

SUSTAINABLE BUSINESS AND ENVIROMENT LEADERSHIP FROM THE MANAGEMENT PERSPECTIVE FOR WEST JAKARTA MICRO BUSINESS

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ABSTRACT

Urban village sustainable development program is one of the government programs in helping the Indonesian people to be self-supported. The government is in a serious effort to increase the number of entrepreneurs through micro and small businesses to families live in urban village areas while at the same time starts to introduce green business concepts and operations to reduce climate change. The target area of this community service is Keagungan Urban Village, Taman Sari District, West Jakarta. The micro businesses have not yet adopted the green concept of Triple Bottom Line - profit, people, and planet or Triple Helix – economy, society, and environment approach in doing businesses. Now a day is important to start practicing green business behavior that is suitable micro enterprises. Hopefully, by practicing green business behaviors ones could add values to gain business' competitiveness since this research finding shows that customers are willing to pay more to micro businesses as long as they practice sustainable and green behavior. Good predictors that micro businesses have practiced sustainable green behaviors are when they know green business management and willing to practice them. They should use renewable energy, reject products and services which are environmentally unfriendly. The practice of green business management behaviors for improving the economy and preserving the environment will be successful if it is fully supported by the government, academicians, business owners/leaders, and societies, mostly the customers.

Keywords: Sustainable, Green, Triple Bottom Line, Triple Helix

1. INTRODUCTION

A. BACKGROUND SITUATION

Business owners and managers, including MSE's have important roles both strategically and operationally to implement sustainable business and environment (Ebert, et al, 2017, Hisrich, et al. 2013, Longenecker, et al, 2014), and Elkington, 2008) practices based on triple bottom line (Elkington, 2008) and triple helix (Scalia, et al. 2018 and Farioli, et al., 2018) concepts. However, in reality green business sustainability for the mitigating climate change can only be implemented by large businesses with government helps (Güner, 2018, Lo, 2021, Boiral, et al., 2018, Upton, 2016, and Li, et al., 2019). It is very rare for Micro and Small Enterprise (MSM's) able to implement the sustainable business and environment model (Kusdi, 2019, Lo, 2021, and Maziriri & Saurombe, 2018). It refers to the way businesses are run with regards to people and planet well-beings, not just looking for profit as their goals (Elkington, 2008, Scalia, et al. 2018, and Farioli, et al., 2018). Many big corporations, such as Apple, Google, or Microsoft have built their corporate's images by adopting Triple Bottom Line (Farioli, et al., 2018) and Triple Helix principles (Longenecker, et al, 2014 and Farioli, et al., 2018). They portray themselves as the corporations which practice business sustainability and environment sustainability to preserve the future (Boiral, et al., 2018 and Li, et al., 2019).

The situation of MSE's in Indonesia is different. There are many MSE's business in Indonesia which have not yet implemented the sustainable business and green environment model. According to Indonesian Law on Micro, Small, and Medium Businesses No.20 Year 2008, micro businesses are the businesses which has capital less than Rp 50 million,- and the annual revenue less than Rp 300 million,-, small business are the businesses which has capital between Rp 50 million,- to Rp 500 million,- and the annual revenue between Rp 300 million,- to Rp 2.5 billion,-; meanwhile medium business are the businesses which has capital between Rp 500 million,- to Rp 10 billion,- and the annual revenue between Rp 300 million,- to Rp 2.5 billion,- to Rp 50 billion,-. The 2021 data of Ministry of Cooperative and Micro Small, and Medium Enterprises show that there are 63.96 million micro business units (99.6 percent), 193,959 small business units (0.3 percent), 44,7287 medium business units (0.07 percent), and only 5,550 big business units (0.01 percent). Their total contribution to GDP is 57 percent. The data show that the total SME's are 99.9 percent and very important for Indonesian economy. They contributed more than half of the total GDP (57 percent) and absorbed 97 percent of total employment.

Although MSE businesses are difficult in adopting the sustainable business and green environment model, but due to the large number of SME's and the manpower involved, it is imperative that the model be implemented, especially by the owners and managers (Maziriri & Saurombe, 2018 and <https://unfccc.int/process-and-meetings/the-paris-agreement/the-paris-agreement>, 2023.)

