



# Implementation of Green Innovation Strategy in UMKM in Muara Penimbung Village

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**Abstract:** Small, Micro and Medium Enterprises are currently receiving more attention from the government, as reflected in the downstream program which until now is still the main focus of the government. MSMEs play an important role in the Indonesian economy. It is important for MSMEs to continue to grow and survive by implementing renewable strategies. Green Innovation is a qualified strategic choice at this time in line with the increasing public awareness of environmental sustainability through the implementation of green product innovations and green process innovations. Muara Penimbung Village which is a village that is familiar with songket craftsmen. The diversity of educational backgrounds and people's livelihoods is one of the factors that makes songket MSMEs in Muara Penimbung Village need understanding and knowledge related to green innovation for the sustainability of their business. Based on the results and discussions of the service that has been carried out, it can be concluded that green innovation specially process innovation and green products, is an innovation needed by Songket MSMEs, with a more environmentally friendly process and products produced by combining safer materials by paying attention to consumer health provides value for Songket MSME owners.

**Keywords:** Innovation, Strategy, MSMEs.

## Introduction

Green innovation is one of the strategies that need to be considered in organizations that lead to sustainable performance improvements (El-Kassar & Singh, 2019; Utami, 2020). This is important because green innovation reflects the increasing awareness of the community towards the environment. According to the study by Wibowo et al. (2019), green innovation plays a role in competitive advantage and organizational performance in MSMEs. Sustainable development is an effort to create harmony and justice in the implementation of development between the pillars of economy, society, environment and governance (Sofiana et al., 2022; Taufiq et al., 2020). This concept is the basis for the development of green innovation with the Concept of Empowering MSMEs in Indonesia. Green innovation is the use of new methods in production,

processes or management that aim to reduce environmental risks and pollution, as well as other negative impacts on resources including energy use (Putra et al., 2020; Setyowati & Wijayanti, 2021; Sihombing & Sarungu, 2022). It should be noted that the concept and context of empowering MSMEs in Indonesia as a pillar of the nation's economic development (Jayanto et al., 2025). Green innovation consists of process innovation and product innovation. MSME Songket is one of the MSMEs located in Muara Penimbung Village. As far as we have conducted a survey, this MSME directs its operational activities by involving green innovation in its products. This reason is driven by the lack of understanding of MSME actors regarding green innovation (Nugroho et al., 2020; Putra et al., 2020).

Muara Penimbung Village is one of the villages whose people have various livelihoods, one of which is

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engaged in songket UMKM. Through this integrated service, it is hoped that it can become an agent that contributes to improving the ability of village residents, especially songket actors in Muara Penimbung Village, in improving their ability to manage their businesses.

Sriwijaya University through its community service program is directly involved in transferring knowledge to Muara Penimbung residents, especially UMKM actors, namely by introducing and training in the application of green innovation. This service is integrated into the author's research in the 2023 Science Technology and Arts scheme entitled *The Role of Green Innovation and Environmental Performance on the Relationship between Environmental Management Accounting and Financial Performance*.

Green innovation is very important for Indonesia, which is ranked third as the largest producer of plastic waste in the world, which is around 56.3 million kilograms, so it has been named the most polluted river in the world (Pasaribu et al., 2023; Puspasari et al., 2023). In addition, the increasing business industry can increase environmental damage at the regional and national levels. This is an important factor for MSMEs to continue to compete amidst the increasing flow of technology but the shortened product life cycle (Pandey & Pandey, 2023; Rawanoko et al., 2023). Green innovation through green product innovation and green process innovation is a special attraction for songket MSMEs. The introduction of green innovation can increase the insight of MSME actors and move their awareness to care about the environment by implementing green processes in running their business operations. In addition, it can also innovate to produce products that reflect the quality of environmentally friendly products so that MSME actors can continue to survive amidst competition and unpredictable conditions (Lee & Min, 2015; Levi et al., 2020). Green innovation through the green process in Songket MSMEs can be seen in the songket making process so that MSME actors are sensitive to the impact of the manufacturing process such as the waste produced so that they can be more proactive in preserving the environment (Akmal & Arifa, 2023; Amanah & Fatchiya, 2018; Elpisah, 2023).

