JOURNAL OF WORLD SCIENCE
https://jws.rivierapublishing.id/index.php/jws
**Volume 2 No. 5 May 2023**
P-ISSN: 2828-8726
E-ISSN: 2828-9307

# IMPLEMENTING SERVICE SCIENCE PERSPECTIVE WITH ADAPTING SOP AS A GROWTH STRATEGY TO EXPAND MARKET B2B IN F&B SECTOR IN BANDUNG

**Karin Winda Lestari[1], Santi Novani[2]**
Institut Teknologi Bandung, Jawa Barat, Indonesia

karin_winda@sbm-itb.ac.id[1], snovani@sbm-itb.ac.id[2]

**ABSTRACT**
Law of the Republic of Indonesia No. 18 of 2008 concerning Waste Management states that waste management needs to be carried out in a comprehensive and integrated manner from upstream to downstream in order to have a positive impact on the economy, public health, and the environment. Garbage has become a big issue on a national scale without good rules and guidelines. The purpose of this study is to provide SOPs in a circular economy with a service science perspective as a growth strategy for NYAMPIH, a waste logistics management start-up. The object of research is food and beverage businesses in Bandung, such as coffee shops, restaurants, and hotels. This study uses a qualitative approach by observing and interviewing a total of 8 respondents who have the position of manager and business cleaning division. The primary data used is NYAMPIH operations with company documents and literature reviews as well as summaries and thoughts from various sources to support this research. The results of this study are that the F&B sector is still experiencing difficulties in managing its waste because there are no regulations or guidelines that can be implemented properly by the industry due to the limited authority given and no responsibility given from superiors, the waste management and selection processes are not supported by infrastructure now. This research has implications for creating a circular economy scheme for organic and non-organic waste that results in more sustainable economic growth.

**Keywords:** waste management, standard operating procedure, circular economy, food and beverage, service science, value co-creation

Corresponding Author: Karin Winda Lestari
E-mail: karin_winda@sbm-itb.ac.id

## INTRODUCTION

According to Republic of Indonesia Law No. 18 of 2008 About Waste Management, trash has become a problem at the national level, necessitating management that is comprehensive and integrated from upstream to downstream in order to provide positive benefits for the economy, public health, and a friendly environment (Indonesia, n.d.). Equally important is a paradigm shift within the community regarding waste (Kurniawan et al., 2021). In the author's field of view, trash is a sign of human civilization. It is now impossible to avoid producing garbage from human activities due to consumption habits and product supporters (Castano Garcia et al., 2021). The demands of urban life and the scarcity of space for landfills (processing sites) have altered human behavior in ways that are not ecologically beneficial.

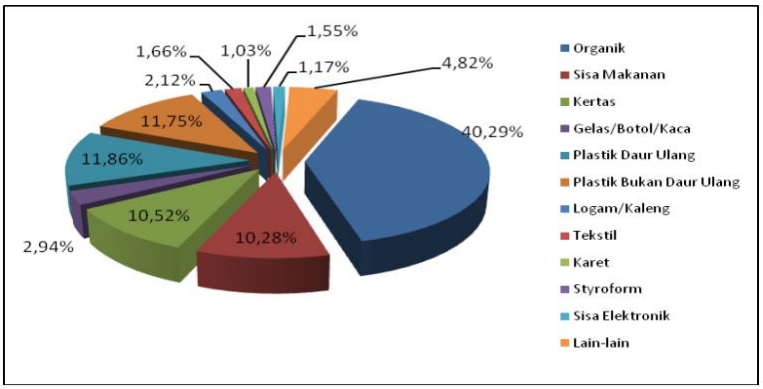


**Figure 1. Bandung City's Average Waste Generation Composition Category**
Source: The Dynamics of Total Waste Generated in Bandung

The diagram in Figure 1 explains that roughly 40,29% of the garbage in Bandung is moist or organic waste, while the remaining waste is made up primarily of paper and textiles, which are often created by convection or by people who work in the textile industry. The second-highest percentage, behind moist waste, is plastic garbage. Some locations now experience environmental issues. The issue is pollution, including contamination of the land, water, air, and sound. Human activity is the cause of this pollution. For instance, improper handling of soil contamination and rubbish accumulation will lower the degree of public health (Hasibuan, 2016).

According to data from the Bandung City Council, 1,594.18 tons of garbage were produced daily in the city. Food waste makes about 44–52 percent of the total. In the city of Bandung, food waste is produced on average at a rate of 0.22 to 2.36 liters per person per day. Of this total, organic trash, paper/tissue, and plastic account for the lion's share-73 percent, 11 percent, and 12 percent-of the leftover waste from cooking and eating activities. Styrofoam, iron, and glass make up a modest portion of the total, at 4% each. The primary issues with waste management that we can observe are the increasingly complex waste problem that is brought on by the growing population, social level, economy, and culture of the city's diverse communities, which also add to the complexity of the waste problem and the government's seriousness in addressing it. According to Article 1 Paragraph 5 of Law No. 18 of 2008 Concerning Managing Trash, waste management is a systematic, all-encompassing, and sustainable activity that involves reducing and treating trash (Kahfi, 2017). With the adoption of an open dumping system in TPA, Indonesia's predominant waste management strategy-a pattern of centralization-must be discontinued by 2013, as required by UU.18/2008 Concerning Waste Management.

There are 4,225 places for restaurants overall, followed by 1,878 sites for restaurants and 746 locations for cafes. The researcher first focuses on the city of Bandung, Indonesia, which has a total of 467 restaurants, 40 restaurants, and 25 cafes. This is a significant amount of data for a city where many business sectors have entered, including places where the researcher is conducting research to increase market size by identifying and developing a suitable business model. In this instance, the chances in the business sector, particularly F n B, present a chance to approach new markets with a greater reach, particularly in the city of Bandung, which serves as the study researcher's base of operations.

Therefore, the background that becomes the urgency of the researcher's business problems is that they will design an SOP (Standard Operating Procedure) that will be determined by NYAMPIH

to expand the market to B2B, especially the F&B industry because of the difficulty in finding potential consumers to expand the market in the business sector by will be able to apply the circular economy system properly, especially in waste management, there is also related to the application of service science which will later become a benchmark for the development of services provided by NYAMPIH itself in maximizing its performance and business operations.

