

ABSTRAC

This research aims to analyze the implementation and impact of the Eduvice program organized by PT Telkom Indonesia. The Eduvice program is a strategic initiative designed to support the development of the digital ecosystem and community empowerment through education and innovation. The main focus of this research is to analyze the implementation of the pentahelix model in electronic waste management, the strategies that can be developed, and the contribution of the Eduvice program in supporting the achievement of SDG 4 and SDG 12.

The research results show that the implementation of the pentahelix model is a relevant and effective strategy in sustainable electronic waste management for PT Telkom Indonesia's Eduvice program, by consolidating the strengths of government, academics, the private sector, communities, and the media to achieve common goals in electronic waste reduction. Strategies developed to strengthen the circular economy-based e-waste ecosystem include comprehensive public education, strengthening partnerships with official recycling partners, integrating the program into Telkom's environmentally friendly digital business lines, and expanding program reach to schools in remote areas and empowering teachers through technology training. Furthermore, this program significantly supports the achievement of SDG 4 (Quality Education) and SDG 12 (Responsible Consumption and Production) by collecting usable devices to be donated to educational institutions and informal communities, with success indicators including increased community participation in e-waste education, the volume of collected and recycled waste, and the distribution of dropboxes in various locations.

Keywords : Eduvice, Circular Ekonomy, Pentahelix, SDG 4 dan SDG 12