

SEAG-Symposium, October 14-18, 2002, Vietnam

“The role of dialogue and networking:  
From a transitional to an industrialized country”

## The Use of Composted Municipal Solid Waste and Its Proposed Marketing Strategy in Indonesia

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### Abstract

Composted organic wastes are pointed out as an alternative to chemical fertilizer for agricultural uses. The application of good quality compost could do much to reduce soil erosion. Other beneficial uses of compost include urban parks and garden, golf courses, horticulture, landscaping, shrimp farming and rehabilitation of poor soils. This paper report on the current situation of municipal solid waste composting in Indonesia and the need to develop its marketing strategy. The reason for composting of municipal solid waste was firstly, the application of compost can reduce the use of synthetic fertilizer, secondly composting occurs much closer to the waste generation source and thirdly, methane produced by anaerobic decomposition is a much more potent greenhouse gas (GHG) than the CO<sub>2</sub> produced by composting. Investigation and data collection were carried out by using existing reports, site visit, site inspection and meeting with potential stakeholders in the composting project. Compost samples collected during the site visit were analyzed in laboratory using standard method for compost analyzing. Consultations with goverment authorities was conducted to ensure coordination and coherence with the overall waste management strategy of the gorvenment of Indonesia. The study area included Jakarta, Bogor, Tangerang, Bekasi, Sukabumi and Bandung. The result showed that currently compost production is 400 tonnes per month, which is formed from 50 tonnes per month composted municipal solid waste and 350 tonnes per month non municipal solid waste. Around one half of the production was consumed in the study area, while the other half could be sold outside of study area, used by producer or it was produced but not used, just disposed of. All production is sporadic and operation both privat and public sector lack a businnes development plan. Future growth of the market should target agricultural and non traditional large - scale application such as landfil cover and land reclamation projects, since incresed production only feasible with identified end use. To meet the consumer need, the compost quality and quantity must be secured. The compost standard for specific use must be developed and well socialized.

**Keywords:** Composting, greenhouse gas, marketing, organic fertilizer, quality standard