The main problems in waste management that we can observe include the increasingly complex waste problem caused by the increasing population, the diverse socio-economic and cultural levels of urban society also add to the complexity of the waste problem, the lack of government seriousness in dealing with waste problems. the city is not yet a top priority, the community's participation in managing their own waste is low, and the concept of waste management is sometimes not suitable for a particular area. According to Article 1 Paragraph 5 of Law No. 18 of 2008 Concerning Waste Management, waste management is a systematic, all-encompassing, and ongoing activity that encompasses trash reduction and handling (Candrakirana, 2015). The centralized pattern is the type of waste management that is now used most frequently in Indonesia (Purnomo, 2021). With the introduction of an open dumping system at TPA, this pattern shall be discontinued no later than 2013 in accordance with UU.18/2008 concerning Waste Management (Iska, 2020).

Waste from the business sector should be a potential cash flow for NYAMPIH. Because this sector produces large amounts of waste every day. Most of them rely heavily on government waste logistics, which are often provided by municipal sanitation services. A very big opportunity to expand the market in the B2B sector, especially food and beverages by implementing a circular economy system by maximizing the use and added value of raw materials, components, and products so as to reduce the amount of waste consumed (Suryono et al., 2023). A model with a focus on reduction, reuse and recycling which leads to reduced waste production, consumption of primary resources and is a circular economy systems approach. In this case NYAMPIH aims to make SOP (Standard Operating Procedure) in waste management in the F&B industry and provide science services in the context of trade and science technology can integrate organizational and humanistic understanding, which makes it easier for us to understand how system actors work together to generate value and advantage to expand market.


**Figure 2. NYAMPIH Logo**
Source: Company Profile

NYAMPIH has been established since 2019. Our business is engaged in social and environmental fields, particularly waste management. Garbage has become a big problem in Indonesia, especially in Bandung. NYAMPIH is a platform or application that can connect garbage

collectors and customers. The opportunities that NYAMPIH has are many and varied when viewed from the current era which is very booming regarding protecting the environment and implementing zero waste in every environment starting from your own home, especially with the latest innovations following the times by using technological adaptations for the operation of NYAMPIH itself. And the threat itself comes from internal and external NYAMPIH itself, regarding changing one's old habits, implementing good and comprehensive technological adaptations, so that they must always have a real impact on consumers and the surrounding environment. With this research it aims to expand business into the B2B market by adopting good and correct SOPs and then being able to collaborate with all stakeholders involved so that business processes become more decisive for direction and success.

## METHOD

The study is conducted qualitatively for this research the purpose of qualitative research is to identify and understand the significance that particular people or groups of people ascribe to social or human problems (Creswell & Poth, 2016). In this scenario, the researcher did market research in the city of Bandung, including cafés, restaurants, and other business sectors. Interviews give the researcher rich, comprehensive qualitative information for comprehending the participants' experiences, how they characterize their experiences, and what those experiences mean to them (Rubin & Rubin, 2012). The researcher then developed a framework to learn the big picture of the state of the business location in terms of its waste management, beneficiaries, and current stakeholders from the findings of the interviews, observations, and repeated 24-hour recall. This framework served as the foundation for conducting training/workshops. The use of the NYAMPIH system can be covered in this training/workshop in conjunction with the community's and donors' access to food security services. The researcher performed an evaluation following the training or workshop to identify potential areas for improvement. The workshop's outcomes and the framework's findings are then combined into a report, which is subsequently made public.

**Table 1. Data Collection**

| Category | Location | Total Respondent |
|---|---|---|
| Catering & Bakery | Bandung, West Java | 2 |
| Coffe Shop | | 2 |
| Restaurant | | 2 |
| Hotel | | 1 |
| Local Goverment Department of Environment and Hygiene Bandung City | | 1 |

Sources: Researcher’s Analysis

Sampling locations were determined randomly and spread out, but the criteria for types of restaurants and hotels to be used as sample points referred to SNI 19-3964-1994 concerning Methods for Taking and Measuring Sample Generation and Composition of Municipal Solid Waste. In this case the researcher will take samples for several categories of B2B places that produce more organic and non-organic waste with a scope of location in the Bandung area with 5 samples each.

## RESULTS AND DISCUSSION

### Waste Management Problem of F n B business in Bandung

According to the results of this study, there are still serious issues with the different kinds of organic and non-organic waste in the FnB corporate sector, particularly in the city of Bandung. For instance, waste from the catering industry, coffee shops, hotels, and restaurants has not been sorted, and there is still a lack of awareness regarding sorting good and correct waste according to the category.

**Table 2. Problem F n B Businesses**

| Code |
|---|
| Lack of awareness & education about waste |
| There is no clear regulation |
| Lack of action optimizers |
| Not able to categorize well |
| The difficulty of local convenience access |

Therefore, waste management in the F&B business sector is still a serious problem today. From the results of interviews with respondents, in the business they are currently running, some businesses are already aware of the separation of organic and non-organic waste, it is just that the treatment they must do is still very minimal and unsustainable, there are also some businesses that still do not understand proper waste segregation. The government's seriousness in making regulations is not accompanied by the development of supporting infrastructure for good waste management and the dissemination of regulations is limited. Food waste processing centers are limited, this food waste is one of the most organic wastes, especially in the f&b sector.

### Future SOP (Standard Operating Procedure) for Waste Management in F&B Business

Waste management by the private sector begins with education and outreach to business people regarding waste segregation. In this case, sorting is done by sorting waste into 2 types, namely, organic waste and inorganic or mixed waste. This sorting is supported by borrowing buckets for organic waste. In this socialization and education, they are also taught how to do effective waste sorting, such as placing the trash receptacle right beside the food cutting table. And supported by information posters about waste sorting.

If based on the SOPs that have been made by the Bandung City government, with various articles of law and policies related to waste management in the F&B sector, there is still no significant reduction in waste generation, this is because almost all business premises in the City of Bandung have not managed trash properly. From secondary data from observations and interview sessions that researchers conducted with several samples of F&B locations in the city of Bandung, there are still deficiencies related to the flow of waste management in the industry, in fact the absence of applicable written SOPs makes actors in this sector not pay attention to cleanliness, comfort, and other sustainable aspects in its business. These are a few examples of this argument.

