

# Towards Green Business Model: Assessment of Digitalpreneur Actor's Awareness In Managing Business Waste

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## ABSTRACT

The development of technology has had an impact on the proliferation of digitalpreneur actors. Technology makes it easy for people to open a business. In general, business people's primary orientation is to profit by minimizing costs. Unfortunately, environmental issues have not become part of the business management considerations of most business actors. The concept of green business is an ideal form in the implementation of the business world. In this study, researchers examine the level of awareness of digitalpreneur actors regarding waste management in their business. This study takes samples from digitalpreneur actors in the Central Java region. The data collection method used a questionnaire with a quota sampling technique. The analysis technique used is descriptive statistics. The result of this study is that most digitalpreneur actors know the importance of sorting waste and depositing the results in a waste bank. However, in reality, many digitalpreneur actors still do not realize that the waste management of their business is not good. Therefore, it is essential to educate and socialize about waste bank to increase literacy on the importance of waste processing.

**Keywords:** Digitalpreneur; Green business; Awareness; Waste Management

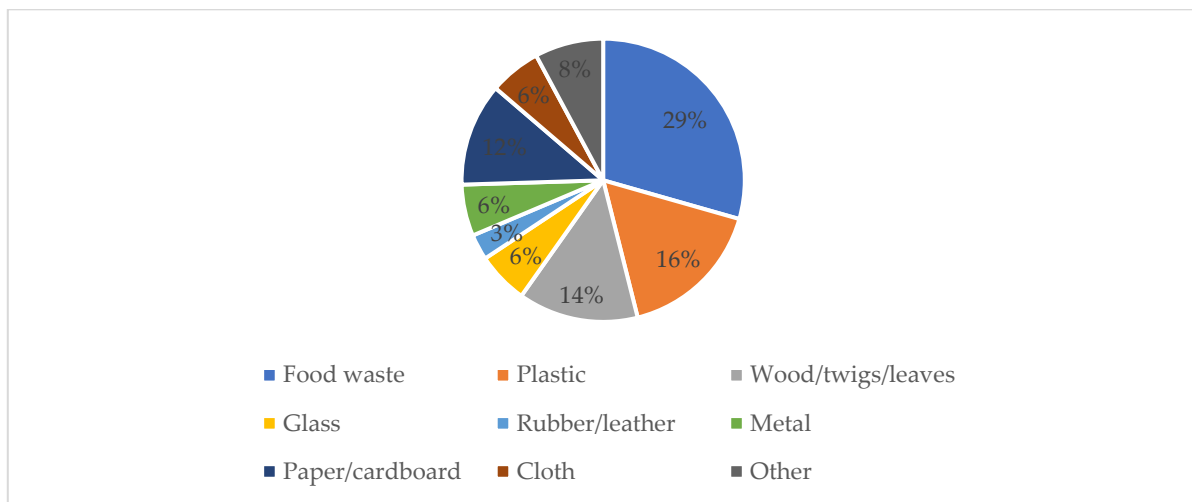
**JEL Classification:** A15, B12, V6 (3 JEL Class)

## INTRODUCTION

Waste is material wasted or thrown away from human activities or natural processes that do not have economic value. It can even have a negative economic value because handling it requires considerable costs (AS et al., 2020). Therefore, the waste business is currently increasingly squirming in Indonesia. However, the waste business is in line with the central and local governments' regulations to optimize waste management for economic and environmental interests. Based on regulations that regulate waste management,

companies consist of collectors/scavengers, unit waste banks, parent waste banks, collectors, and recycling industry companies (Zaenafi Ariani, Nurjannah S, 2021).

Waste prevention has become a component in the transition to sustainable waste governance and has become a priority in most countries (Bortoleto, 2015). Many governments in developed countries have ambitions to move toward a waste-free economy (Wilson et al., 2012). Waste is a form of a consequence of human activities where the volume is directly proportional to the number of inhabitants. If the waste is not handled effectively and efficiently, it will destroy the surrounding life. Nature has the ability to in-process waste automatically, especially organic waste. However, nature's hard work in decomposing waste naturally is unbalanced compared to the millions of tons of waste produced daily (H. P. Putra & Yuriandala, 2010). In Indonesia, food waste is the dominant waste composition. Plastic waste becomes the second-largest waste [Fig.1].



