

INCREASING GREEN BUSINESS LITERACY THROUGH ICT (INFORMATION AND COMMUNICATIONS TECHNOLOGY) FOR MSME BUSINESS PLAYERS

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Abstract

Green business through ICT (Information and Communications Technology) is one way to make resources efficient. One example of the application of ICT in business is buying and selling that is done online or online business. The limited understanding of MSME business actors regarding the application of ICT in green business activities prompted the team of authors to carry out socialization by holding a training (workshop) "Increasing MSME competitiveness through green business". One of the topics was "Green business through ICT". The purpose of this training is to increase the understanding and literacy of MSME actors regarding the application of ICT in green business activities. The method of the workshop is lectures, training, discussions, and questions and answers between speakers and workshop participants who are MSME actors in the cities of Bandung and Bogor. The results of the workshop activities show an increase in literacy, understanding, and insight into green business through ICT from MSME business participants. Through this workshop, information was also obtained that not all MSME actors have implemented green business through ICT in their business. From the results of the interaction during the implementation of the workshop, information was obtained that all participants stated that the workshop activities provided benefits.

Keywords: green business, ICT, MSME.

INTRODUCTION

Green Business is an environmentally friendly business concept in which business actors do not only focus on profits but also take care of and care for environmental sustainability in their business activities. In green business, business profit is not the main goal. The important thing that must be carried out by business actors is concern for the environment. The concept of green business is economic sustainability (profit), ecological sustainability, and community socio-

cultural sustainability. As stated in Article 3 paragraph (1) of Republic of Indonesia Government Regulation number 28 of 2021 (concerning green industry standards) that industrial companies must use raw materials and/or auxiliary materials in the production process in an efficient, environmentally friendly, and sustainable manner. According to Wijayanto (2017), the green business has three characteristics. First, efficient use of resources for energy (electricity, fossil fuels) and water; infrastructure (places, goods, and management systems); humans (employees). Second, waste and pollution management. Third, the application of environmentally friendly technology or clean technology. Clean technology is a production process that avoids chemicals and does not produce waste, the resulting product is an organic product that does not contain chemicals and does not produce plastic materials and is produced without destroying nature.

In 2019, 151 companies in Indonesia received green industry awards from the Ministry of Industry (Wibowo et al, 2020). The application of the green industry is carried out through cleaner production by applying the 5R concept, namely Reduce, Reuse, Recycle, Recovery, and Rethink (Wibowo et al, 2020). Likewise, in processing garbage and waste, the term 3R is known, namely reduce, reuse, and recycle. Reduce is an activity of processing waste and waste through a reduction in the use of resources or goods used in daily activities. An example of reduced activity is the activity of reducing product packaging by replacing it with reusable containers. Reuse is an activity in managing waste and waste by reusing items that have been used before or used items with new functions and benefits to prevent waste from forming. Examples of reuse activities are used cans that are used as storage places for goods/knick-knacks. Recycle is an activity in waste and waste management through reprocessing materials that have been used in new products (recycling) as a way to manage and reduce waste. An example of recycling is used paper that is recycled into various kinds of handicrafts.

Apart from green business, business activities that care about environmental sustainability are green marketing activities. According to Situmorang (2011), in green marketing, companies use materials and facilities that do not damage the environment in their production process. The materials used are materials that can be recycled and are not harmful to consumers and the environment. The company makes savings in electricity and clean water usage. In addition, the company has also carried out waste management so that it does not pollute the environment. One example of a company that must implement green marketing comprehensively is an automotive manufacturer because its products have the potential to damage the environment due to pollution from vehicle fumes.

One way to increase efficiency to support the creation of a green business is to utilize online technology in business activities known as online business. This online business is a way to support the creation of green businesses through ICT (Information and Communications Technology). The application of Green ICT in business can reduce energy consumption so that it can reduce costs and can also reduce carbon dioxide emissions. This is referred to as Green ICT which involves energy conservation and cost reduction thereby bringing greater efficiency (Anthony and Majid, 2016).

The results of studies related to green business show that public awareness is still low in consuming environmentally friendly products and there are still many people who do not care about environmental sustainability. This is shown by one of the studies on green consumers conducted by Waskito and Harsono (2012) who conducted research on the description of the level of awareness and concern of the Joglosemar people for environmental sustainability by measuring the variables of environmental awareness and buying behavior of green products in Jogjakarta, Solo, and Semarang. The results of his research show that the people in the three areas have low knowledge of protecting the environment. Waskito and Harsono's (2012) research also found that the higher the level of public knowledge of the environment, the greater the awareness to buy environmentally friendly products. So that business people can respond to this to produce products that lead to green products. Meanwhile, research conducted by Utomo and Pratiwi (2021) analyzed the application of green business to the performance of Small and Medium Enterprises (SMEs) in Tarakan City. The results of his research show that SMEs in Tarakan City are categorized as having implemented environmentally friendly businesses, where the performance of SMEs is positively and significantly influenced by green output, green marketing, and the level of public awareness.

From the results of literature studies, it is obtained that there is still a lack of understanding of MSME actors regarding the application of ICT in green business. This prompted the writing team to organize outreach and training (workshops) on green business through ICT for MSME actors. The purpose of this training is to further increase the literacy of MSME actors regarding the application of ICT in green business.