Therefore, the results of interviews with a sample of respondents in the F&B sector prove that they do not have a fixed, written SOP or a reference for their waste management process. When viewed from the rules and regulations made and determined by the Bandung City Government, they should be a permanent reference that can be implemented by these business owners, it is just that there is a lack of distribution, contribution, and collaboration between the government and the F&B industry. It can be concluded that the SOPs made and carried out by several business actors in the

F&B are still limited in their application of the SOPs, so that the waste management carried out is still ineffective, and there is a lack of awareness.

Therefore, NYAMPIH made SOPs for all business processes as a reference to create a more well-organized structure for all NYAMPIH activities to dramatically increase productivity.

**a. Education and Outreach**

1. Prepare socialization materials according to the target potential location for the intended customer.
2. The materials consist of awareness regarding waste issues, segregation from sources, introduction to waste processing, benefits of implementing wise waste management, and introduction of products from waste as well as introduction to the Nyampih application.
3. Prepare a schedule and place for the implementation of education and socialization
4. Assign a team to carry out education and outreach.
5. Prepare participant attendance and take minutes when the implementation of education and socialization takes place.
6. The implementation of education and socialization was accompanied by ice breaking, workshops, and technical and implementation related deliberations regarding the world of solid waste.
7. Implementation of Focus Group Discussion (FGD) which is useful for solving problems that are adapted to village locations.

**b. Sorting**

1. Sorting is done from the source of the waste directly.
2. Prepare at least 2 organic and non-organic waste containers that are always closed to prevent odor and contamination.
3. Sorting is supported by the provision of supporting waste receptacle facilities.
4. Giving a specific code in each trash container.
5. Follow up every week for the implementation of effective sorting at the source.
6. Creating poster and digital content to stimulate the effectiveness of sorting at sources.

**c. Collecting**

1. Garbage collection is carried out independently from the source.
2. Make sure all trash is segregated.
3. Organic waste containers must always be closed to prevent odor and contamination.
4. Garbage collection points are placed in a safe place and collected in a place that is easily accessible by officials, especially when there are no people.
5. Use a good trash container and not disposable.

**d. Garbage Carrier**

1. Garbage transportation is adjusted to the conditions of the prospective customer where the waste transportation is carried out.
2. Operational vehicles already have more than 2 types of shelters.
3. Storage containers must always be closed.
4. Officers on duty should do smiles, greetings, and greetings.
5. The officer confirms and considers the customer by Apps with photo evidence every time they carry out the transportation.

**e. Organic Processing**

1. Set up an organic chopper.
2. Prepare a closed container for chopped organic products.
3. The recording of the weight and type of waste is carried out before and after processing the waste.
4. Give the date code on each trash container that has been chopped if the waste is fermented.

**f. Inorganic Processing**

1. Set up a plastic chopper.
2. Prepare a plastic container based on the type of plastic.
3. The recording of the weight and type of waste is carried out every time before and after processing the waste either.
4. Give the code for the type of waste in each trash container that has been chopped.

**g. Final Processing**

1. Prepare an environmentally friendly waste incinerator.
2. This final processing is indicated for residual waste.
3. The final processing must not produce even the slightest waste.

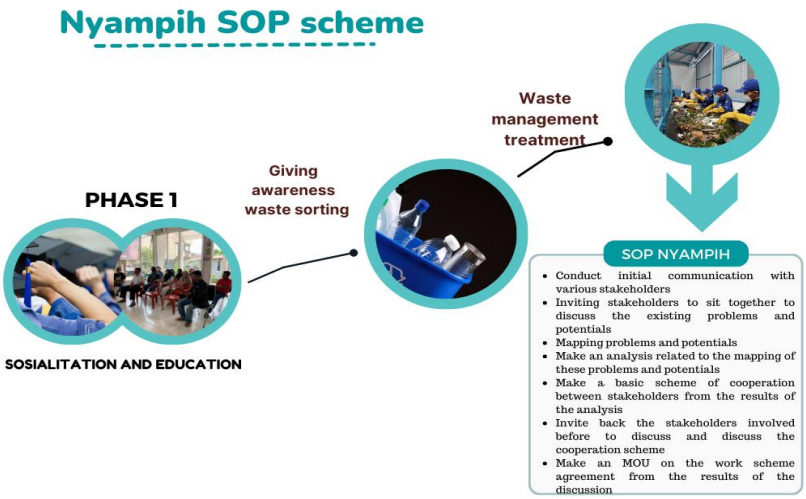


**Figure 3. The Scheme of NYAMPIH**

The first stage in the SOP scheme with the Nyampih system is the application of the SOP in the education and outreach process. This stage is a very important stage for the continuation of the Nyampih business. Because with education and socialization, the Nyampih system can be implemented. Education and outreach are carried out to raise awareness, especially regarding waste segregation. This education and socialization also aim to broaden insights regarding the benefits of waste itself by introducing the processing process. That way the next steps will be easier to carry out, such as the waste collection process is not too risky to be scattered or cause new problems. This also applies to the next stage, namely transportation. Transportation is sufficient by providing a special waste container for organics in the transport vehicle. So, it can also minimize problems such as buildup and scattering and the smell from the garbage. Likewise, the process of processing waste can become easier and more efficient. As a result, residual waste that goes into final processing can be minimized.