**Figure 1: Waste Composition Chart by Type (Kehutanan et al., 2022)**

At the same time, industrial products are abundant, and human needs are becoming more complex, so people's interest in continuing to shop is increasing. Business is part of a choice of professions oriented towards profit and meeting the needs of life. The more advanced human civilization, the more advanced the business carried out, especially in the era of globalization which is followed by advances in science, technology, and information (Suastrini, 2021). One of the business environments whose influence is quite significant is the technological environment. Technology helps in improving efficiency during business activities (Siregar & Nasution, 2020). With internet technology, geographical boundaries are automatically eliminated, giving rise to a new spirit in the business world (Arifah, 2015). It has been known for a long time that information systems have strategic importance in a business and online business (Schmuk, 2020). With the ease of the online shopping system, such as the ease of time in doing work without having to meet face to face first, making an online business a job that is in demand by many people from teenagers and even adults (Fauziah, 2020). Social media such as Facebook, Instagram, WhatsApp, Line, BBM, and others are beneficial for online business development (Ratnasari, 2017).

Although business activities are essential for a country's economic growth, they also have the potential to harm the world, especially in terms of landfilling waste. The green economy in the business context emphasizes the importance of attention to the environment and society in running a business without looking at profits alone so that the sustainability of the business and the surrounding nature continues to be well maintained (Syamsuri & Mashudi, 2022). In addition, the business should pay attention to what to maintain and what to create (economic, health, and sociocultural benefit) (Gray et al., 2014). Developing a green economy in the business world can improve environmental conditions and, at the same time, improve welfare. As environmental awareness increases, sustainable business practices become increasingly important and lead to the emergence of a green economy as a new economic engine (Lynn R Kahle, 2015).

In the world of online business, which most people are currently engaging in -- called digitalpreneur, the implementation of green economists is in the use of raw materials for packaging goods to the process of sending goods to consumers. In addition, managing waste from sales is an element of it. However, many digitalpreneur actors are still unaware of managing waste from sales. Many take out the trash by burning or stacking it in landfills. Waste, if managed properly, will bring more economic value (Maya et al., 2018). In the online business, starting from the goods imported from suppliers, packaging processes, to shipping, many digitalpreneur have not paid attention to the type of goods used. Most of them still predominantly use plastic packaging over environmentally friendly goods. This study tries to see the extent of the level of digitalpreneur actors' awareness of waste management due to doing business online. This research is new research with online business people as the subject and focuses on green economy practices from the perspective of online business people. This research is expected to foster awareness for online business people about the importance of processing waste from sales and be wiser in using materials related to online sales. In addition, the results of this research are expected to be a reference for researchers afterwards about the green economy, especially for digitalpreneur actors.

## **LITERATURE REVIEW**

Poor waste management has become a problem in Kuta Jeumpa Village of Jeumpa Sub-district of Aceh Barat Daya Regency. The research conducted by Teuku Athaillah et al provided a solution, namely by educating the residents of Kuta Jeumpa to manage waste properly. This activity is carried out by a training method in the form of presentation of material on the use of waste and food waste into processed food products. After that, the practice of how to make processed food products from food waste in front of the kuta jeumpa community. The people of Kuta Jeumpa village need to be taught to make waste a source of income. That is by introducing to the community how to make processed food from household waste. The products produced can provide profit value for the community. People are also educated to no longer throw garbage into the river (Teuku Athaillah et al., 2021). Meanwhile, in this study, focuses more on waste from online business and how much awareness of online business people in processing the waste.

Similar research was also conducted by Ratna Dewi and Herna Octivia about the economic potential of the shrimp waste treatment industry in Pati regency. Untapped shrimp shell waste causes shrimp shell waste to have less economic value. The research conducted is a descriptive research with a quantitative approach with a research location in Pati Regency. This research is a development of the Manual Procedure Implementation Model prototype utilization of shrimp shell waste. The results showed that the income of local people increased after shrimp waste management was carried out correctly. That the shrimp waste is able to produce added value economically (Judhaswati & Damayanti, 2019).