This community development activity targeted the Micro Business owners residing in Keadilan Urban Village, Taman Sari District, West Jakarta municipal, The SME's distribution in Jakarta area is presented in Table 1 below
Tabel 1. SME units in Jakarta Area (2018-2019)

Table 1 shows that MSE's growth from 2018 to 2019, the highest growth rate is at North and South Jakarta, next is at Kepulauan Seribu and West Jakarta, and the lowest growth rate is at East Jakarta. Total SME's in Jakarta is 62,929 unit, with 214,730 workers and total revenue Rp 25.66 billion,- consists of 80 % micro business and 20% small business. There are 36% of the small business units in food and culinary and 31% in apparel and clothing. The people who become the entrepreneurs are 58.905 people (93,60 percent) ages 50 to 64 years old, 3.489 people (5,54 percent) ages more than 64 years old. Meanwhile, there are only 535 people (0,85 percent) ages 15 to 49 years old. The educational background of the people involved in MSE's are as follows: 19,928 people (31,67 percent) are Senior High School graduates, 1.630 people (2, 59 percent) are Undergraduate, 3.724 people (5,92 percent) are Primary School graduates, and 2.485 people (3,95 percent) do not pass Primary School. The majority (44,13 percent) of them are Junior High School graduates. Most of the MSE's people do not have the proper skills, knowledge, and ability needed to become entrepreneurs and do the business. This information is needed to design the appropriate level and method of business and environment sustainability training for them. It is expected the training would benefit the MSE's owners and workers to improve their businesses (Maziriri & Saurombe, 2018) and <https://unfccc.int/process-and-meetings/the-paris-agreement/the-paris-agreement>, 2023.

The topic of the community development is MSE's Business and Environment Sustainability based on Triple Bottom Line (People, Planet, and Profit) and Triple Helix (Environment, Society, and Economy) concepts. The SME's distribution in Jakarta area is presented in Table 1 below.

Tabel 1. SME units in Jakarta Area (2018-2019)

Regency/ Administration	Area (km2)	Number of Enterprises		Growth (YoY)	Number of Employees		Revenue (000 Rp)	Expenditure (000 Rp)
		2018	2019		2018	2019	2019	2019
Kepulauan Seribu	10.18	378	593	1,57	682	1143	41230465	23988903
South Jakarta	154.32	6831	13780	2,02	19376	33785	3664279449	1691450878
East Jakarta	182.7	7390	14187	1,92	23761	42016	5541795838	2590397159
Central Jakarta	52.38	5588	6322	1,13	21795	23842	4279203305	2274091471
West Jakarta	124.44	12244	16969	1,39	64497	77537	7619001023	3619538634
North Jakarta	139.99	5419	11078	2,04	19133	36407	4515629905	2144203107
Total	664.01	37850	62929	1,66	149244	214730	25661139986	12343670151

Source: DKI Jakarta Province Statisics (2020)

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At Keagungan, Urban Village, Taman Sari District there has not been any training for business owners on the subjects of green management approach, especially about green business behaviors and practices for micro businesses although the benefits of having green management practices for the well-being of their businesses are there. All of the micro businesses in Keagungan Urban Village are mostly family businesses.

The target groups of this community service are the entrepreneurs and/or the owners of micro business firms at Keagungan Urban Village who would be ready to follow the government program on handling climate change according to Paris Agreement (Upton, 2016). The entrepreneurs or the firms' owners and leaders are chosen since they could successfully implement green behaviors practices (Li, *et.al.* 2019 and Boiral, *et. al.* 2018). The idea is to implement green business management behaviors practices suitable for micro businesses. The supervisors of PT Permodalan Nasional Madani (PNM) - Mekar invited the owners of micro business at Keagungan Urban Village for the training. The business owners/leaders must have enough educational background or sufficient literacy, so that they are able to understand the training provided. The training focuses on practical knowledge and skills related to green business management behaviors practices suitable for micro businesses. The green behaviors practices are believed can add values to business operations and in the long run can improve the entrepreneurs' profits and sustainability since the green image exposure becomes the business' competitive advantage. Trainings through seminar and consultation with participants are conducted. The materials presented and discussed at the training introduced green business management for micro enterprises, the practice on green behaviors for micro business firms, and example of real life, green behaviors practices discussed in the training. The objectives after attending this training are the participants will know the values, advantages, and benefits in applying green management approach suitable for micro and small businesses, with focus on green behaviors.