**Blueprint and Circular Economy Analysis**

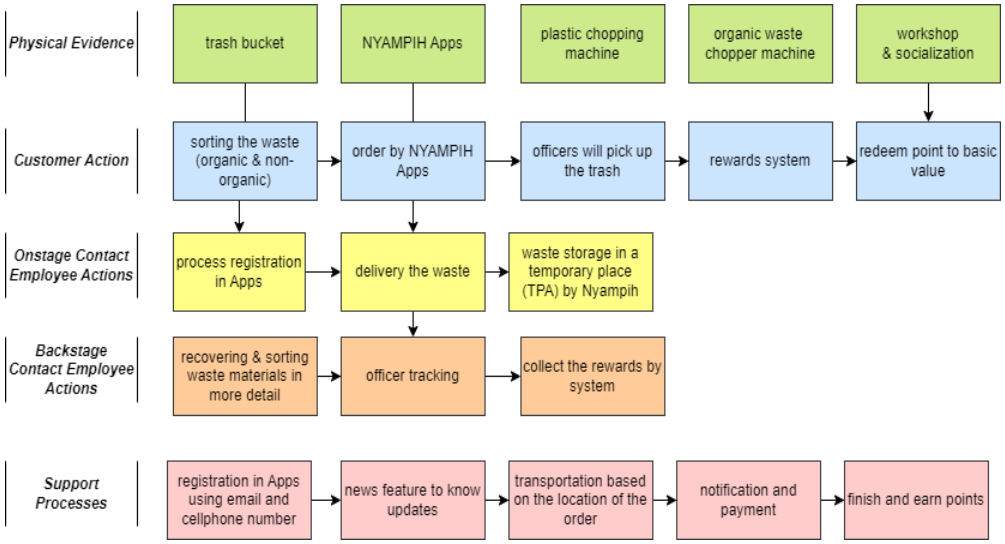


**Figure 4. The Blueprint of NYAMPIH**

This is a blueprint for setting NYAMPIH goals, objectives, and the formulation of the NYAMPIH strategy for implementing programs with certain characteristics so that consumers remain attached to NYAMPIH. The physical evidence here is all real and necessary needs for consumers operationally, such as trash buckets, NYAMPIH apps, plastic chopping machines, organic waste choppers, and workshops & socialization. Then the customer action is taken, namely they must sort the waste first (organic and non-organic waste), then consumers can order NYAMPIH through the application, then our officers will pick up the trash according to the schedule, then consumers will get reward points to collect and can collect them. redeem becomes basic food or other merchandise. Furthermore, for onstage contract employees themselves, consumers can register through the application by sending waste to NYAMPIH's temporary place. There is also a backstage where waste will be recovered & re-sorted according to its type, and support for the process itself where after the consumer registers using email or telephone number then a new feature to know updates, with a transportation base on the customer's location, there will be a notification of payment, completion and earn points.

In Indonesia, the circular economy is included in the 2020-2024 National Medium-Term Development Plan (RPJMN) (Aziz, n.d.), under the National Priority Agenda 1: Strengthening Economic Resilience for Quality and Equitable Growth, and National Priority Agenda 6: Building the Environment, Improving Disaster Resilience, and Climate Change. Based on Presidential Decree No. 83/2018, there are five strategies implemented in handling marine debris (Maskun et al., 2022). This strategy is outlined in the National Action Plan (RAN) for Waste Management, which consists of: A national movement to raise awareness among stakeholders; land-based waste management; management of waste in the coast and sea; funding mechanisms, institutional strengthening, supervision, and law enforcement; as well as research and development (Fasa, 2021).


**Figure 5. The Circular Economy of NYAMPIH**

Figure 5 Shows the Circulation of Nyampih in Organic Waste. The organic waste obtained by Nyampih is a type of organic waste Food Waste. Food waste is food-grade food that is disposed of either before or after it expires (Lipinski et al., 2013). In addition, Nyampih also obtains dry organic waste from garden waste such as dry leaves, tree branches, and paper. For wet organic waste itself, it will be processed into a method of using maggot. These maggots or maggots usually come from the fly larvae of Hermetia illucens or the black soldier which metamorphoses into a maggot and then develops into a young Black Soldier Fly. The age of this young BSF maggot larva, which ranges from 14-21 days, is an alternative to animal feed that is rich in protein. Therefore, the demand for this BSF maggot is quite large, especially among fish breeders such as catfish and tilapia. Apart from that, the waste from the BSF magot, such as leftover maggot food, dirt, and cocoons, can be used as organic fertilizer such as compost. Both have the same benefits, especially in terms of increasing and producing crop yields, both organic plants and farmer plants. This is of course very good for the environment, because it will not damage the soil so it is suitable for use in the long term. Both maggot and compost will be distributed to customer users in supermarkets, green markets, e-commerce, and start-ups.

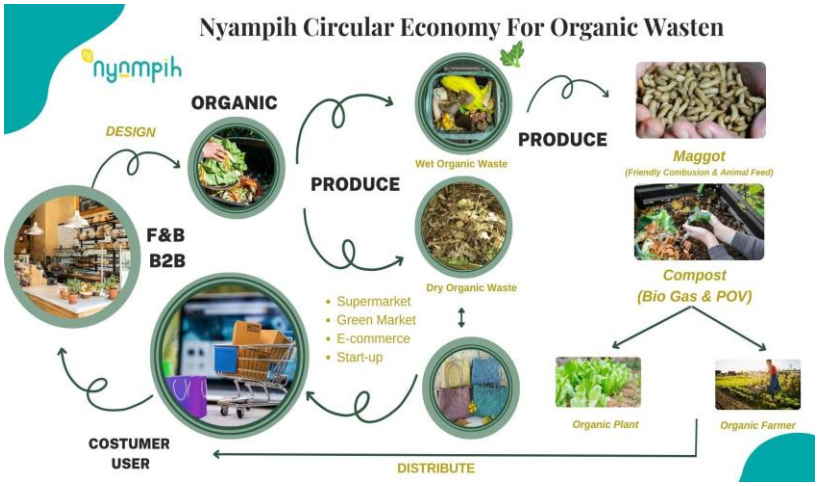


**Figure 6. The Circular Economy of NYAMPIH**

As we know, plastic is very closely related to people's daily lives in Indonesia. This is evidenced by (LIPI, 2016) which states that the result of plastic consumption in Indonesia per capita is 17

kilograms per year with consumption growth reaching 6% -7% per year (Yolanda & Saputra, 2021). This is of course a problem that needs to be resolved.

In Figure 6 Shows the Circulation of NYAMPIH in Non-Organic Waste. What Nyampih gets is mostly plastic bottles and plastic cups. Both types of waste were obtained from cafes and restaurants that had previously worked with Nyampih. After the waste of plastic bottles and plastic cups is collected, it will be processed into plastic pellets which will then produce various types of useful objects such as materials, packaging, home decor, home appliances, and furniture. The four types of plastic pellets that have been processed are of course very useful because they can reduce the amount of plastic waste that exists because it can be reused into goods that are versatile and useful. After the plastic pellets are processed into goods that can be used and useful, these products will then be distributed to supermarkets, green markets, e-commerce, and start-ups which will certainly generate high selling points.

