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Applications Green Business by Micro Enterprise (A Preliminary Study on Some Micro-Enterprises in Semarang)

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Green Business has become a new concept in business. This concept is based on good sustainability to the environment or the business itself. The Green Business allegedly have not been applied by a micro entity especially SMEs. This presumably is due to the lack of understanding to engrossed in its core of business, and costly, and so forth. This research explored the initial response of some allegation above. This paper presents the results of a preliminary study on several microenterprises existed in Semarang. The method used was interviews and observations. The variables used were understand of the SME on Green Business, green business applications with parameters on reduce, reuse, and recycle. Our studies indicated that micro businesses are not aware of the concept of green business and there are some differences on understanding of green business concept. Some are already applying Green Business, although not fully yet to meet with the concept of reuse, reduce and recycle. The application of green business is happened “accidentally” or not through a planned program. There are interesting findings when a Micro Enterprise with the motto “low cost on everything” known to have been running a green business in full and discipline.

Keywords: Green Business, Micro Enterprise, Reduce, Reuse, Recycle.

1. INTRODUCTION

Green Business concept has been popular when the world promotes the desire to reduce the negative impact of business on the environment. This concept has been applied by big businesses and some small businesses (SMEs). The practice of Green Business in large business has been done since long ago. While the practice of Green Business on SMEs has less attention the number of small businesses in Indonesia is very high (nearly 90% compare to large businesses). So, it might have a great potential in the case of a negative impact on environments. Apart from all the weaknesses of SMEs, including in terms of the implementation of the Green Business, allegedly SMEs are ready to implement it. This paper is a preliminary study of SME daily activities associated with the concept of Green Business. To answer whether in practice Micro Indonesian SMEs understand how to apply the Green Business.

2. THEORY

Green business is a business in which its operations commit to the principle of conservation by using renewable resources, and trying to minimize the negative impact of its activities.¹ An environmentally aware business should participate in at least one of “4 Rs”-reduction, reuse, recycling, and recovery.²

The “green transformation” is also a significant business opportunity for SMEs as important actors in green technology innovation and production. Often SMEs are unaware of many financially attractive opportunities for environmental improvement. There is a widespread misperception that protecting an environment is associated with technical complexity, burdens and costs.⁴

There are two major obstacles that typically inhibit an enterprise and SME in conducting green business. These obstacles include:³

- (1) Internal barriers: There are traditionally thought among producers and providers, lack of knowledge on business issues, It does not attempt to have a clear vision and the resources necessary to remove certain charges, such as the cost of implementation.
- (2) External barriers: Lack of capital for the initial investment and to the spread of eco-innovation. The change in consumer attitudes. For example, consumers who are accustomed to luxury, perhaps unaware of electric cars or less luxurious cars offered by car-sharing schemes.

3. METHODOLOGY

The data collection was done by exploring the micro-interviews on several to businesses men, but it also made observations on the business processes. The data were analyzed in order to describe

what SMEs in the framework of Green Business applications especially in processing waste. Object of research were some micro SMEs in the field of food in the city of Semarang.

4. FINDING

The study was conducted by exploration of some micro-enterprises in food. The business sectors of respondents were

Table I. Waste treatment by micro enterprises.

Business	Waste	Waste treatment	
Wingko	Coconut fiber	Dishwashing appliance	Re-use
	Coconut shell	For raw material for mosquito coils (neighbours asked them)	Recycle
	Coconut water	As raw material of making nata de coco (sold to makers of nata de coco)	Recycle
	Wingko scorched	Consumption or animal feed (that many)	Reuse
Jackfruit chips	Cardboard	Collected and sold	Reuse
	Used oil	Refined for reuse	Recycle
	Dregs of oils	Sale (used for engine lubricants)	Reuse
	The skin and seeds of jackfruits	Discarded	Not treated
Kalasan Fried Chicken	Chicken fat	Fried to produce oil for spice fried noodles.	Recycle
	"Grabayas"	For seasoning fried rice	Reuse
Milkfish presto	Used oil	Sold to collectors	Reuse
	Water	Not used	Not treated
Restaurant	Fish feces	Not used	Not treated
	Leftovers	For animal feed	Not treated
Restaurant	Plastic	Not used	Not treated
	Trash shopping	Not used	Not treated
	Water	Not used	Not treated

Source: Primary data.

wingko, jackfruit chips, milkfish presto, fried chicken, and food stalls. Here is the presentation of an overview of the application Green Business that has been carried out by SMEs in their day to day activities. The analysis was performed on the waste treatment process which is carried out by SMEs Micro. This is because of their understanding of green business was limited to just waste treatment.

5. DISCUSSION

1. Waste treatment had been carried out by micro-enterprises. Waste treatment activities were included in the production process. Waste was processed pose no effort (extra charge), or provide additional income. For waste processing was more complicated and requires extra effort will be immediately discarded.

2. There were micro-businesses that did not process the waste at all. Based on the search for waste generated very little, so it was not efficient when it was processed. Another reason SMEs did not treat waste was due to the knowledge and resources were still limited. SMEs also felt unimportant or there is no need to treat waste.

3. Studies will be needed more in-depth understanding of SMEs Micro towards green business, not just about waste.

This study used still very little sample, therefore need to expanded with more samples and more diverse business sectors.

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