

ABSTRACT

ANALYSIS OF THE LEVEL IMPORTANCE, PERFORMANCE, AND LIQUID WASTE MANAGEMENT STRATEGIES IN PT XYZ ANIMAL FEED INDUSTRY TO REDUCE ENVIRONMENTAL IMPACT RISKS

By

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The growth of the animal feed industry contributes to development, but it also causes water pollution due to liquid waste. PT XYZ in its production process, generates liquid waste that has the potential to pollute the environment if not properly managed according to the established standards. This study aims to analyze the importance and performance of liquid waste management in PT XYZ animal feed industry regarding the risk of environmental pollution, as well as identify factors causing non-compliance with Government Regulation of the Republic of Indonesia Number 22 of 2021 Article 130 Paragraphs 1-3. The method used is descriptive with an Importance Performance Analysis (IPA) approach and SWOT analysis. Data were collected through questionnaires that have been tested for validity and reliability, involving 100 respondents from the surrounding community. The results show that based on the IPA analysis, environmental impacts are divided into four priority quadrants, with river water pollution being in the highest priority quadrant. The SWOT analysis also reveals that the non-compliance with waste management regulations as per Government Regulation of the Republic of Indonesia Number 22 of 2021 Article 13 Paragraphs 1-3 is caused by external issues, specifically the pollution contributed by other companies that also pollute the river in the surrounding community.

Key word: IPA, SWOT, animal feed industry, liquid waste.

ABSTRAK

ANALISIS TINGKAT KEPENTINGAN, KINERJA, DAN STRATEGI PENGELOLAAN LIMBAH CAIR INDUSTRI PAKAN TERNAK PT XYZ DALAM MENGURANGI RISIKO DAMPAK LINGKUNGAN

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Peningkatan industri pakan ternak berkontribusi pada pembangunan, namun menimbulkan pencemaran air akibat limbah cair. PT XYZ dalam proses produksinya menghasilkan limbah cair yang berpotensi mencemari lingkungan jika tidak dikelola dengan baik sesuai standar yang ditetapkan. Penelitian ini bertujuan untuk menganalisis tingkat kepentingan dan kinerja pengelolaan limbah cair industri pakan ternak PT XYZ terhadap risiko pencemaran lingkungan, serta mengidentifikasi faktor-faktor yang menyebabkan ketidaksesuaian ketaatan perusahaan terhadap Peraturan Pemerintah Republik Indonesia Nomor 22 Tahun 2021 Pasal 130 Ayat 1–3. Metode yang digunakan adalah deskriptif dengan pendekatan *Importance Performance Analysis* (IPA) dan analisis SWOT. Data dikumpulkan melalui kuesioner yang telah diuji validitas dan reliabilitasnya, melibatkan 100 responden dari masyarakat sekitar industri. Hasil penelitian menunjukkan bahwa berdasarkan analisis IPA, dampak lingkungan terbagi dalam empat kuadran prioritas, dengan pencemaran air sungai berada pada kuadran prioritas utama. Analisis SWOT juga mengungkapkan bahwa ketidaksesuaian pengelolaan limbah terhadap Peraturan Pemerintah Nomor 22 Tahun 2021 Pasal 130 Ayat 1–3 disebabkan oleh permasalahan yang terjadi di lingkungan eksternal yaitu kontribusi pencemaran oleh perusahaan lain yang turut mencemari sungai di lingkungan masyarakat.

Kata kunci: IPA, SWOT, industri pakan ternak, limbah cair.