**Process Business with a Service Science Perspective**

According to research, the service system is the fundamental analytical unit for the study of services (Rossanti, 2020). A two-layer system service idea is developed in this study, which is based on the scientific service system method, to define the interaction between stakeholders. The process of jointly producing value (value co-creation) is shown in the first layer, which is on top, while actions on the value orchestration platform are described in the second layer, which is below the first layer.

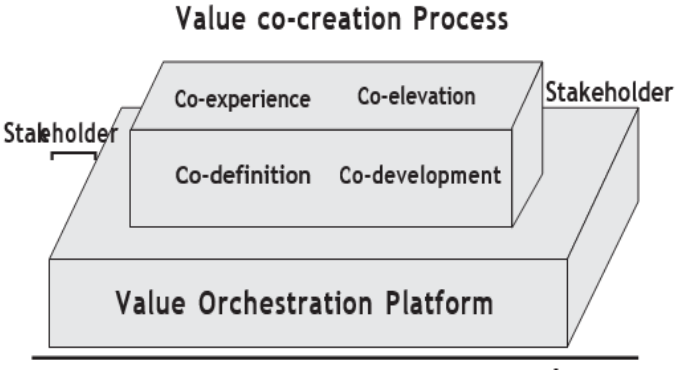


**Figure 7. Two Layer Service System (Kijima, K, & Arai, 2014)**

The first tier of the value co-creation process diagram demonstrates how stakeholders communicate with one another and jointly produce new value. There are two steps in the value co-creation process, namely:

1. Go-experience and Go-definition
   In order to develop mutual understanding between customers and providers, consumers and service providers first jointly share experience (co-experience) in the service process before collaboratively defining it by sharing their internal models.
2. Go-elevation and Go-development
   The process of co-elevation and co-development between the two parties is crucial in boosting service value innovation.

Cycles are a part of the value co-creation process. The cycle comprises of three tasks: resource integration, service excise, and networking. To bring stakeholders together in the process of generating shared value, networking is necessary. Stakeholders will combine their resources through the network they have created in order to promote the production of new value.

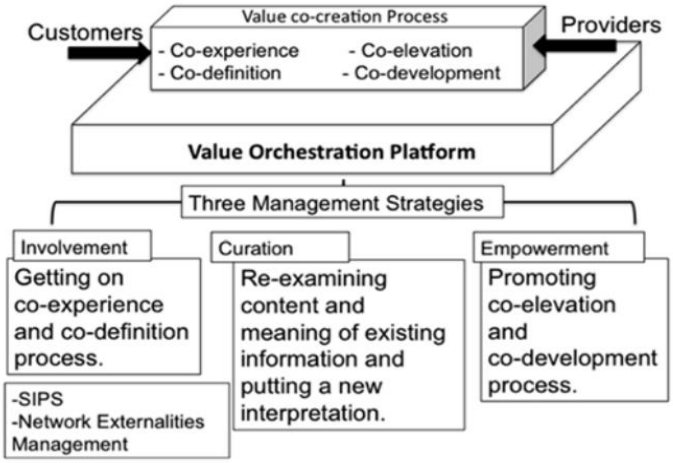


**Figure 8. Management Strategies of Value Orchestration (Kijima, K, & Arai, 2014)**

The value orchestration platform helps and orchestrates the process through which consumers and suppliers together create new value. Assuming there are four Co-phases in the process, it is obvious that the platform must manage each one in order to support the activities. Figure 2.3 first demonstrates the need for the platform to adopt the proper engagement techniques in order to support the co-experience and co-definition stages by drawing in consumers and suppliers. Second, the fi gure emphasizes the significance of re-examining the substance and meaning of existing information and providing a fresh interpretation by introducing the word "curation". Finally, co-elevation and co-development stages are relevant to consumer and provider empowerment.

**Table 3. Analysis of Stakeholder Involvement in the NYAMPIH Company**

| Analysis of Stakeholders | Characteristics | | Role |
|---|---|---|---|
| | Potential | Involvement | |
| Garbage Carrier | High | Medium | Niche play |
| Local heroes | High | Medium | Niche player |
| Local community | High | High | Niche player |
| Government | High | High | |
| Society | Medium | Medium | |
| Customer | Medium | High | - |

Therefore, table 3. explains that the stakeholders involved in processing the NYAMPIH business have the most potential characteristics, namely the government, which is expected by the government to fully support the ongoing NYAMPIH process, in this case the stakeholders can collaborate well, by building healthy and synergistic ecosystem. Without full support from the government, NYAMPIH will face quite serious problems, namely a lack of funds, limited operational capabilities due to binding regulations, and extending business processes without the support of existing funds. The participation of the local community and local heroes is very important for NYAMPIH's operational activities to be able to build a stronger business with consumers and their communities. Then with the trash bins as our officers and the community where all NYAMPIH business processes are closely connected and sustainable with the local community, to support and participate in developing and being able to integrate between social and business units. And most

importantly also customers with high potential, that without consumers, a business will not be able to run and develop properly. For this reason, companies need to make various efforts to increase the number of consumers, one of which is by planning a marketing strategy and business analysis that supports the company's development.

