

ABSTRACT

The rising usage of personal electronic devices among young consumers in Indonesia raises a significant concern – the proper disposal of old devices. Rapid technological progress leads to shorter device lifecycles, contributing to environmental issues and an impending increase in e-waste. By 2028, it is projected that Indonesia will generate 487,416 tons of electronic waste, with Java Island contributing up to 56%. Currently, approximately 90% of e-waste generated ends up in the informal sector, worsening environmental impact and emphasizing the need for efficient waste management. Understanding the perceptions of young consumers about the disposal of end-of-life personal electronic devices is crucial for making targeted strategies that encourage responsible e-waste management. The study's analysis utilized both literature reviews and interviews. The findings explore young consumers' knowledge and awareness regarding this topic. Additionally, the study discusses strategies that can help the company engage young consumers in properly disposing of their old personal electronic devices.

Keywords: Personal Electronic Devices, Electronic Waste (E-Waste), Waste Management, Young Consumers, Sustainability, Awareness