

ABSTRAK

Pertumbuhan industri manufaktur di Indonesia yang semakin meningkat membuat adanya berbagai isu yang terkait lingkungan. Proses eksplorasi material yang secara berlebihan akan muncul berbagai permasalahan mengenai lingkungan akibat adanya kegiatan industri manufaktur, sehingga dalam praktik manufakturnya perlu menerapkan konsep berkelanjutan. Salah satu untuk menciptakan manufaktur berkelanjutan dengan menerapkan konsep ekonomi sirkular (*Circular Economy*). Tujuan penelitian ini mengidentifikasi keberadaan *value uncaptured* dengan pendekatan limbah di PT Garam unit Camplong. Mengetahui *value uncaptured* menjadi *value captured* dengan hasil metode *value proposition design* (VPD) dan *house of value* (HOV). Hasil penelitian ini dapat mengidentifikasi *value uncaptured* di PT Garam unit Camplong menggunakan pendekatan manfaat limbah yang dihasilkan. Keberadaan limbah yang dihasilkan berdasarkan kepada jenis, sifat dan komposisi limbah. Berdasarkan identifikasi tersebut ditetapkan *value uncaptured* berasal dari air *brine*. Berdasarkan proses *fitting house of value* (HOV) untuk menentukan *value captured* diperoleh *value captured* dari sisi *gain creators*: pupuk yang kaya kandungan nutrisi organik dengan bobot kepentingan relatif sebesar 0,28. *Value captured* dari sisi *pain relievers*: pupuk yang menggunakan bahan ramah lingkungan dengan bobot kepentingan relatif sebesar 0,26.

Kata kunci: *Circular Economy, Value Captured, Value Proposition Design, House Of Value*

ABSTRACT

The increasing growth of the manufacturing industry in Indonesia has led to various environmental issues. The excessive exploration of materials can result in environmental problems due to manufacturing activities. Therefore, sustainable concepts need to be implemented in manufacturing practices. One approach to achieve sustainable manufacturing is by adopting the concept of circular economy. The objective of this research is to identify the presence of uncaptured value using a waste approach at PT Garam Camplong unit. The aim is to transform uncaptured value into captured value using the Value Proposition Design (VPD) and House of Value (HOV) methods. The results of this study help identify uncaptured value at PT Garam Camplong unit, based on the benefits derived from the generated waste. The existence of waste is categorized based on its type, characteristics, and composition. According to this identification, the uncaptured value is found to originate from brine water. Through the fitting process of the House of Value (HOV), the captured value is determined. From the gain creators' perspective, the captured value is derived from nutrient-rich organic fertilizer with a relative importance weight of 0.28. From the pain relievers' perspective, the captured value comes from using environmentally friendly materials with a relative importance weight of 0.26

Keyword: *Circular Economy, Value Captured, Value Proposition Design, House Of Value*