POTENTIAL FOR MANAGING WASTE GROWTH BASED ON DIGITAL PLATFORM IN HULU SUNGAI TENGAH DISTRICT, INDONESIA

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ABSTRACT One of the causes of environmental pollution is the problem of waste. The more people in an area, the more waste will be generated. This study aims to analyze the potential for managing waste generation based on a digital platform in Hulu Sungai Tengah Regency. The study was conducted at the business location of the Mandiri Urban Garbage Bank, Bukat Village Council, Barabai District, Hulu Sungai Tengah Regency. The Council's Urban Waste Bank has complete legal aspects of its business, often participates in training and plays an active role in modern waste management based on digital platforms. The data analysis technique used descriptive method. and the Likers scale method. obtained from the results of the questionnaire. The results show that the potential for waste generation based on digital platforms in Hulu Sungai Tengah Regency uses Ratikita. id is a digital-based platform in modern waste management that follows technological developments. The total population in the service area (total population served) in 2021 is 130,475 people, so that the waste generation resulting from the load-count analysis method is 12.79 kg/person/month or equivalent to 0.43 kg/person/day. The results of recording the volume of waste entering the Telang TPA in 2021 are 20,306,089 Kg/year or equivalent to 55,663.12 Kg/day. Waste generation based on the balance of waste management performance in Hulu Sungai Tengah Regency in 2021 is 37,773.27 Tons/year or equivalent to 103,488.4 Kg/day. The percentage of waste composition in Hulu Sungai Tengah Regency (Year 2021) consists of 40.04% waste. organic waste, 24.91% plastic waste, 4.05% paper waste, 3.63% metal waste, and 1.05% cloth/textile waste, 1.24% leather rubber waste, 1.47% glass waste. KEY WORDS Garbage generation, digital platform, Ratikita.id, Hulu Sungai Tengah.