Audience Conduct socialization with the people of Lang-Lang Village on August 3, 2021.



4. Implementation of the Socialization of Waste Types and Waste Banks At this stage, the target is PKK RW women. 03 Lang-Lang Village on August 28, 2021. Distribution of garbage bags to residents on September 15, 2021.



5. Implementation of Inorganic Waste Collection At this stage, our team went from house to house picking up trash. This activity will be held from September 18, 2021, to November 27, 2021.



6. Implementation of Waste Recycling Management At this stage, waste recycling management is carried out. This activity was carried out on October 27, 2021.



7. Implementation of Digital Marketing Socialization

At this stage, digital marketing socialization is carried out. This activity was carried out on November 12, 2021.



8. Implementation of Investment Dissemination

The basic investment introduction will be held on November 15, 2021, and investment training which includes open account investment and practice will be held on November 18, 2021.



9. Community Investment Practices in the Capital Market

At this stage, the community already has their own responsibilities to sort and manage waste to carry out the direct practice of investing in the capital market accompanied by the php2d team.



CONCLUSIONS AND RECOMMENDATIONS

Conclusion Based on the results of the service that has been done, it can be concluded as follows: 1. The community knows and understands the types of organic and inorganic waste 2. The community knows and can manage waste recycling based on its type 3. The community knows and understands the implementation of digital marketing for recycled products 4. The community knows and understands the implementation of investment in the capital market Limitations The limitations in this service are as follows: 1. The diversity of community backgrounds which results in the need for a long time to socialize the work program 2. The difficulty socializing with residents is due to time constraints between residents 3—limited land for recycling waste management Suggestion 1. For further dedication, increasing the number of sharing sessions is recommended before carrying out the work program 2. For further dedication, it is recommended to find the right time so the whole community can participate in the series of activities being carried out 3. For further dedication, it is recommended to prepare and communicate with village officials, so there is a policy related to waste recycling management land.

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