B. PROBLEM IDENTIFICATION

The object of this study is a Keagungan Urban Village, Taman Sari District, West Jakarta. There has not been any training for business owners on the subjects of green behaviors practices for micro and small business enterprises although the benefits of having green business management behaviors practices for mitigating the climate change could be very promising in the long run. The problems are:

1. The Micro Enterprises were doing businesses in their traditional ways with no regards for green environments.
2. The low costs and low prices policy was still dominant for SMEs, regardless of the destructive effects on environments for using non-green materials, technology, and energies.
3. There was very limited knowledge about green business management approach to business, let alone the green behaviors practices for the Micro business operations.
4. The Micro business were not aware that using green materials, technology, and energies can reduce costs in the long run and can avoid the climate change and save the earth
5. There were more and more people and customers willing to pay higher prices for green products and services since they know the benefits on being and acting green.
6. There was no knowledge and skills in green management and green behaviors practices for SMEs.

B. OUTCOMES

The expected outcome after attending this training, i.e. the participants would know the advantages and benefits in applying green behaviors in Micro businesses operations, they are as follows:

1. Participants know the benefits in implementing green management, especially green behaviors practices for their businesses operations.
2. Participants want to practice green behaviors for their day to day micro business operations.
3. Participants have the skills and are able to practice green business management behaviors for their business operations.

3. METHOD

A. METHOD

The delivery of the training was carried out on Saturday, May 3, 2025, from 9.00 am to 12.00 pm. It was done through offline face to face training, administered by Universitas Mercu Buana, Graduate School of Management in Jakarta and Badan Riset dan Inovasi Nasional (BRIN) as partner, a long with PNM Mekar as their business supervisors. The participants for this training were invited from the Keagungan Urban Village, Taman Sari District area. They were the owners of the micro business enterprises which employed less than 10 people in a firm. Students of the university were also invited to this training. There were twenty-five participants from the community attended, They all were 25 women who attended the training. All the 25 Micro business owners were in culinary business (dry foods, snacks, pies, catering, etc.) and the only one business owner was selling fresh vegetables.

B. METHOD OF EXECUTION

This community service is carried out in the form of training through webinar to micro businesses actors. The steps by steps execution of webinar are as follows:

1. Writing down a Plan
 - a. Contact and coordinate with stakeholders
 - b. Make a step-by-step plan
2. Preparing for the Execution
 - a. Invite the stakeholders
 - b. Check the final preparation
3. Doing the Execution
 - a. Deliver the Webinar training
 - b. Open Inter-active Discussions
4. Monitoring and Evaluating the Execution

Monitor the execution from the beginning, during, and after the process is done.

 1. Check the preparation steps
 2. Communicate and coordinate with the stakeholders;
 3. Check the training materials and the trainer(s)
 4. Make sure the participants' attendance
 5. Check the instruments, administrative procedure, and final run-downs

Next, consultation activities are carried out in the form of tutorial assistance and are given after the training.

4. RESULTS AND DISCUSSION

A. EXECUTION

This activity was conducted as one of the Community Development programs by Universitas Mercu Buana - Graduate School in Management as required by Ministry of Research and Technology and Higher Education, called "Tri Dharma Perguruan Tinggi". The training was given through face-to-face interactive lectures, question and answer session, and inter-active discussions. This seminar training and inter-active discussions were carried out well as planned. There were 25 participants of micro business owners from Keagungan Urban Village, Taman Sari District, West Jakarta attended this green business management behaviors training. Participants profile were as follows: 100% female micro business owners, 88% owned the micro businesses, 1 belong to family and another belong to Cooperative; 56,5% have been in business for less than five years, 28% have been in business for 5 to 10 years, the same percentage of 8% have been in business for between 10 to 20 years and more than 20 years; meanwhile 96% of the micro business owners have less than five employees.