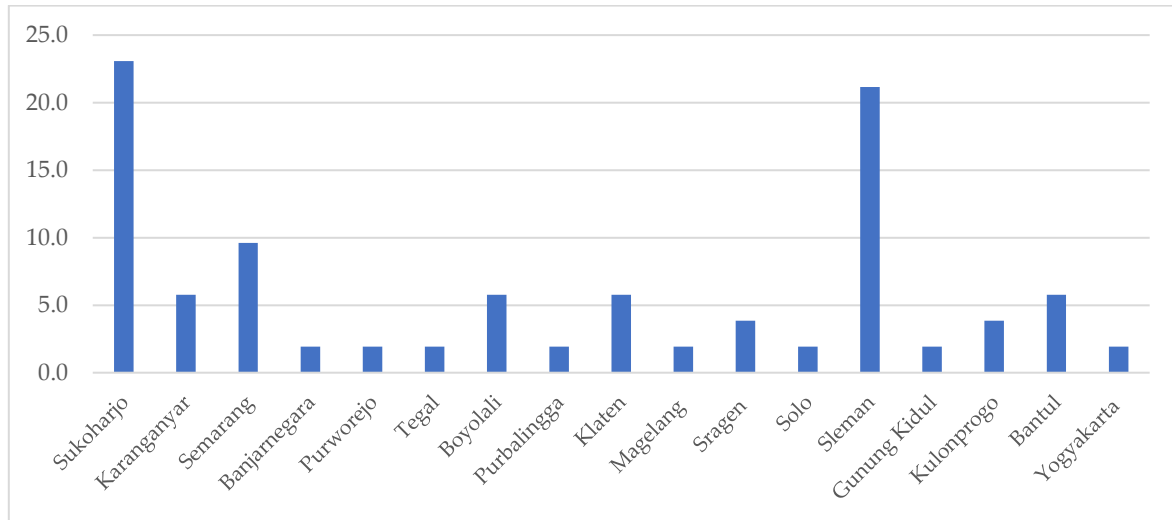
Research that focuses on Analyzing the effectiveness of waste banks as an alternative to waste management in achieving smart cities in kulon progo district has also been carried out by Mike Dewanti et al. By using qualitative methods with a descriptive analysis approach, researchers want to know the effectiveness of waste banks in waste processing. From the results of the study, information was obtained that the existence of waste banks has experienced good development because until 2019 there have been 116 waste banks. Meanwhile, the effectiveness of waste banks has so far been seen as less effective because it only has been able to manage 10% of the waste generated (Dewanti et al., 2020)

## **METHODOLOGY**

This type of research is quantitative by conducting surveys of digitalpreneur actors. Digitalpreneur actors who are the subject of research are domiciled in the Yogyakarta and Central Java regions. The number of samples in this study was 52 people. Data collection is carried out by sharing questionnaires online using the google form application. The questionnaire consists of open and closed questions. The question consists of demographic elements of business actors; business practices carried out in the aspects of providing goods and packaging, as well as the level of knowledge and perception of waste sorting activities. Data analysis techniques are carried out using descriptive statistical analysis by presenting graphs and percentages accompanied by descriptions. In addition, literature studies are conducted to present the study results comprehensively.

