

## **ABSTRACT**

*Garbage is a major problem in developing countries that still cannot be resolved properly. This study aims to identify the community's willingness to pay for waste management at the level of the existing condition of solid waste in Mekarsari Village and provide a strategy for developing waste management according to the WTP value chosen by the community.*

*The method used in this study uses mixed research methods (mixed method) using qualitative and quantitative analysis. Qualitative analysis uses in-depth interviews to determine the existing condition of the solid waste problem in Mekarsari Village. The quantitative analysis used to determine the community's willingness to pay in managing the scale of household waste in Mekarsari Village uses the Contingent Valuation Method (CVM) approach. The variables used to measure WTP in this study are gender, age, number of family members, latest education, and community income by using primary data with a questionnaire method to 100 people and interviews with key persons with in-depth interviews, which were processed using Atlas Ti.*

*The results showed that 85 out of 100 respondents offered to pay a levy for waste management. The value of the bids submitted is different because of the different facilities offered. The average value obtained is Rp. 37,000 with a total value of WTP per month of Rp. 153,872,000. The concept of zero waste is applied as the best strategy for waste management by applying the 3R principle (Reuse, Reduce, Recycle) by involving all components of society.*

**Keyword:** Contingent Valuation Method, Integrated Waste Management, Willingness To Pay, Zero Waste