

ABSTRACT

The increasing volume of urban waste poses a serious challenge in achieving Sustainable Development Goal (SDG) 11.6. The circular economy offers an innovative approach to transforming waste into a resource, but its implementation at the local level still faces various obstacles. This study aims to analyze the application of the circular economy model in the case study of the “Waste Resource Bank” in Cimahi City, as well as to formulate strategic recommendations to overcome challenges and optimize its potential. This study uses a qualitative approach with a case study method. Data collection was conducted through in-depth interviews with internal stakeholders (management, operations) and external stakeholders (experts, community), as well as field observations. The collected data was then systematically analyzed using the SWOT framework (Strengths, Weaknesses, Opportunities, Threats). The research findings indicate that the Waste Resource Bank has strengths in technological innovation for processing and community engagement. Its main weaknesses lie in its small operational scale and challenges in marketing its products. The greatest opportunity comes from increased public awareness and potential government policy support, while significant threats stem from complex and costly licensing processes. Based on this analysis, this study produces a series of strategic recommendations that can be used by the Waste Resource Bank to improve its operational sustainability and by the government as input in formulating urban waste management policies.

Keywords: *Circular Economy, Waste Management, Waste Bank, SWOT Analysis, SDG 11.6*