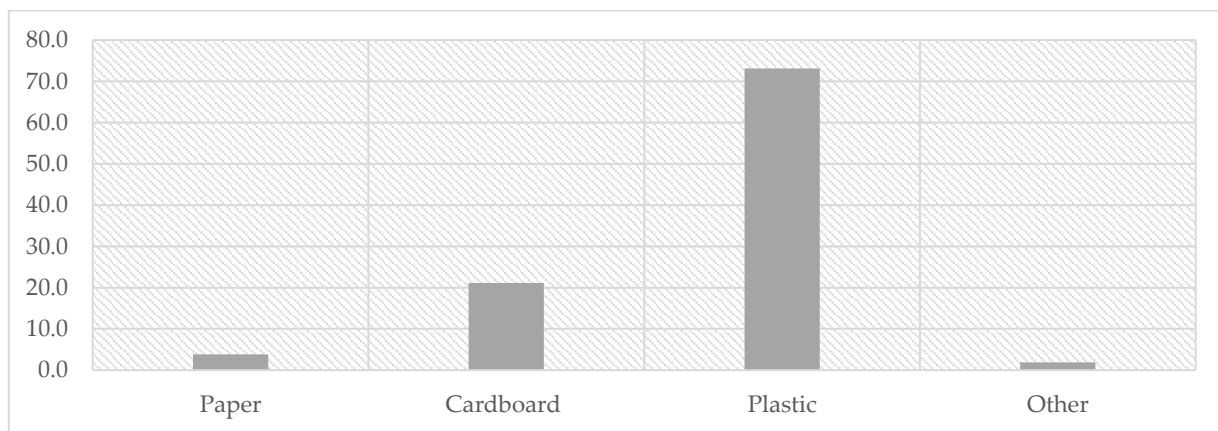
## **RESULT AND DISCUSSION**

Based on the study results, the respondents consisted of 19.2% aged 15-25 years, 61.5% aged 16-35 years, 36-45 years, 11.5%, and more than 45 years as much as 7.7%. In addition, 9.6% of male respondents, while 90.4% of female respondents. The business fields carried out consist of three categories, namely trade, services, and others, with 76.9%, 9.6%, and 15.4%, respectively. Respondents with a length of business of 1-5 years were 82.7%, 6-10 years were 11.5%, and a range of 11-15 years was 5.8%. Judging from the turnover, 65.4% of respondents have a turnover of IDR 500,000 to IDR 3,000,000, 15.4% of respondents have a turnover of IDR 4,000,000 to IDR 10,000,000, and 19.2 % have a turnover of more than IDR 10,000,000.-.



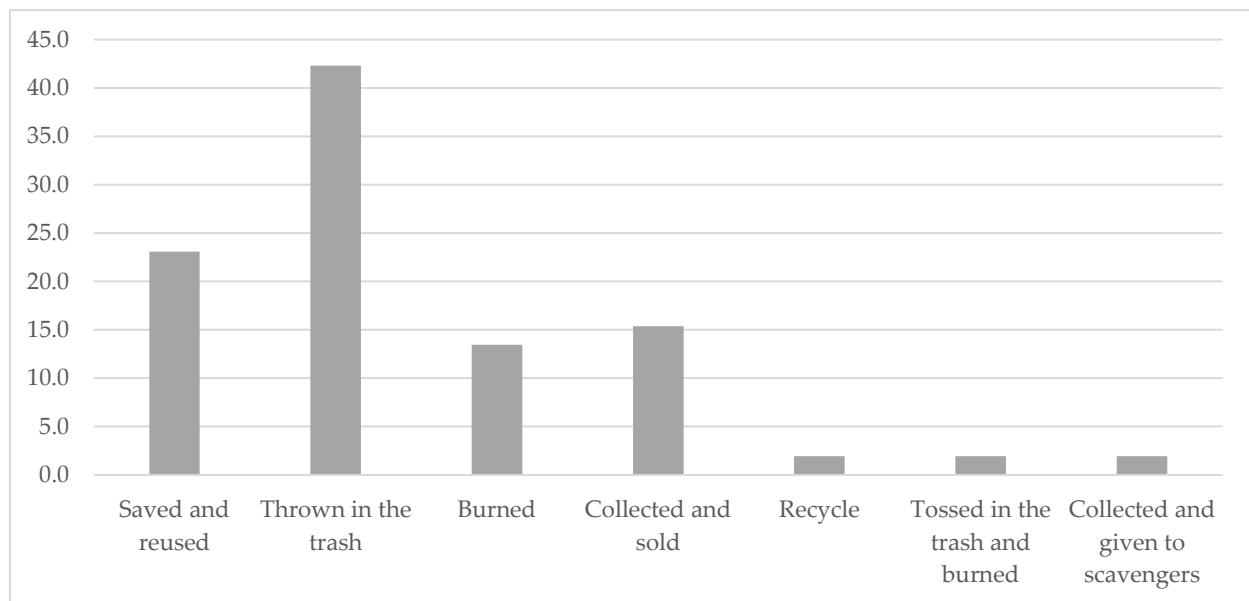
**Figure 2: Online Distribution of Digitalpreneur Actors Respondents**

Based on the domicile distribution of online business actors, the majority came from Sukoharjo (23.1%). Furthermore, the second most came from Sleman (21.2%). Business actors from Semarang amounted to 9.6%. The number of online business actors from Karanganyar, Boyolali, Klaten, and Bantul is 5.8%. Business actors in Kulon Progo and Sragen were 3.8%. The domicile areas of Banjarnegara, Purworejo, Tegal, Purbalingga, Magelang, Solo, Gunung Kidul, and Yogyakarta have a percentage of 1.9% (Figure 2). Digitalpreneur actors choose different types of product packaging depending on the characteristics of the goods being sold and the wishes of each. A total of 3.8% of respondents chose paper for packaging their products. On the other hand, cardboard became the choice of respondents as much as 21.2%. Most online business actors use plastic as packaging (73.1%). Other types of packaging were selected with a percentage of 1.9%.