**Table 4. Analysis of NYAMPIH ecosystems using as-is and should-be models**

| Components | As-Is Model | Should-Be Model |
|---|---|---|
| Operation | NYAMPIH's operational business activities are still limited around the nearest TPS, specifically in Sumedang & Bandung urban areas it is still in several housing estates there are only areas where the system has been implemented. Then for the waste processing system it is still on a small scale, due to limited machines, tools, and capacity. | Create SOPs adapted to the B2C sector for housewives, then add market segments to B2B (coffee shops, cafes, restaurants, hotels, and food courts) to make it easier and adapted to the place. Get enough funds to be able to buy more advanced machines. |
| Marketing | There is still a lack of proper promotion methods, lack of interaction with customers, not measuring the effectiveness of promotion on social media, and still not consistent in branding. Moreover, in this case, NYAMPIH must provide awareness and education related to the sorting and processing of waste management, which requires a large force in terms of marketing. | The importance of marketing is to help businesses grow efficiently and achieve the highest profits by promoting their brands, products, and services. Especially in this case, NYAMPIH is a start-up that still needs to be active in its marketing process to be able to increase awareness and sales through digital marketing and offline sales. |
| Human Resource | Lack of human resources involved in all weaning operations and processes. Currently NYAMPIH only has 6 internal team members, the rest we rely on collaboration between stakeholders, especially in assisting operational activities. | Integrate all human resources to be able to play an active role as business actors, to be able to contribute, and have a high sense of awareness. |
| Interaction among stakeholders | Lack of coordination between stakeholders, one of which is the government and us as the private sector, to maintain and integrate potential talent. Since the actions of one stakeholder can affect other stakeholders, they must have good coordination and communication to enhance mutual understanding and create a strong network. | The government has not provided financial support to us as new digital start-ups even though it can make policies/programs that attract investors, lack of funds from the government to support digital start-ups. Difficulties in creating innovative digital creative products and services with good added value for customers. |
| Infrastructure | Currently NYAMPIH still lacks adequate infrastructure, is still limited, and incomplete. Then the lack of coordination to build good infrastructure due to lack of capital funds. | Can support good integration with adequate knowledge. It should be easier regarding permits to build a temporary place for the NYAMPIH basecamp, then there is more socialization in terms of coordination with interested parties. |
| Policy | Still stuck with existing government regulations, even though there should still be | Can provide new directions. With a more advanced approach system and in |

| | | |
|---|---|---|
| | a lot of mistakes with the conventional system. | accordance with collaboration with all stakeholders involved later. |

Table 4. explains that all NYAMPIH's operational internal activities are currently still very limited, especially those approaching TPS in an area which is our potential market, because we have not been able to make TPS/temporary places which become our basecamp in various places, the problem is local permits and the costs involved. big. There are also our operational activities based on a pilot project because there are quite several locations that are being implemented, even though the processing process is still limited, because the machines we use are also not many and advanced enough. Additionally, NYAMPIH must in this situation spread knowledge and educate people about the collection, processing, and disposal of trash, which calls for a significant marketing effort. Also related to human resources that we have are still quite limited, we are currently relying more on local stakeholders such as (RT, RW, youth organizations, and local heroes). Inability of stakeholders-including the government and us in the business sector-to coordinate in order to retain and integrate prospective talent. To improve mutual understanding and build a robust network, stakeholders must work well together and communicate effectively since one stakeholder's actions might have an impact on others. With infrastructure that is still very limited, we do not have everything for NYAMPIH's business processes because there are still limited funds and revenue streams generated from subscriptions, selling waste, and processing it. And, still very much bound by existing regulations specifically in its business operations. Therefore, in this research, I would like to create an SOP for all divisional components in NYAMPIH, to create more structure in NYAMPIH's business activities that can dramatically increase productivity and reduce costs.

**Table 5. Stakeholder Implementation the Value Orchestration Strategy of NYAMPIH**

| Stakeholders | Three Strategies in the Value Orchestration Platform | | |
|---|---|---|---|
| | Involvement | Curation | Empowerment |
| Niche Players | Get a decent job, get a prosperous life, participate in sustainable development goals in terms of protecting the environment. | Aware of the problems that are happening in the surrounding environment.<br>There is good collaboration and cooperation.<br>Always open in terms of participation in every program that supports success for himself and his environment. | Can participate in the involvement of the mission which becomes a process of development with the goals to be achieved.<br>Can transfer knowledge and transfer of value. |
| Keystone | Creating a human-centered society 5.0 that balances economic progress with solving social problems through a system that highly integrates cyberspace and physical space.<br>Want to be involved in any changes that exist. | There is and the creation of community information that is up to date with trends in the industry towards 5.0.<br>Can encourage stakeholders to be involved in a digital platform.<br>Can convince all stakeholders that the business ecosystem | There is collaboration that must be utilized by educators in the era of society 5.0.<br>Enabling mankind to use modern technology-based science.<br>Manage collaboration between stakeholder orchestrates. |

| | | | |
|---|---|---|---|
| | Creating conditions for a society that is more prepared to solve various social challenges.<br>Ready to compete with global.<br>So that there will be harmony that has an impact on increasing the quality of human life. | accompanied by environmentally friendly services and products can enhance industrial development in this era of globalization. | Keep up with the times so that you are more aware of issues that occur, especially in development participation. |
| Dominator | Creating conditions for a society that is more prepared to solve various social challenges, especially related to waste management in their environment. There are also presenting and participating in product and service innovations.<br>Involved in all the changes that are good for the future.<br>The implementation of the 17 SDGs, especially in terms of the environment, the creation of policies for managing natural resources and conservation, as well as policies for controlling pollution and environmental damage with universal, integrated, and inclusive principles to ensure that no one will be left behind or "No-one Left" behind". Media approach related to reporting on the goals and innovative platforms. | Unify the perception of environmental preservation.<br>Balancing population.<br>Continuing and securing the use of natural resources.<br>Making effective implementation of regulations on biodiversity conservation and applying technology to support management in the environmental sector.<br>And get funding support to be able to grow better and more rapidly. | Building and establishing regulations with their respective functions such as; regulation, monitoring, and evaluating).<br>Create and provide clear directions, easily understood by various parties, and mutually beneficial.<br>Building good synergy collaboration between stakeholders.<br>Able to work well together to create shared desires among stakeholders and business units within them. |
| Customer | The creation of quality products and services, excellent service, can be a solution to every problem encountered, and obtain satisfaction with a commensurate sacrifice. | There is an intention and desire to be able to collaborate with other stakeholders.<br>The desire to join the platform is the first step in implementing an aware life related to waste management. | Can understand related to collaboration to create common goals.<br>Fulfilling the entire business process in order to find out every consumer desire.<br>Can contribute with all elements of each program presented. |


**Figure 9. Exploring the Adoption of Service-Dominant Logic as an Integrative Framework**

**Actor involved in**

Management team:

a. Operational; executive positions responsible for the operational activities of the company, including the production, sales, marketing and delivery of products or services.
b. Marketing; is a corporate executive responsible for activities within an organization related to creating, communicating, and delivering offerings that have value for customers, clients, or business partners.
c. IT developer; analyze the needs of software users. Design, test and build software programs to meet user requirements. Create models and diagrams that outline the code to create software and applications.

