

## ABSTRACT

*This study was conducted to know and analyze the value chain of waste management in Bank Sampah Bersinar Kabupaten Bandung. The subject of the research are the actors of value chain in the waste management. In research conducted informants amounted to three people chosen by purposive sampling method and snow ball sampling. Completion of this research using qualitative method with analytical methods that author used are value chain, SWOT analysis, value-added and competitive advantage strategy.*

*Based on the result of the discussion and analysis is obtained by the result that Bank Sampah Bersinar in general only carry out the basic value chain of waste management (input-process-output) without giving a higher value of the waste result obtained. For that, there is an additional activity required to give more value for processed waste. Furthermore, from the results of SWOT analysis are obtained three main problems encountered of Bank Sampah Bersinar, the distance or location, the selling price and public knowledge. Value chain improvement strategies that has been analyzed proves through the illustrations made can increase the value added by waste from 6,86 percent to 74,36 percent. It can be the development of a competitive advantage strategy so as to create better business activities in Bank Sampah Bersinar.*

*Keywords: value chain, SWOT analysis, value added, and competitive advantages.*