

ABSTRAK

Penelitian ini bertujuan untuk menganalisis implementasi manajemen relasi *stakeholder* Bank Sampah Srayan Makarya dalam pengelolaan ekosistem berbasis ekonomi sirkular. Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus. Informan penelitian meliputi pengelola Bank Sampah Srayan Makarya, Dinas Lingkungan Hidup Kabupaten Banyumas, PT Pegadaian, PLN UP3 Purwokerto, akademisi Universitas Jenderal Soedirman, dan masyarakat. Data diperoleh melalui observasi, wawancara mendalam, dan dokumentasi, kemudian dianalisis menggunakan model interaktif Miles, Huberman, dan Saldaña yang meliputi kondensasi data, penyajian data, serta penarikan kesimpulan. Hasil penelitian menunjukkan bahwa implementasi manajemen relasi *stakeholder* dibangun melalui komunikasi yang intensif, koordinasi, kolaborasi, serta penerapan nilai moral, kepercayaan, keadilan, dan tanggung jawab sosial. Hubungan yang sinergis antar-*stakeholder* memberikan kontribusi terhadap keberhasilan program tabungan emas, peningkatan partisipasi masyarakat, penguatan kapasitas kelembagaan, serta keberlanjutan organisasi. Penelitian ini menyimpulkan bahwa penerapan *Stakeholder Relationship Theory* mampu menjelaskan pentingnya hubungan yang kolaboratif dalam menciptakan nilai bersama dan mendukung pengelolaan ekosistem berbasis ekonomi sirkular secara berkelanjutan.

Kata kunci: Manajemen Relasi *Stakeholder*, Bank Sampah, Ekonomi Sirkular, Tabungan Emas, Keberlanjutan Organisasi.

ABSTRACT

This study aims to analyze the implementation of stakeholder relationship management at Bank Sampah Srayan Makarya in managing a circular economy-based ecosystem. The research employed a qualitative approach using a case study method. The informants consisted of the management of Bank Sampah Srayan Makarya, the Banyumas Environmental Agency, PT Pegadaian, PLN UP3 Purwokerto, academics from Jenderal Soedirman University, and community members. Data were collected through observation, in-depth interviews, and documentation, then analyzed using the interactive model of Miles, Huberman, and Saldaña, including data condensation, data display, and conclusion drawing. The findings indicate that stakeholder relationship management is implemented through intensive communication, coordination, collaboration, and the application of moral values, trust, fairness, and social responsibility. These synergistic relationships contribute to the success of the gold savings program, increased community participation, strengthened institutional capacity, and organizational sustainability. The study concludes that Stakeholder Relationship Theory effectively explains the importance of collaborative stakeholder relationships in creating shared value and supporting sustainable circular economy-based ecosystem management.

Keywords: Stakeholder Relationship Management, Waste Bank, Circular Economy, Gold Savings, Organizational Sustainability.