ABSTRACT

This project will discuss a startup named Gonigoni. Gonigoni is a business that is engaged in environmental management. Gonigoni is conceived since 2018 based on anxieties about waste problems that never stop. Through several methods such as design thinking, sprint design, and prototyping, Gonigoni is realized. Currently Gonigoni has a service that invites the community or an existing waste bank to manage a waste bank with Gonigoni and also a service that connects the community with Gonigoni waste bank partner. In addition, there is a digital service in the form of a website application that can help existing and current waste banks in managing their activities. And also, there is an application that help the process of connecting the waste bank with the society. In the activities carried out, Gonigoni focuses on building a recycling chain between the society and the waste bank and also the waste bank and factory. The process in the recycling chain starts from the society that contacts Gonigoni to look for a waste bank that is around in recycling the society's waste.Waste that has been recycled will be distributed to manufacturing factories, agriculture, and livestock so that it will create a rupiah value in the process. Gonigoni is already at an early stage startup stage because it already has a fixed business model and has had a good impact on society such as changing the company's view of managing waste, creating a culture of sorting waste at home and in the office, and building the enthusiasm of young people in environmental care. The application that become this project case study title is also a digital Gonigoni service that has been developed before. Further development is expected to build functionality that manages waste data so that it can help the government or other stakeholders in creating policies and regulations for waste management in Indonesia.

Keywords: Gonigoni, Waste Bank, Startup, Application