ABSTRACT

The increase in population is one factor in the increase in the amount of waste. Banyumas Regency is ranked third as a district that has the highest population growth rate in Central Java. In addition, Banyumas is also included in the top ten largest waste producing districts in Central Java. If this is allowed to continue, the accumulation of waste in Banyumas, especially from the household sector and around tourist spots, will continue to accumulate. In addition, the tourism sector is also one of the suppliers of increasing Banyumas Local Revenue (PAD). In 2022, Banyumas PAD in the tourism sector has still not reached the target of the Banyumas Regency Government, so it is necessary to design waste containers such as waste banks. In this study, it was modeled using the Business Model Canvas by designing a value proposition using the Quality Function Deployment (QFD) method to find out what the needs or desires of the community and tourists are regarding the waste bank model. The results of this study obtained five value propositions obtained from the five priority QFD results and in the form of BMC designs and waste bank flows. Thus, people can be more sensitive to their surroundings by managing and converting waste into goods that are more economically and aesthetically valuable.

Keywords: Waste Bank, Quality Function Deployment, Business Model Canvas