

ABSTRAK

Penelitian ini bertujuan untuk mengevaluasi penerapan praktik ekonomi sirkular di PT XYZ, sebuah perusahaan multinasional yang bergerak di industri minuman di Indonesia. Ekonomi sirkular merupakan konsep yang menekankan pada pengurangan limbah melalui strategi yang bertujuan untuk mengoptimalkan pemanfaatan sumber daya secara berkelanjutan. Konsep ini mencakup penerapan prinsip *design out waste*, *build resilience through diversity*, *shift to renewable energy*, *think in system*, dan *think in cascades* sembari menciptakan nilai ekonomi dengan *power of the inner circle*, *power of circling longer*, *power of cascaded use*, dan *power of pure, non-toxic, or at least easier-to-separate inputs and designs*.

Penelitian ini menggunakan kerangka kerja yang dikembangkan oleh Ellen MacArthur Foundation, khususnya *The Butterfly Diagram*, untuk mengevaluasi tingkat keselarasan prinsip dan mengidentifikasi peluang dalam menciptakan nilai ekonomi dari program dan inisiatif ekonomi sirkular yang telah dilaksanakan oleh PT XYZ. Data penelitian dikumpulkan melalui wawancara mendalam dengan Head of Sustainability dan Sustainability Manager PT XYZ serta analisis dokumen internal Perusahaan. Penelitian ini menggunakan desain eksploratif dengan pendekatan kualitatif naratif untuk menginterpretasikan data dan memberikan wawasan yang mendalam mengenai implementasi ekonomi sirkular Perusahaan.

Hasil penelitian menunjukkan bahwa PT XYZ telah mengadopsi sejumlah inisiatif yang relevan dengan prinsip ekonomi sirkular seperti desain produk yang minim bahan baku dan dapat didaur ulang, penggunaan energi terbarukan, serta penerapan sistem pengumpulan dan pengelolaan limbah yang melibatkan banyak pihak. Hal tersebut menunjukkan bahwa Perusahaan mengikuti prinsip-prinsip sirkularitas. Selain itu, implementasi praktik ekonomi sirkular di PT XYZ telah menciptakan nilai ekonomi yang signifikan melalui peningkatan efisiensi penggunaan bahan baku, pemeliharaan dan perbaikan peralatan agar dapat digunakan lebih lama, serta pemanfaatan limbah yang dihasilkan Perusahaan. Hasil ini menunjukkan bahwa PT XYZ telah mencapai kemajuan yang signifikan dalam praktik ekonomi sirkular di industri minuman di Indonesia.

Kata Kunci: Keberlanjutan, Ekonomi Sirkular, *Butterfly Diagram*, Ellen MacArthur Foundation.

ABSTRACT

This research aims to evaluate the implementation of circular economy practices at PT XYZ, a multinational beverage company operating in Indonesia. The circular economy is a concept that emphasizes waste reduction through strategies that optimize the sustainable use of resources. It encompasses the application of principles such as design out waste, build resilience through diversity, shift to renewable energy, think in systems, and think in cascades, while creating economic value through the power of the inner circle, the power of circling longer, the power of cascaded use, and the power of pure, non-toxic, or at least easier-to-separate inputs and designs.

This research adopts the framework developed by the Ellen MacArthur Foundation, particularly The Butterfly Diagram, to evaluate the alignment of these principles and identify opportunities to create economic value from the circular economy programs and initiatives implemented by PT XYZ. The data for this study were collected through in-depth interviews with PT XYZ's Head of Sustainability and Sustainability Manager, along with the analysis of internal Company's documents. This research follows an exploratory design with a qualitative narrative approach to interpret the data and provide comprehensive insights into the Company's circular economy implementation.

The findings reveal that PT XYZ has adopted several initiatives relevant to circular economy principles, such as product designs that minimize raw materials and are recyclable, the use of renewable energy, and the implementation of waste collection and management systems involving various stakeholders. These initiatives indicate that the Company adheres to circularity principles. Furthermore, the implementation of circular economy practices at PT XYZ has generated significant economic value through improved raw material efficiency, the maintenance and repair of equipment for longer use, and the utilization of the Company's generated waste. These results indicate that PT XYZ has made substantial progress in adopting circular economy practices within the beverage industry in Indonesia.

Key Words: Sustainability, Circular Economy, Butterfly Diagram, Ellen MacArthur Foundation.