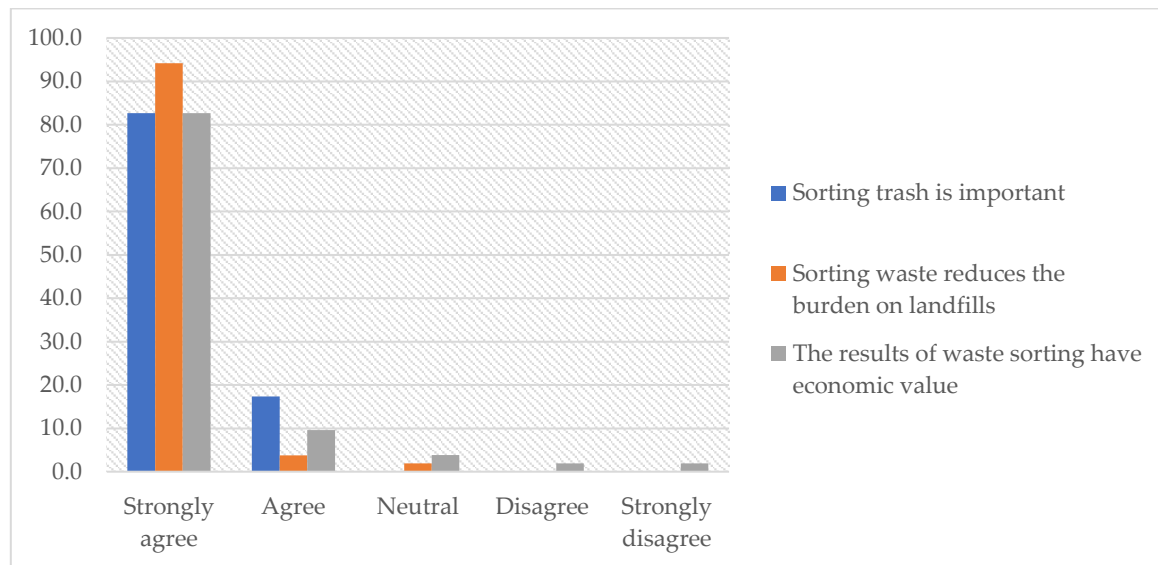
**Figure 3: Selection of Packaging Types by Digitalpreneur**

Viewed from waste management, most digitalpreneur actors still have not managed their operational activities. After shopping for supplies, most of the waste obtained was immediately disposed of in the trash (42.3%). As many as 23.1% of business actors store and reuse them, for example, for packaging goods. Others treat their waste by burning (13.5%), collecting, and reselling it (15.4%). Another 1.9% each by recycling, burning and throwing it to the garbage collector, and collecting waste to be given to others, like scavengers. The majority of the waste generated from wholesale activities is in the form of plastic (67.3%). Others are cardboard (19.2%), paper (3.8%), and other types of packaging (9.6%).



**Figure 4: Graph of Waste Management by Digitalpreneur**

The level of knowledge and perception of digitalpreneur actors regarding waste sorting is quite good. As many as 82.7% of online business actors strongly agree that sorting waste is essential, while the remaining 17.3% agree. They also strongly agree that the sorting activity impacts reducing the burden of the final waste disposal site (94.2%). 3.8% agreed, and the remaining 1.9% were neutral regarding the reduced landfill burden with waste sorting. Regarding the economic value obtained from waste sorting activities, 82.7% of digitalpreneur actors strongly agreed, 9.6% agreed, and 3.8% were neutral. As many as 1.9% stated disagree and strongly do not agree.



**Figure 5: Level of Knowledge and Perception of Digitalpreneur Actor regarding Waste Sorting Activities**

Most digitalpreneur actors have received information about waste sorting (84.6%), while the remaining 15.4% have not. Sources of information regarding waste sorting obtained by business actors are dominated by social media (40.4%). Others received information from friends (21.2%), government socialization (11.5%), and other sources (11.5%). Green Business is a business model that entrepreneurs must live. The reason is that environmental issues are currently one of the concerns in the Sustainable Development Goals (SDGs) policies that countries in the world must implement. The SDGs or Sustainable Development Goals was the 2030 Agenda agreed upon at the UN General Assembly in September 2015. The Sustainable Development Goals aim to sustainably improve the community's economic welfare and maintain the sustainability of community social life. It also maintains environmental quality, inclusive development and implementation of good governance for keeping the quality of life from one generation to the next.

