

## **ABSTRACT**

As being one of the prominent interventions of the Coronavirus, most of the people are still using the masks in public space and the usage of the facemasks is still in the high percentage due to the various types of increasing Coronavirus over these two years. Besides, these kinds of waste are not easily recycled like the other types of waste because of the fear of contamination and infection of the virus. However, in order to solve the increasing amount of discarded facemasks which have a huge negative impact on the environment, a lot of solutions to address the issue have been developed over these past couple of years. In this study, the impact evaluation of the Dumask organization based in Indonesia which is trying to address the disposable face mask waste problem is carried out and potential of this recycling business is assessed. The findings revealed that Dumask brought a positive impact on the community and addressed the face mask waste problem by assessing its relevance, effectiveness, efficiency, impact and sustainability through the awareness, motivation, perceptions, satisfactions of the stakeholders toward the face mask recycling and Dumask. And by comparing the needs of the stakeholders and Dumask's objective, customers' behavior and their participation also played vital roles in discussion about the impact evaluation. Besides, from the evaluation, it figured out that there are potential and solutions for Dumask to be sustained in the future and to prove that, the triple layered business model has been created.

**Keywords:** Covid 19, facemask, recycling, impact, evaluation, potential, business model

## **ABSTRAK**

Sebagai salah satu intervensi yang menonjol dari virus Corona, sebagian besar masyarakat masih menggunakan masker di ruang publik dan penggunaan masker masih dalam persentase yang tinggi karena berbagai jenis virus Corona yang meningkat selama dua tahun ini. Selain itu, jenis sampah ini tidak mudah didaur ulang seperti jenis sampah lainnya karena takut terkontaminasi dan tertular virus. Namun, untuk mengatasi meningkatnya jumlah masker wajah yang dibuang yang berdampak negatif besar terhadap lingkungan, banyak solusi untuk mengatasi masalah tersebut telah dikembangkan selama beberapa tahun terakhir. Dalam studi ini dilakukan evaluasi dampak dari organisasi Dumask yang berbasis di Indonesia yang mencoba mengatasi masalah limbah masker wajah sekali pakai dan potensi bisnis daur ulang ini dinilai. Temuan mengungkapkan bahwa Dumask membawa dampak positif bagi masyarakat dan mengatasi masalah limbah masker wajah dengan menilai relevansi, efektivitas, efisiensi, dampak dan keberlanjutan melalui kesadaran, motivasi, persepsi, kepuasan pemangku kepentingan terhadap daur ulang masker wajah dan Dumask . Dan dengan membandingkan kebutuhan pemangku kepentingan dan tujuan Dumask, perilaku pelanggan dan partisipasi mereka juga memainkan peran penting dalam diskusi tentang evaluasi dampak. Selain itu, dari evaluasi diketahui bahwa ada potensi dan solusi agar Dumask dapat dipertahankan di masa mendatang dan untuk membuktikan bahwa model bisnis berlapis tiga telah dibuat.

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