

## PROFICIENT Community Service

### Towards environmentally conscious SMEs in Jenderal Soedirman University, Purwokerto, Jawa Tengah

<sup>1</sup>Pamela Magdalena, <sup>2</sup>Achmad Syauqi Ilal Jinan\*, <sup>3</sup>Ch. Endah Winarti, <sup>4</sup>Ignatius Septo Pramesworo, <sup>5</sup>Chicilia Nova Yatna, <sup>6</sup>Eduardus Suharto, <sup>7</sup>Renova Modigliani Paradigma

<sup>1, 3, 4, 5</sup> Manajemen Economics, Perbanas Institute , Jl. Perbanas, RT.16/ RW.7, Kuningan, Karet Kuningan, Kecamatan Setiabudi, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta, Indonesia

<sup>2</sup> Sharia Economics, Perbanas Institute , Jl. Perbanas, RT.16/RW.7, Kuningan, Karet Kuningan, Kecamatan Setiabudi, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta, Indonesia

<sup>6</sup> Magister Ilmu Manajemen Economics, Perbanas Institute , Jl. Perbanas, RT.16/ RW.7, Kuningan, Karet Kuningan, Kecamatan Setiabudi, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta, Indonesia

<sup>7</sup> Student at Manajemen Economics, Perbanas Institute , Jl. Perbanas, RT.16/ RW.7, Kuningan, Karet Kuningan, Kecamatan Setiabudi, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta, Indonesia

\*Correspondence: [syauqi.jinan@perbanas.id](mailto:syauqi.jinan@perbanas.id)

## ABSTRACT

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*Considering that in society, the importance of waste management for Micro, Small, and Medium Enterprises (MSMEs) has received little attention, many MSMEs still need to understand the concept of a green environment to achieve business continuity with an environmentally sustainable approach—benefits of Community Service Activities by MSMEs at Jendral Sudirman University, Dukuhbandong, Grendeng, Kec. North Purwokerto, Banyumas Regency, Central Java. We This paper explains the importance of environmental insight for MSMEs by the results of the G20, namely, towards green MSMEs to support a sustainable economy. It We also enlightens how MSMEs must prepare this ecosystem through access to financing, training, and outreach.*

## **A. INTRODUCTION**

Currently, MSMEs in Indonesia are developing very rapidly. According to statistical data, in 2023, MSMEs in Indonesia will reach 66 million with a Gross Domestic Income (GDP) contribution of 61% or the equivalent of 9,580 trillion rupiah (BPS 2023). As a developing country with the largest population in the world, Indonesia, of course, experiences conditions where many people suffer poverty, high levels of unemployment, which are caused by high and varied demands titles and skills in companies when looking for human resources in conditions of limited education In the majority of underprivileged communities, this seems to highlight disparities social and economic society. (Iqbal, 2018).

The issue of environmentally unfriendly waste is in the spotlight because MSMEs themselves are a very large industry in Indonesia. Moreover, MSMEs on a global scale can have a significant impact on the environment related to conventional production practices, which tend to use natural resources intensively. On the other hand, MSMEs also have the potential to innovate from an environmental perspective and make relevant contributions to technology and environmental improvement. (Ayuka and & Priatna, 2023).

Meanwhile, the development of the Green Industry aims to create an industry that is sustainable in the context of efficient and effective use of natural resources to align industrial development with sustainability, preserving environmental functions and providing benefits to society (Nurbaiti 2021 and dan Nurhayati 2021). By holding this Community Service activity, it is hoped that the event participants will Also, as MSME players, get an idea of what green industry is and how to apply it to businesses that are classified as micro so that MSME players at Jendral Soedirman University can continue to make developments both in their production processes and the products they produce so that they remain in harmony with the environment because There are quite a lot of other business actors who have implemented the concept of green industry or environmental awareness which can be used as a reference for MSME players assisted by Jendral Soedirman University who are just starting the green industry concept.

## **B. IMPLEMENTATION METHOD**

The activity was held on Wednesday, 22 May 2024, in the 7th Floor Hall of the Faculty of Economics and Business, Jendral Soedirman University, District. Purwokerto, Banyumas. It starts started at 10.00 WIB and goes on until 13.00 WIB. The implementation of this Community Service activity begins began with the committee making preparations for the event that would will take place. After that Then, the opening was held by the host, then activities were followed by a report from the Chair of the Committee, remarks from the supervising lecturer, remarks from the Head of FEB UNSOED, remarks from the representative of the head of the DP2M Perbanas Institute, and remarks from the Chair of the MSMEs assisted by UNSOED.

Next, the team and the supervisor lecturer introduced the importance of environmental awareness for MSME players to the participants through material presentations. The delivery of the material has been adjusted to the theme and title related to understanding the concept of the green environment and MSMEs with a green environmental perspective. This continued with a question and answer session regarding the material given and delivered. MSME players ask the team and lecturers about the materials they need help understanding,

and the supervisors helped answering these questions. After the session was finished, it was continued with prize distribution and a group photo session.

### C. DISCUSSION

In the initial stage of this activity, we prepared by forming a committee consisting of a team of Perbanas Institute lecturers. After forming the committee, we carried out site surveys and observations to analyze the training needs of local business actors. Then, an activity proposal was prepared with the theme "Increasing Understanding of Sustainable MSMEs" in Purwokerto District, Banyumas Regency.

The activity was held on Wednesday, 22 March 2024, in the 7th Floor Hall of the Faculty of Economics and Business, Jendral Soedirman University, District. Purwokerto, Banyumas. It was held from 10:00 to 13:00 WIB and attended by the committee, the IKPIA Perbanas lecturer team, the Jendral Soedirman University lecturer team, the team from Jendral Soedirman University, and Banyumas MSMEs.



Source: Community Development Activities (2024)  
Figure 1. Participants



Source: Community Development Activities (2023)  
Figure 2 and 3 Training Improving Understanding of MSME Taxpayers





#### **D. CONCLUSION**

This one-day **Community Service Activity** received a good response from the participants. This activity ran smoothly and successfully, and the participants were very enthusiastic about participating. Participants understood the materials presented well regarding increasing understanding of green environmental awareness in MSMEs. Therefore, this article was prepared as a stepping stone in expanding the potential of MSME players in understanding environmentally friendly industries by the results of the G20 regarding sustainable economics. Many things could be improved in the implementation of activities, so it still needs to be perfect. Through this opportunity, we, the collaborative community development team, hope to get input for future improvements.

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#### **LIST OF PARTICIPANTS**



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