B. MATERIALS AND EQUIPMENT

Training materials were given in the beginning. They were about the theory and real examples of green business management behaviors related to Micro business' daily operations. The trainers presented the materials using power-point software interactively, followed by inter-active discussions. Trainers presented material related to Business Transformation Leadership. Sustainable and Green Leadership, Total Quality Management, Clean Production, Green HRM, Green Mindset, Sustainable Financial as follows:



Figure 1. Management Sustainability Leadership

Apa Itu Manajemen Kualitas Total (MKT) ?

- Pendekatan untuk mencapai kualitas produk/ jasa terbaik secara menyeluruh, dan berkelanjutan.
- MKT melibatkan semua bagian dalam organisasi dan berfokus pada kepuasan pelanggan.

Figure 2. Total Quality Management

SISTEMATIKA PRODUKSI BERSIH

CLEAN PRODUCTION



Figure 3. Clean Production

- KEHARUSAN MENGGUNAKAN KONSEP BARU DALAM SISTEM BERPIKIR MANUSIA



Figure 4. Green HRM

Apa itu Green Mindset (Pola Pikir Hijau)?

Prioritas Keberlanjutan

Green mindset adalah pola pikir yang menempatkan keberlanjutan sebagai inti dari strategi bisnis.

Nilai yang Diinternalisasi

Bukan hanya tren temporer, tetapi nilai yang melekat dan menjadi bagian budaya perusahaan.

Prinsip Utama

- 3R (Reduce, Reuse, Recycle)
- Efisiensi energi
- Sumber daya terbarukan

Sinergi

Menjaga keseimbangan antara aspek lingkungan, sosial, dan ekonomi.

Figure 5. Green Mindset

C. EVALUATION

Following the written plan, the Joint Community Service Team contacted and invited community members who own micro businesses to join training seminar conducted by six Universitas Mercu Buana instructors and a senior Officer from BRIN as partner. The team presented seven different topics related to micro businesses. The title for the topic was **“Sustainable Business and Environment Leadership from the Management Perspectives for West Jakarta Micco Businesses.”** All the seven topics were presented by the UMB lecturers and one main topic about business transformation leadership was presented by the BRIN partner.

The results from given questionnaire survey were as follows: Most of the participants as the respondents were Very Satisfied and Satisfied with the training. 100% of respondents would like to join similar training program in the future; 96% said that they would implement the training material in their micro business daily operations; 92% of them happy with the training location; 88% of them were happy with the time of the training, they understand the

way training was delivered and over all said that the training was well run. However, only 765 of the participants said that the training materials suitable for them. In light of this feedback, for the future training, trainers of UMB and Partner should first use Training Need Analysis before designing and conducting future training.

D. DISCUSSION

This community development program was first started by doing field survey, interviews, and direct observations on what could be needed by the Keagungan Urban Village Micro Business owners. From the pre-activity data gathered, the people would need hands on training on green business management behaviors for Micro Businesses daily operations to help business sustainability and reduce the climate change threats. They need to learn the effects for not being sustainable and not preserving this earth by being and acting sustainable and green. They need to have the knowledge and skills to be both sustainable and green.

Related to the problem identification discussed earlier, the solutions given were as follows:

1. The Micro businesses should do their businesses with high regards for business sustainability.
2. Micro businesses should also participate in avoiding climate change and saving the earth and its environments by start using green materials, technology, and energies since more and more people and customers are willing to pay higher prices for green products and services.
3. Micro businesses and societies need to learn more about business sustainability and green management approach to business and start practicing those behaviors in their daily business operations.

5. CONCLUSION

Based on the Community Service training seminar execution by the Joint Team of Lecturers from the Universitas Mercu Buana, Jakarta, BRIN and the PNM Mekar, the following are concluded:

- 1) The participants are mostly participants are from Kelurahan Keagungan, Kecamatan Taman Sari micro business owners.
- 2) The seminar - topic by topics was run effectively and was very well accepted and appreciated by the participants. Participants were eagerly joined the open discussions
- 3) The top five topics they faced challenges are about (a) micro business financing, (b) know-how on how to grow a business, (c) how to get raw materials, (d) running micro businesses by utilizing IT, and (e) finding suitable places for running micro businesses.
- 4) When asked about the Seminar itself, it was said that the participants were going to apply what they have learned, and they al were satisfied with the contents and the venue of the training.

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