



## ACHIEVING THE MAIN GOAL OF SUSTAINABLE DEVELOPMENT BY ENHANCING THE GREEN ENTREPRENEURSHIP SPIRIT THROUGH COMMUNITY DEVELOPMENT STUDY CENTER

<sup>1</sup> Lola Kurnia Pitaloka, <sup>2</sup> Muhammad Feriady

<sup>1,2</sup> Universitas Negeri Semarang

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### ABSTRACT

*Community service aims to increase students' insight and skills, and the Kendal Center for Community Development Studies tutors on green entrepreneurship. Green Entrepreneurship answers today's new business challenges. Sustainable development and a green economy demand many things to change by building something and thinking about environmental sustainability. Service activities are carried out offline using lecture methods, discussions, and the introduction of green entrepreneurship techniques. The results obtained from the service are that participants are interested in learning more about the characteristics of green entrepreneurship and are ready to enter a new era for business that supports sustainable development and understands environmental problems. The student's readiness is proven by creating new concepts to improve old business concepts to making marketing techniques that are more environmentally friendly.*

Pengabdian kepada masyarakat memiliki tujuan untuk meningkatkan wawasan serta keterampilan siswa dan tentor Pusat Studi Bina Warga Kendal tentang kewirausahaan hijau. Kewirausahaan hijau menjawab tantangan bisnis yang baru saat ini. Pembangunan keberlanjutan dan ekonomi hijau menuntut banyak hal untuk berubah dengan membangun sesuatu juga untuk memikirkan keberlangsungan lingkungan. Kegiatan pengabdian dilakukan secara luring dengan metode ceramah, diskusi, serta pengenalan teknik kewirausahaan hijau. Hasil yang didapat dari pengabdian adalah peserta tertarik untuk mempelajari karakteristik kewirausahaan hijau lebih dalam dan siap memasuki era baru untuk bisnis yang mendukung keberlangsungan pembangunan serta mengerti masalah lingkungan. Kesiapan para siswa dibuktikan dengan pembuatan konsep baru guna memperbaiki konsep usaha lama hingga pembuatan teknik pemasaran yang lebih ramah lingkungan.

Address: Gedung L, Kampus Sekaran, Gunungpati, Semarang,  
Indonesia, 50229

Correspondent Address:  
Faculty of Economic, Universitas Negeri Semarang  
Email: lolakp@mail.unnes.ac.id

## INTRODUCTION

Development in Indonesia has many goals, but the main ones are to reduce poverty and unemployment and have an environmental carrying capacity for sustainable development. Until now, one way to reduce poverty is the empowerment of small entrepreneurs. Small entrepreneurs are one of the leading forces in economic development. The roles of small entrepreneurs in the economy include: (1) as leading players in economic activities in various sectors; (2) as the largest provider of employment; (3) as essential players in the development of economic activities and community empowerment; and (4) creators of new markets and sources of innovation (Tedjasukmana, 2014).

Small entrepreneurs still face various problems—both constraints from internal and external. There are still many roles that must be carried out by various related parties to build the independence of small entrepreneurs so that poverty reduction can be effective and efficient. The existing problems have not been resolved in the last two decades. Today been a shift in the environment around the world, which refers to the De Rio Declaration on the environment (1992). Changes in trends make the direction of the development of the climate change graph out of control. It is estimated that by 2050, the environment will be controlled by CO<sub>2</sub> emissions of as much as 80%. This extreme change is a critical economic impact on global trade (Lane, 2011).

GDP (Gross Domestic Product) is a measure of people's welfare. Increasing GDP can be through capital-intensive industries, which can trigger the possibility of mass pollution and other environmental damage. Welfare improvement is vigorously carried out through productive sectors that can increase economic growth. Growing economic growth will push the achievement of GDP to a higher level. The direction towards this achievement will underestimate several sectors, one of which is the environmental sector. So, saving the environment from sustainable development reduces economic growth or creates a pattern of green entrepreneurship.

Sustainable development combines social, environmental, and economic issues effectively. An entrepreneur who is considered successful in the 21st century is an entrepreneur who can implement a sustainable entrepreneurial system, namely by fulfilling the triple bottom line (Choi & Gray, 2008; Marshall & Harry, 2005) or, in other words, called green business or green entrepreneur. They create profit and have a simultaneous responsibility to realize environmental and social intentions. The implementation of these development initiatives goes hand in hand with efforts to achieve economic growth that can ensure adequate

environmental protection (Boztepe, 2012; Nga & Shamuganathan, 2010).

