

## Abstract

Lina Amri (A1A116139) Utilization of Plastic Waste to become Ornamental Flowers with Economic Value in Kendari city. Supervision I Dr. Murni Nia, S.E., M.Si and Supervisor II Dr. Edy Karno, S.Pd., M.Pd.

This study aims to utilize crackle plastic waste into ornamental flower products as well as to analyze the feasibility of using crackle plastic waste into ornamental flowers. The manufacture of this product can improve the quality of crackle plastic so that it becomes an innovation that has economic value. This research includes the type of research development research using *research and development* with the stages of research : 1) *potential and problems*, 2) *data collection*, 3) *product design*, 4) *design validation*, 5) *product revision*, 6) *produk trial*, 6) *finished product*, and 8) *business feasibility analysis*. The method of data collection is using the product acceptance test. The assessment is carried out by 30 panelists with a boring assessment sheet/questionnaire as a reference for product assessment.

The result of study is that the motifs, colors, shapes and beauty of decorative flowers made of plastic crackle are in the good category and are worthy of being a business idea. Based on the results of the calculation of business feasibility analysis, includes one production per day with 5 ornamental flowers yielding Rp.103,665/day and if it is mass-produced as many as 150 ornamental flowers, it will generate a profit of Rp.2,350,220/month. On the economic analysis that the point of BEP (Q) of ornamental flowers lies in the 100<sup>th</sup> product. The value of benefit cost ratio (b/c)  $2 > 1$  which means this ornamental flowers business and developed.

**Keyword** : Crackle Plastic, Decoratve Flowers, *Research and Development*