

# **ANALYSIS OF COMMUNITY PERCEPTIONS ON THE ESTABLISHMENT OF WASTE BANK PLAN AT BUMDES AIR PUTIH JAYA BENGKALIS**

Name of Students : Dede Surya Darmawan

Registration Number : 5404181187

Lecturers : YunellyAsra SE., MM

## **ABSTRACT**

This study aims to determine the factors in the waste bank business plan at BUMDES Air Putih Jaya Bengkulu and to determine the most considered factors in the establishment of the waste bank. The data collection technique used a questionnaire, namely by distributing a list of statements to be filled out by respondents from the Air Putih Bengkulu village community. This type of research is observational. The research variable is the establishment of the waste bank. The factors in the establishment of the waste bank business plan have 5 aspect indicators, namely: market and marketing aspects, market share aspects, financial aspects, human resources aspects, and socio-economic aspects. Data was collected by probability sampling with Simple Random sampling of 100 respondents. The result of this study is that the Human Resources aspect is the most influential factor in the establishment of the waste bank business plan at BUMDES Air Putih Jaya Bengkulu.

Keyword: Aspects, BUMDES Air Putih Jaya, Establishment