

**Household Waste Management Strategy in Segobang Village,  
Slick District, Banyuwangi Regency  
(Case Study of the Rukun Tani Gapoktan in Segobang Village)**

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**ABSTRACT**

Household waste is a problem that is being faced by the Banyuwangi Regency Government, this is because household waste can cause various problems such as skin, dysentery, flooding, air pollution and others, so it needs proper handling to reduce household waste in Banyuwangi Regency. This study aims to analyze internal and external factors to formulate a household waste management strategy in Segobang Village, Licin District, Banyuwangi Regency. The method used in this research is the evaluation of internal and external factors which are analyzed using SWOT to design strategies, while alternative strategies are generated based on priorities using the Quantitative Strategic Planning Matrix (QSPM). The results showed that there were 8 (eight) alternative strategies that could be used to develop household waste management in Licin District, Banyuwangi Regency, namely: 1) knowing the village party related to the formation of the Waste Bank Program, 2) conducting special training for the community on waste separation and processing. , 3) formulate a policy on sanctions for people who do not care about waste, 4) produce organic fertilizer, 5) increase discipline and awareness of paying waste retribution, 6) add garbage collectors as the Waste Bank Program runs, 7) conduct socialization about 3 R (Reduce, Reuse, Recycle) is scheduled 2 (two) times a month, and 8) strengthen village policies and regulations on waste disposal, waste separation and waste management.

Keywords: Waste Management, SWOT, Banyuwangi Regency