Green businesses or entrepreneurs attract various parties, both consumers and investors. It means that consumers will prefer products and services that are healthy, quality, and safe in the long term and do not pollute the environment. The same thing will happen to investors, not only thinking about pursuing profit but also considering people's welfare and environmental safety. Green entrepreneurship is environmentally based. The point is that the entire production process related to raw materials, marketing, and even related processes to equipment and waste treatment must follow indicators that do not damage the surrounding environment. Economics activities, especially those from industry, hinder sustainable development due to production processes that are not friendly to the environment. That is why green entrepreneurship has an essential effect on sustainable development related to the economy.

There have been many studies that have stated green entrepreneurship (Waskito, 2015). The proportion of consumers choosing products based on environmental performance increased from 19% to 42% in less than one year. It can also be said that consumers who show a level of environmental awareness have increased so that they make more purchasing decisions for environmentally friendly products than products that pay less attention to the environment.

PKBM (Pusat Kegiatan Belajar Masyarakat) is a place to receive an education equivalent to the package chase package C. Tohani (2010) explained that PKBM is a local institution of functional literacy and a provider of social services outside the formal system for those disadvantaged in rural areas. PKBM in Kendal is currently implementing C package pursuit education and focusing more on learning entrepreneurial skills. Because of this focus, PKBM Kendal students are taught special skills so that when they graduate, they are not only looking for a job but already have access to their income. PKBM in Kendal has 350 fostered students who are members of 11 rumbles. Of these students, as many as 154 already have businesses, contribute to regional MSMEs, and increase the number of home industries in Kendal. PKBM Bina Warga Kendal students already have a joint start-up, a coffee shop named "Nawa Caffee." This start-up is a joint effort initiated by tenors and students of equalization schools.

Apart from joint ventures, some students already have businesses, and some do not but want to open businesses. Therefore, they join this PKBM in addition to getting an equivalency diploma. However, unfortunately, the entrepreneurship education provided at PKBM is only limited to conventional

entrepreneurship centred on making profits without caring about the environment. Based on the information above, efforts need to be made to increase the awareness of business actors in preserving the micro and macro environment. It can be achieved by changing the perception of conventional entrepreneurship education into environmentally friendly entrepreneurs.

As is known, environmental damage is inevitable due to many human activities, especially economic activity. Many economic activities do not care about the environment. In the initial observations before the service, it was known that PKBM students who already had a business did not consider the environmental impact of the business they were running. As a result, from raw materials and packaging processes to marketing, PKBM Bina Warga Kendal students follow conventional entrepreneurship learning and produce quite a lot of household pollution.

PKBM Bina Warga Kendal has entrepreneurship learning in its curriculum because its primary goal is to produce empowered graduates to run their businesses. However, PKBM Bina Warga Kendal does not have a curriculum for green economy learning, so students do not know about green entrepreneurship. Most of their business results still produce much waste or are not environmentally friendly.

Even today's business challenges have begun to change and are very different from the past. Today's challenge is developing a sustainable business that supports the environment and sustainable development that the government is promoting. Businesses today are required to be greener and environmentally friendly. A green business certainly does not have a narrow understanding and is limited only to its products. Even marketing that is carried out also enters the realm of green entrepreneurship.

Students and even PKBM Bina Warga Kendal tutors do not yet have sufficient insight into sustainable development and green entrepreneurship, so there is no curriculum and learning regarding these matters. As a result, many students produce products that are not environmentally friendly, from raw materials and packaging to production.

## **METHOD**

Community service activities are carried out using lecture and discussion methods. The first activity was an intensive lecture on general knowledge of the green economy and sustainable development. This material is continued with the concept of green entrepreneurship. Mainly given the definition, characteristics, and types of business in green entrepreneurship and the expansion of the meaning of green entrepreneurship, not only the product but all production activities are considered.

