

SCIENCE AND TECHNOLOGY FOR SOCIETY PROGRAMME (IbM-IPTEK BAGI MASYARAKAT) of LAUNDRY BUSINESS SERVICES IN SLEMAN

by Tien Aminatun, Regina Tutik Padmaningrum, Yuliati

ABSTRACT

Karangmalang and Kuningan are the area located near the campus of Yogyakarta State University and Gadjah Mada University. This causes the two areas have crowded population. Many students from outside of Sleman Yogyakarta stay in many boarding houses that need laundry service since they do not have enough time and are very busy of studying activities. Approximately 30 laundry service businesses in these areas. The condition has positive impact on local income generating. However, it is also cause adverse effects on the environment because of the laundry waste water directly discharged into the environment without prior treatment. And the two of the laundry service bussiness were "Sekar Laundry" and "Ramadhani Laundry" which became partners in this "IbM" programme. Problems faced by the two partners were: 1) the disposal of waste water; 2) no business license and annoying permit; 3) no simple service management 4) inadequate of washing and drying machine capacities; and 5) no management of the bussiness place. The priority problems of the two partners which would be completed solved in the "IbM" programme were 1) the disposal of waste water 2) no bussiness license and annoying permit, 3) no simple service management; and 4) the arrangement of the place of business. The project aimed to address these issues.

To achieve the objectives of the project we carried out the following methods: (1) socialization, counseling, and training for the introduction of licensing and annoying permission, eco-friendly detergents, sewage treatment, simple administration and management (making name cards, notes / receipts, notebooks, label), and the arrangement of the place of business; and (2) the application of appropriate technology of waste water treatment based on fitoremediation for both partners.

The results obtained were in accordance with the purposes, which showed that by providing socialization and training of simple management, and assistance in waste water treatment, promotional tools (banner and business cards), and accounting and administrative tidiness (adminstration book, laundry service notes) to both partners, then the project had been able to: (1) improve the quality of laundry services to better satisfy to the consumers; (2) addressing the environmental pollution caused by waste water laundry; (3) improve customer satisfaction by preventing damage and loss of services, and timely service; and (4) improve market with promotions.

Kata Kunci: *Laundry Service, Sleman*