In Indonesia, the implementation of green business has been stated in the legislation in Law No. 3 of 2014 concerning Industry. In the regulation, it has been mentioned about the green industry. Green business is a business concept that contributes positively to the environment and social community while increasing profits for the company (Kristiani, 2016). In addition, a green business or circular economy reduces costs, increases profits, and increases the level of happiness of workers, as well as makes the environment healthy (Moşteanu et al., 2020). Besides green business, adopting digital technology is critical in management, communication, and business organization (Moşteanu et al., 2020). The rapid development of technology has had a tremendous impact on the business world. The growth of digital-based businesses is also increasingly widespread in direct proportion to the emergence of various marketplaces. Business transactions that were initially based offline

are now more accessible with the presence of technology. The digital system makes financial transactions faster, cheaper and safer (Moşteanu et al., 2020). The presence of technology also encourages the implementation of green business. Technology can improve emission reduction, waste management, and clean production and encourage the implementation of green development strategies that benefit the ecosystem around the company (Irimias & Mitev, 2020).

Establishing a digital-based MSME business is very easy in this era. Therefore, the growth of online-based MSMEs is immensely increasing. Based on data from Indonesia's e-commerce statistics, the number of e-commerce business actors is 2,361,423. This number increased from 25.25% in 2020 to 25.92% in 2021 (BPS, 2021). MSMEs are the backbone of the economy in Indonesia because their numbers are fantastic compared to large-scale businesses. In addition, MSMEs significantly contribute to employment, become a safety net for low-income people to run the wheels of a productive economy, and contribute to exports and investment capital (Ministry of Cooperatives and MSMEs, 2020). In the principle of green business, all business stages or functions, from the provision of raw materials, processing, packaging, distribution, and other supporting aspects, pay attention to environmentally friendly elements. According to Kristiani (2016), business functions are grouped into six types: manufacturing/operations, marketing/sales, supply chain management/purchasing, distribution/logistics, financial systems/information systems, and general management/HR. However, this research is limited to marketing and purchasing aspects, especially regarding product packaging and waste management.

Packaging is an environmental issue because packaging is a significant component of domestic waste (Putri & Putri, 2022). In the aspect of product packaging, most digitalpreneur actors use plastic packaging (Fig.3). The use of plastic is an option because of its practicality and economical purchase price. In addition, plastic packaging is relatively easy to obtain, durable, waterproof, and safer (Marbun et al., 2021). Unfortunately, plastic in Indonesia is not well managed downstream. As a result, plastic, a relatively dominant type of waste (15.81%), ranks second in the composition of the most waste after food waste (SIPSN, 2021). In Surabaya, the city government encourages MSME actors to be responsible for the waste they produce, reduce plastic waste, and use environmentally friendly packaging (Hakim, 2022).

Waste management is seen as part of the collection and disposal system (Seadon, 2010). The traditional approach to waste management by burning or disposing of is an old-fashioned way that results in an unsustainable society. Plastic waste can be managed as long as it has been sorted with other types of waste. Plastic waste can be sold at waste bank facilities for further distribution to collectors for processing. According to Marbun et al. (2021), most MSME actors know the impact of plastic waste, but sellers are still unwilling to replace plastic as the main ingredient in online packaging goods. Packaging more environmentally friendly has a less economical price and is easily damaged, reducing their income. MSME actors can reduce plastic waste by starting to use environmentally friendly product packaging such as cloth bags, paper packaging, corrugated cardboard as a



substitute for plastic bubble wrap, and paper tape as a substitute for plastic tape (Hakim, 2022). Using environmentally friendly packaging for MSMEs can be an opportunity to develop and follow trends to avoid being left out in global competition (Suherlan, 2018).

