

ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi penerapan *Green Waste Management (GWM)*, menganalisis nilai tambah limbah usaha ayam petelur, serta mengkaji kontribusinya terhadap *Business Sustainability* di UD. Wisma Jaya, Kabupaten Pamekasan. Penelitian menggunakan pendekatan kuantitatif dengan metode studi kasus. Data diperoleh melalui observasi, wawancara, dokumentasi, dan kuesioner yang diberikan kepada pemilik usaha dan pekerja yang terlibat dalam pengelolaan limbah. Analisis data dilakukan secara deskriptif kuantitatif untuk mengukur tingkat penerapan *Green Waste Management*, nilai tambah, dan *Business Sustainability*, serta menggunakan metode Hayami untuk menghitung nilai tambah hasil pengolahan limbah kotoran ayam petelur menjadi pupuk organik cair (POC). Hasil penelitian menunjukkan bahwa penerapan *Green Waste Management* di UD. Wisma Jaya telah berjalan dengan sangat baik dan berada pada tingkatan *Recycling/Composting* dalam konsep *Waste Management Hierarchy*. Pengolahan limbah kotoran ayam petelur menjadi pupuk organik cair mampu menghasilkan nilai tambah ekonomi yang positif, meningkatkan efisiensi pemanfaatan limbah, serta membuka peluang diversifikasi usaha. Selain itu, penerapan *Green Waste Management* memberikan dampak positif terhadap keberlanjutan usaha melalui peningkatan aspek ekonomi, lingkungan, dan sosial. Dengan demikian, *Green Waste Management* dapat menjadi strategi yang efektif dalam mengoptimalkan pemanfaatan limbah peternakan sekaligus mendukung *Business Sustainability* pada usaha ayam petelur.

Kata Kunci: *Green Waste Management*, nilai tambah, metode *Hayami*, pupuk organik cair, *Business Sustainability*, ayam petelur.

ABSTRACT

This study aims to identify the implementation of Green Waste Management (GWM), analyze the value added generated from layer chicken waste, and examine its contribution to Business Sustainability at UD. Wisma Jaya, Pamekasan Regency. The research employed a quantitative approach using a case study method. Data were collected through observation, interviews, documentation, and questionnaires administered to the business owner and workers involved in waste management activities. Data analysis was conducted using descriptive quantitative methods to assess the level of Green Waste Management implementation, value added, and Business Sustainability, while the Hayami method was applied to calculate the value added obtained from processing layer chicken manure into liquid organic fertilizer. The results indicate that the implementation of Green Waste Management at UD. Wisma Jaya has been carried out effectively and is categorized within the Recycling/Composting stage of the Waste Management Hierarchy. The processing of chicken manure into liquid organic fertilizer generates positive economic value added, improves waste utilization efficiency, and creates opportunities for business diversification. Furthermore, the implementation of Green Waste Management contributes positively to business sustainability by enhancing economic, environmental, and social performance. Therefore, Green Waste Management can serve as an effective strategy for optimizing livestock waste utilization while supporting Business Sustainability in layer chicken farming enterprises.

Keywords: *Green Waste Management, value added, Hayami method, liquid organic fertilizer, Business Sustainability, layer chicken farming.*