**Others:**

1. Local community: In this case, the community is very important needed by our company because we can build cooperation and an operational system that can be followed by many people, especially for our new customers, especially we implement the system in villages and in cities
2. Local government**:** There are also local governments that are the main thing for the sustainability of our business, namely they can provide permits and provide services, especially conducting operations in several places that require sufficiently strong permits and collaboration.
3. Society**:** One of the most important things when carrying out operations and simulations of the surrounding community also contributes well so that we can find out mistakes and shortcomings when carrying out operations and become quite important support, especially when we carry out a comprehensive country implementation
4. Garbage carrier: This is our stakeholder too, namely scavengers who do not work in the government, aka non-government, and we empower these cleaners through socialization and then surveys. We also adjust the location of the officer to the location of our operational area.

a. Resource Integration: NYAMPIH is currently looking to integrate its resources into B2B to create cooperation, collaboration, and provide satisfaction in improving NYAMPIH's market processes and purchases.
b. Service Exchange: In this case, the previous method was conventional with many flaws in the system, therefore NYAMPIH is here to change old service habits into a faster and easier service based on technology & IOT.
c. Institutions & Arrangements: The implementation carried out by NYAMPIH services, based on the SOP that we made as a result of each B2B sector research, will later be easier to implement according to its potential with the collaboration of service science adoption.
d. Service Ecosystems: With a functional where all resources, HR, and technology can collaborate by interacting with each other specifically for the physical environment. By involving many parties, it is hoped that they can synergize and simplify the NYAMPIH business process itself.

**New Business Growth Strategy**

| Components Ideas And Dialogue | Phase I Generate Ideas And Dialogue | Phase II Initiate Plan | Phase III Organize for Impact | Phase IV Sustain Action and Impact |
|---|---|---|---|---|
| Governance & Infrastructure | NYAMPIH must provide information that is relevant and easily understood by all stakeholders. All NYAMPIH business processes must comply with supporting regulations. | NYAMPIH began to design its corporate information in a more structured manner, with internal controls. Initiating the principle of openness can be communicated to all stakeholders. | The application of NYAMPIH Good Corporate Governance can be believed to be able to strengthen the company's competitiveness and manage resources and risks more efficiently and effectively. | Encouraging professional, efficient, and effective company management as well as empowering functions and increasing the independence of the Company Organs. |
| Strategic Planning | A clear vision & mission, quality, convenience, and innovation provided by NYAMPIH, and focus on KPIs. | Establishing goals, compiling the main indicators that must be carried out to achieve the goals, and deciding what follow-up actions should be taken on KPIs. | Clearly identify and align the goals and key variables, create focus among the team, and drive accountability by delegating work, and allocating necessary resources. | Shift NYAMPIH goals or approach to work around unforeseen issues if they arise and reflect on the implemented strategy to uncover lessons learned for future company. |
| Community Involvement | Determine the target to be achieved and explain it to customers who join the community. Utilizing social media, and building good relationships with consumers. | Take a more friendly approach, by joining their activities, providing education and increasing awareness of NYAMPIH's business with service and quality. | Knowing customer complaints. Convert customers to be more loyal. Get the feedback NYAMPIH needs to become a better brand. Increase brand awareness and create a more positive image. | Get a lot of feedback regarding NYAMPIH service and product so that the community becomes a learning center and can continue to improve business services for the better. |
| Evaluation And Improvement | Can make different alternative analysis processes to be implemented within a certain time so that the organization is in a state of efficiency and is able to achieve goals. | Making the formulation of the formulation process requires certain information and facts relating to the scope of the company and developments short, medium and long term goals. | Starting with making company policies, budgeting operational costs, setting up the right organizational structure, allocating good resources and motivating employees to achieve the goals set to the fullest. | Determine whether NYAMPIH activities that have been carried out so far have met expectations and understand the various strengths and weaknesses that exist, and can affect the continuity of business processes. |

**Figure 10. The 4 Phases of NYAMPIH Strategy**

Figure 10. explains the 4 phases of strategy that can be adopted by NYAMPIH as its business growth strategy to answer (RQ4). The idea component that becomes the first indicator is related to governance and infrastructure that can be implemented by NYAMPIH, namely the idea principle that presents and can be communicated to all stakeholders. Determination of detailed duties and responsibilities of each division. the existence of an effective internal control system in managing the company with the aim of being able to strengthen the company's competitive position on an ongoing basis, manage resources and risks more efficiently and effectively, increase company value and investor confidence. Furthermore, the strategic planning that can be implemented by NYAMPIH can clearly identify and align key objectives and variables, create focus among the team and encourage accountability by delegating work, allocating the necessary resources, and carrying out strategic plans. Then, with the involvement of the community, it functions as a platform to promote NYAMPIH's products and services even better. And with evaluation & improvement, it can make

parameters of success rates and find the best solutions to the obstacles encountered within a certain period, especially now that NYAMPIH wants to expand its market to B2B.

**Implementation Plan and Justification**

Based on the findings and solutions that have been analyzed by the researchers, it is therefore important to implement an effective business strategy aimed at making NYAMPIH stronger and able to face competition and other uncertain conditions. Strategy implementation refers to the process of implementing plans and strategies that have been formulated. The goal is to achieve the company's long-term goals. This process turns the strategy that has been designed into action and concrete actions to achieve goals.

