

Abstract

The company gets a profit formed from the difference in revenue with the cost of goods sold. At GoniGoni company, profit can be increased through revenue by making consumers more environmentally conscious in terms of disposing of waste so that there will be an increase in users of the GoniGoni application. In addition, it can be through COGS in increasing revenue, so it is related to the internal company in terms of cost-efficiency. Efficiency can be done in various ways, one of them through business process improvement. But before arriving at the stage of analyzing the efficiency of business processes, it takes the initial stage of mapping business processes to describe a complete process. This study aims to conduct an initial stage that is mapping the business processes that exist in the GoniGoni startup.

Business mapping is based on information obtained through interviews with people who are considered to be the most understanding (purposive sampling) of GoniGoni. Furthermore, the results of the interview will be described and explained with sentences and pictures to support the explanation of data delivery. The waste deposit business process is broadly divided into five sub-processes, namely the application registration sub-process, the one-time request sub-process, the subscription registration sub-process, the waste collection operational sub-process, and the payment sub-process. In the process of depositing waste, there is input in the form of garbage from the customer which will then be processed by the garbage bank and will produce output in the form of saving money from depositing garbage.

Keywords: *mapping, business process, gonigoni, efficiency, and trash.*