

ABSTRACT

Gonigoni is a waste recycling business that aims to build a recycling chain from upstream to downstream through optimizing the role of the waste bank. Gonigoni processes organic and inorganic waste, wherein it's business there are obstacles namely, there are types of waste that are difficult to recycle and cause losses because they take up space and cannot be processes into shreds. Therefore, Gonigoni created a sub-business, namely Gonicraft to overcome these problems by empowering the community. Gonicrat has a goal to process waste that is difficult to recycle into a craft product or an appropriate product to increase the selling value of the waste. By empowering the community and UMKM, Gonicraft makes recycled craft from waste and markets them through social media and e-commerce and also creates a special website as a place for marketing recycled waste products.

Keywords: Gonigoni, recycle products, waste