Within a period of 4 months, starting from May to August, Nyampih's planning of activities includes 7 things, including:

1. Drafting research results and coordinating with the team and related stakeholders with the aim of preparing for Nyampih socialization in new sectors that focus on food and beverages such as cafes, restaurants, and food courts.
2. After the preparation of the draft and coordination with the team and stakeholders has been completed, the next activity is to collect data and conduct a survey of locations that are potential points for potential customers from the results of research by respondents as a sample.
3. If the location survey has been carried out and will be carried out as a research location, then the next step is to conduct socialization, workshops, and introductions that are carried out directly with business owners, especially in F&B with the aim of increasing awareness as one of Nyampih's marketing strategies.
4. The next activity carried out is to develop the Nyampih application as a waste transportation platform that can be accessed by the surrounding community by implementing a rebranding and marketing strategy to increase business owner awareness of waste management, after application development.
5. The 5th activity that will be carried out by Nyampih is related to waste management training in collaboration with start-ups in the field of waste management, MSMEs, and environmental activists.
6. In addition to managing waste, Nyampih also plans to produce various types of processed organic and non-organic waste into ready-to-sell products in collaboration with environmental activists and other stakeholders.
7. The last activity carried out is to evaluate and carry out the assessment process. This is done so that Nyampih can develop further so that the effectiveness of the activity can increase.

## CONCLUSION

The lack of proper adoption of regulations or guidelines in the F&B industry has made waste management difficult to implement. The mixing of garbage from different sources is a result of not understanding the ethical and proper process of waste selection. To address this issue, NYAMPIH offers Standard Operating Procedures (SOPs) as guidelines for appropriate waste treatment. The strategies included in the SOPs aim to attract consumers and optimize operational activities. These strategies involve creating effective education SOPs, mentoring and evaluation SOPs, and flexible transport SOPs. Researchers have analyzed the existing conditions and prospects to develop adjustable SOPs tailored to potential consumers' perceived problems. NYAMPIH applies the circular

economy model, focusing on non-organic and organic waste in the food and beverage sector. Non-organic waste, such as bottles and plastic, is collected and processed into various useful objects, while organic waste is processed through methods like maggots or composting. The goal is to generate recurring economic growth while maintaining the value of products, materials, and resources. All stakeholders, including employees, local communities, government, and customers, collaborate to solve problems and achieve a shared vision. By building synergistic relationships, NYAMPIH can create a better work environment and determine optimal business strategies and processes.

**REFERENCES**

Aziz, A. (n.d.). Perdagangan Dan Kerjasama Ekonomi Dalam Ekonomi Sirkular. *Ekonomi Sirkular Dan Pembangunan Berkelanjutan*, 147.

Candrakirana, R. (2015). Penegakan hukum lingkungan dalam bidang pengelolaan sampah sebagai perwujudan prinsip good environmental governance di kota Surakarta. *Yustisia Jurnal Hukum*, *4*(3), 581–601.

Castano Garcia, A., Ambrose, A., Hawkins, A., & Parkes, S. (2021). High consumption, an unsustainable habit that needs more attention. *Energy Research & Social Science*, *80*, 102241. https://doi.org/10.1016/j.erss.2021.102241

Creswell, J. W., & Poth, C. N. (2016). *Qualitative inquiry and research design: Choosing among five approaches*. Sage publications.

Fasa, A. W. H. (2021). Aspek Hukum Dan Kebijakan Pemerintah Indonesia Mengenai Ekonomi Sirkular Dalam Rangka Mencapai Tujuan Pembangunan Berkelanjutan. *Jurnal Rechts Vinding: Media Pembinaan Hukum Nasional*, *10*(3), 339–357. https://doi.org/http://dx.doi.org/10.33331/rechtsvinding.v10i3.774

Hasibuan, R. (2016). Analisis dampak limbah/sampah rumah tangga terhadap pencemaran lingkungan hidup. *Jurnal Ilmiah Advokasi*, *4*(1), 42–52.

INDONESIA, P. R. (n.d.). *Undang-Undang Republik Indonesia Nomor 18 Tahun 2008 Tentang Pengelolaan Sampah*.

Iska, S. (2020). *Pengolahan Sampah Di Pakandangan Emas: Peluang, Tantangan Dan Solusi Bagi Pengembangan Badan Usaha Milik Nagari*.

Kahfi, A. (2017). Tinjauan terhadap pengelolaan sampah. *Jurisprudentie: Jurusan Ilmu Hukum Fakultas Syariah Dan Hukum*, *4*(1), 12–25.

Kijima, K, & Arai, Y. (2014). *Shared value creation process and value orchestration platform*. Kijima-Lab.Com. https://www.kijima-lab.com/.chapter 4.pdf

Kurniawan, T. A., Avtar, R., Singh, D., Xue, W., Dzarfan Othman, M. H., Hwang, G. H., Iswanto, I., Albadarin, A. B., & Kern, A. O. (2021). Reforming MSWM in Sukunan (Yogjakarta, Indonesia): A case-study of applying a zero-waste approach based on circular economy paradigm. *Journal of Cleaner Production*, *284*, 124775. https://doi.org/https://doi.org/10.1016/j.jclepro.2020.124775

Lipinski, B., Hanson, C., Waite, R., Searchinger, T., & Lomax, J. (2013). *Reducing food loss and waste*.

Maskun, H. A., Bachril, S. N., & Al Mukarramah, N. H. (2022). Tinjauan Normatif Penerapan Prinsip Tanggung Jawab Produsen dalam Pengaturan Tata Kelola Sampah Plastik di Indonesia. *Bina Huk. Lingkung*, *6*, 184–200.

Purnomo, C. W. (2021). *Solusi pengelolaan sampah Kota*. UGM PRESS.

Rossanti, E. D. (2020). Analisis Pengaruh Kualitas Pelayanan, Harga dan Kepuasan Konsumen terhadap Loyalitas Konsumen pada PT. KAI Commuter Jabodetabek (KCJ) (Studi Kasus pada Penumpang KRL Jakarta Kota-Bogor). *Journal of Economics and Business UBS*, *9*(2), 113–122. https://doi.org/10.52644/joeb.v9i2.3

Suryono, I. A., Alfan, A., & Sudaryatie, S. (2023). The Influence of Green Product, Green Marketing, and Brand Image on Consumer Purchasing Decisions of Bottled Water. *Journal of Economics and Business UBS*, *12*(3), 1405–1415.

Yolanda, I. R., & Saputra, A. H. (2021). Penerapan Kebijakan Ekstensifikasi Barang Kena Cukai Terhadap Produk Plastik Di Indonesia. *Jurnal Perspektif Bea Dan Cukai*, *5*(2), 290–305.