The practice of using insulation and paper also differs among MSME actors. Most digitalpreneur actors already understand environmental awareness, so they only use partial insulation (63.5%) and paper for shipping labels in small sizes (65.4%). Most digitalpreneur only need to write down the receipt number when they get an order from the marketplace so that the shipping label is not double listed on the plastic packaging (48.1%). The decision of the digitalpreneur can positively impact reducing the amount of paper used. The use of double seal plastic can save on the use of insulation. However, only 23.1% of business actors use it because this may be influenced by the product being sold. Not all products can use this type of plastic. According to Marbun et al. (2021), online shop sellers know the impact of plastic use, but knowledge about plastic processing is still very minimal. Most digitalpreneur actors still do not manage waste even though their perception and knowledge about waste sorting are high. Most of them, as much as 42.3%, throw away their packaging after shopping for supplies in the trash [Fig.4]. However, there are digitalpreneur who reuse and sell it to reduce the burden of residual waste transported to the TPA. Most digitalpreneur know that waste sorting activities are essential (82.7%). They also understand that the sorting activities carried out impact reducing the burden of the final waste disposal site (94.2%). As many as 82.7% of digitalpreneur know that the results of sorting waste can be of economic value. In addition, most digitalpreneur have received information about waste sorting (84.6%).

The absence of waste management activities, namely waste sorting activities by online digitalpreneur, is due to their perception of complicated and unpleasant waste sorting activities (32.7%). In addition, there is also the factor of the existence of facilities for distributing the results of sorting waste that is not yet available around them (48.1%). Therefore, their desire to deposit the results of the waste selection is relatively high, namely 86.6%. However, due to the lack of existing facilities, only 34.6% of business actors have deposited their waste in the waste bank. Of those who deposit their waste in the waste bank, only 16.7% of business actors have been customers for a long time (intensity of depositing waste > 20 times). Most of them just deposited waste 1-5 times (55.6%), and the remaining 27.8% deposited waste 6-10 times. According to Yulianto (2016), the availability of facilities is one of the factors that supports the community's willingness to sort waste, in addition to the level of education and socialization. Therefore, when online business actors have a high enthusiasm for sorting waste, it should be balanced with the existence of a waste bank facility. Although in practice, the establishment of a waste bank must be supported by people who have a high spirit of environmental concern.

There are several other factors that might cause them not to sort their waste. Based on the research of Dhokhikah et al. (2015), self-awareness is the dominant factor in the community in sorting waste. Meanwhile, according to Al-Khateeb et al. (2017), people do

not do waste sorting because there are no rules regarding waste sorting, and they lack motivation. The factors of laziness, not having time, and not knowing the procedure are why people do not do sorting (Dhokhikah et al., 2015). The requirement to carry out green business practices is in-depth knowledge of consumer needs and the ability to meet these requirements by contributing to environmental sustainability (Kristiani, 2016). Social media is a relatively effective means of educating online business actors in waste sorting activities (40.4%).

The presence of a waste bank has changed people's perception that waste can have economic value. A waste bank is where the 3R system is applied in the community to reduce the amount of waste and sort and collect various types of waste. Sorted waste within a certain period is sold for reuse or even through a recycling process to have economic value or reuse (Rahmadani, 2020). The presence of a waste bank has a positive impact; namely, the environment becomes clean from waste, and the community gets additional household income (D. F. Putra et al., 2020). A waste bank also provides direct benefits, namely reducing waste generation in the community and improving the environment (Asteria and Heruman, 2015, Sarfiah and Juliprianto, 2017). The habit of sorting waste is the key to managing waste. Before the waste is recycled, processed, or disposed of, it is necessary to sort the various types of waste based on their type. This activity is part of solving the waste problem upstream. In addition, waste sorting activities can reduce the amount of residue transported to landfills so that the burden of the landfill can be reduced.

## CONCLUSION AND RECOMMENDATION

Based on the results of data analysis and previous discussions, conclusions can be drawn that digitalpreneur in Central Java and Yogyakarta have not fully realized the importance of waste processing as a result of online business. Furthermore, online business people also do not realize the importance of using environmentally friendly goods in packaging their business products. Most of the digitalpreneur in this study are familiar with the waste bank. So it is essential to socialize about waste banks, especially for digitalpreneur, to increase literacy on the importance of waste processing. Besides being a forum for doing business online, social media has a vital role in introducing waste banks. Moreover, with the waste bank becoming a new experience for online business people, waste can bring more economic value if it is processed and managed appropriately and correctly.

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