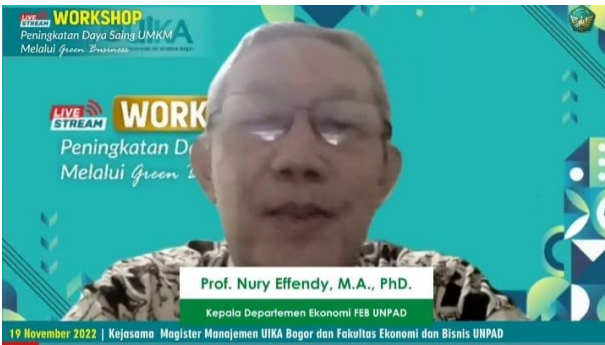
Workshop Peningkatan Daya Saing UMKM



The MC guides the course of the event



Chanting prayers



Speech from the professor of FEB Unpad



Foreword from Professor Ibn Khaldun



The moderator guides the course of the discussion



Exposure from Presenter 1



Sharing sessions from MSME business actors



Exposure from Speaker 2



Workshop participants



The MC guides entertainment and games sessions

IMPLEMENTATION METHOD

This workshop activity is a community service activity at Padjadjaran University in Bandung in collaboration with Bogor Ibn Khaldun University. This workshop activity was held on 19 November 2022 by five lecturers assisted by two alumni and one active student. The method of implementation is in the form of lectures, training, literacy, socialization, discussion, and question and answer between speakers and workshop participants who are MSME actors. The workshop was held online using the Zoom digital conference platform and YouTube video streaming. Workshop participants are MSME business actors in the city of Bandung, Bogor, and its surroundings, which consist of the food and beverage processing industry, the fashion industry, crafts, and services. This workshop was attended by 58 MSMEs through the Zoom digital conference platform and 53 MSMEs via YouTube video streaming.

RESULTS AND DISCUSSION

The limited understanding of MSME actors about green business shows that socialization and literacy regarding green business still need to be done. This is what underlies the implementation of training activities (workshops) with the theme "Increasing the competitiveness of MSMEs through green business". One of the topics raised was "Green business through ICT". This activity was carried out in the context of implementing Unpad Community Service (PKM) in 2022.

From the results of the evaluation of questions and answers during the implementation of green business training through the Zoom platform, all workshop participants, namely MSME actors who attended the Zoom, stated that the material provided was very useful. In addition, the workshop participants also expressed their hope that further training would be held regularly. This shows that MSME actors still need assistance and information updates regarding green business, especially the implementation of green business through ICT.

The application of ICT in green business is one of the solutions for implementing resource efficiency, for example, efficiency in the number of employees, the number of goods, business

premises, management, and reducing the use of materials from nature or the environment (Wijayanto, 2017). An example of the application of ICT in business is buying and selling an online or online business. Various types of online businesses based on where to sell are online businesses on websites and blogs; online businesses on social media accounts (Instagram, Facebook, Twitter); as well as online businesses in marketplaces (Tokopedia, Shopee, Lazada, Bukalapak, Blibli, Zalora, JD.ID). The advantage of online business is that it is easier and more efficient. Online business will lead to the creation of go green, which can reduce physical evidence (prototypes, notes, catalogs, pamphlets, flyers, etc.) due to switching to digital data. The benefits of applying ICT to online businesses are (Wijayanto, 2017):

1. Communication becomes easy and inexpensive. With an online business, it can be directly connected not only in one country but also with other parts of the world.
2. Expanding the business market and the potential to acquire more consumers.
3. The efficiency of promotion costs so that operational costs become cheap.
4. The formation of a global market where there are no national borders, cultural boundaries, and other boundaries so that producers and consumers can transact directly.
5. Do not have time limitations to operate.

Some examples of businesses implementing green business are businesses selling reusable drinking bottles using more environmentally friendly materials (metal, glass, or recycled products), organic agricultural product businesses, furniture remaking businesses from used materials, selling businesses eco-friendly products made by handmade or home businesses, catering businesses from organic food ingredients, and businesses conducted online. Business actors who have implemented the concept of green business will get many benefits. According to Asih (2022), the benefits of implementing the green business concept include getting a good or positive image in the eyes of the public, being able to reduce costs because the green business concept emphasizes resource efficiency, helps preserve the environment, produces quality products and has the opportunity to penetrate the global market. Business actors who carry out green products have a competitive advantage because companies must innovate, and exploit their internal capabilities to do something different that their competitors cannot do (Hendarsih, 2017). This is in line with a study conducted by Rahayu (2017), that companies that have implemented green marketing show that these companies have a competitive advantage.

CONCLUSIONS AND SUGGESTIONS

From the results of discussions and questions and answers between the presenters and participants during the workshop, it can be concluded that there has been an increase in literacy, understanding, and insight regarding green business through ICT from participants who are MSME business people. Through this workshop, information was also obtained that not all MSME actors have implemented green businesses through ICT in running their businesses. From the results of the interaction during the implementation of the workshop, information was obtained that all

participants stated that the workshop activities provided benefits. Furthermore, the participants hope to obtain updated information related to green business through ICT so that it can be suggested that this workshop activity can be carried out routinely and sustainably.

Thank-you note

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