

ABSTRACT

Waste management is a significant aspect influencing the sustainability of a company, particularly within the pharmaceutical industry. The rate of production from industrial activities continues to escalate in tandem with rapid global population growth. Consequently, waste management in the pharmaceutical industry has become critically important for both the environment and society. This research aims to determine the effectiveness of waste management at PT Bio Farma using the Quality Function Deployment (QFD) method. This study employs a qualitative methodology with a case study approach. The research findings indicate that the environmental dimension is a crucial aspect that needs to be maintained and enhanced, with the highest priority given to the company's commitment to waste management issues (LI3), followed by the importance of waste collection and segregation systems (LI2), and the availability of recycling facilities (LI4). This research is expected to provide strategic recommendations for the company in its efforts to maintain operational and environmental sustainability.

Keywords: *Pharmaceutical Industry, Quality Function Deployment, Waste Management*