The lecture activity was continued with a discussion in the form of question and answer. The discussion session was delegated directly to the participants so that participants better understand green entrepreneurship and the importance of changing the concept of abandoning conventional entrepreneurship for sustainable development that cares about the environment's future. After the material was given and the discussion session was over, the next step was the introduction of green entrepreneurship techniques with practicum. The practicum is not done to make a product because PKBM Bina Warga Kendal students already have their products. The practice here is more about an in-depth introduction to green entrepreneurship and consulting on changes that can be made to their business to make it more environmentally friendly for products, packaging, raw materials, and marketing. Consultation, in this case, also teaches the calculation of cost and cost of goods if they must change some basic concepts in their business. Consultation in this session will end with the concept of a green business plan applied with periodic assistance. Students are given 3 (three) months to realize the business concept change plan. They are evaluated starting from the packaging and marketing used by checking the packaging materials and whether they can be recycled.

## **RESULTS AND DISCUSSIONS**

The participants of this service were 20 participants consisting of students and tenors of PKBM Bina Warga Kendal. Service is carried out offline and limited and with strict health protocols considering that the pandemic is still ongoing, and the situation has not improved so much. However, this service cannot be done online. Participants act as active participatory participants who listen to the service team's presentation and are invited to participate in the simulation (Nuraeni and Lelly, 2020). The MSME office gave the material and discussion as a speaker on increasing and implementing green entrepreneurship. It supports sustainable development and academics lecturers concentrating on green entrepreneurship for green business plan material. It plays a significant role in changing the concept of conventional entrepreneurship to green entrepreneurship.

Most participants had heard the term green entrepreneurship at the beginning of the material delivery. However, their knowledge of green entrepreneurship was still short and only limited to knowing about producing environmentally friendly products. It is measured through a short pre-test given by the service provider regarding green entrepreneurial knowledge. In this case, the service team re-provided the definition of green entrepreneurship, its characteristics and forms, and various types of green entrepreneurship.

In this activity, not only material was given about green entrepreneurship but also provided material related to the environment in depth. Participants were also provided with a recalculation for the cost of goods if they wanted to change the basic concept of their business to be green-based and environmentally friendly. The material in the lecture and discussion session included entrepreneurship, environmental problems due to running businesses, environmental damage's impact, and green entrepreneurship examples.

**Picture 1.**

Giving material about green entrepreneurship



The discussion session went well, indicating the absorption of the knowledge provided by the service team to the participants. Participants were enthusiastic about green entrepreneurship and wanted to explore the existing characteristics. These characteristics are indeed not easy to emerge instantly, but the character of green entrepreneurship can be learned and lived with passion and interest. Some of the characteristics of green entrepreneurship are having innovative ideas by thinking about risk aspects, being sensitive to environmental problems, and running a business that positively affects the environment while still generating material profits.

In addition to presentations and discussion sessions, the service team introduced the application of techniques to participants through videos. Participants were given an in-depth video about green entrepreneurship and then shown examples of companies and MSME businesses implementing green entrepreneurship in their businesses. The introduction of the technique with this video was welcomed and became a separate insight for the participants. Participants understand the unlimited green entrepreneurship concept after seeing some video examples. In this session, the service team opened a consultation for PKBM Bina Warga Kendal students who wanted to change the basic concept of conventional business towards green entrepreneurship. Changes in the concept will change several things, and these

changes will not occur only in some respects that participants can carry out.

As many as 87.5% are enthusiastic about changing their business concept to make it more acceptable to the community and supporting the government's efforts to tackle environmental problems that are increasingly in the spotlight. Most participants will change the packaging into environmentally friendly packaging that can be reused or enter the 3R concept (reduce, recycle, reuse). Packaging changes are the most fundamental changes that can be made in addition to making other changes. With the changes made, there will be changes in costs that occur.

Costs in production can affect the cost of goods sold and the selling price of goods. The selling price of goods should not be too high even though it has been highlighted as an environmentally friendly product so that it still attracts consumer interest. It is also a challenge for PKBM Bina Warga Kendal students. Even so, after the service activities were completed, the service team distributed questionnaires to see the participants' responses after the activities. All participants are happy with this service, so they know about green entrepreneurship.

## CONCLUSION

Service activities about green entrepreneurship open the insights of students and tutors of PKBM Bina Warga Kendal more broadly so that they know more about green entrepreneurship. The introduction of the technique that was carried out opened up new insights for participants to upload students' desire to change their business concept to green entrepreneurship, which is trending among the community. Students have successfully applied the concept of green entrepreneurship with the green business plan created. In the supervision process, some students still have not successfully passed the evaluation due to the difficulty of implementing the regulated plan. Concept changes need to be made gradually but consistently.

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