This community service aims to provide insight and provisions for business actors, especially MSMEs or Songket business actors in Muara Penimbung Village to implement environmentally friendly MSMEs by innovating products and green process innovations. This community service will be aimed at songket MSMEs in Penimbung Ilir Inderalaya Village and is concentrated on business actors, especially songket, consisting of 10-30 Songket managers in Muara Penimbung Ilir Inderalaya Village, South Sumatra.

## Method

The method of implementing the community service will be carried out using the method of training activities and management assistance to improve the capabilities of songket business actors (Nurlaela et al., 2022). The systematic implementation of community service activities consists of presentations, expositions and discussions as well as evaluations which can be carried out in the following ways:

1. Session 1: Presentation on the introduction of the concept of green innovation, its types, and examples of green innovation (lecture). Participants are given materials on green innovation.
2. Session 2: Discussion. The speaker opens the discussion session which begins with a Q&A session and participants are given the opportunity to ask questions.
3. Session 3: Practice how to implement green product innovation from green processes and green products in Songket UMKM.

This community service activity is generally carried out by considering several stages, namely the preparation stage, planning stage, activity stage and monitoring and evaluation stage (Yuniasih et al., 2023).

## Result and Discussion

Preparation stage is the initial stage of the activity to be implemented, this stage includes the planning stage of implementing community service activities, coordinating with the team through meetings, and preparing equipment and tools for community service activities. This stage is carried out 14 days before the activity (Harefa et al., 2024).

Implementation planning stage activities include determining the schedule and place of implementation activities by coordinating directly with related parties such as village heads and residents (Ge et al., 2018). This coordination is also in addition to related parties also coordinates with the team related to things that must be prepared such as making activity permits, making activity attendance lists, making banners, preparing equipment and tools; infocus, speakers, snacks and lunch consumption, and activity materials. In the preparation stage, a team is formed such as a committee team consisting of a team of lecturers and students, this team will later be responsible according to the sub-sections that have been determined.





**Figure 1.** Preparation of community service equipment



**Figure 2.** Preparation of the service location settings

Community Service Activity Stages is the stage of community service activities carried out and the core of community service activities. This activity took place on August 14, 2024 starting from 08.00-15.00 in Muara Penimbung ULU Village. This activity began with an opening delivered by Mrs. Padmawati, SE., M.Si, remarks from the village head who in this case was represented by Mr. Ery Erman, S.Km., M.Km and prayers by Mr. Eko Febryanjaya, S.IKom., M.Ikom. Then, continued with a presentation of green innovation material in MSMEs by Mrs. Sri Maryati, SE., M.Sc.

After the presentation of the material, it was continued with a discussion session. The discussion session began with a question and answer session. The first question was asked by Mrs. Anandi who asked about "how can MSME members be aware of environmental sustainability?", the second question by Mrs. Rania Dewi who asked about "Are there any rewards for MSMEs from the government when carrying out the process in accordance with the provisions?", the third question by Mrs. Janiati who asked whether customers pay attention to MSMEs who care about products that care about the environment. The last question by Mr. Sarni who asked whether green innovation is needed for MSME products?". Questions from several community service participants (MSME members) were responded to by Mrs. Sri Maryati.

After the Q&A session, it was continued with a discussion session regarding what product innovations are suitable for Songket UMKM in Muara Penimbung ULU. The discussion produced several points. First, Green innovation can be applied simply when making songket cloth by throwing away the thread and throwing away the washing water in the right place. Second, you can use environmentally friendly songket dyes such as not using synthetic materials. Third, use songket making tools that use minimal fuel, and apply them sustainably by making reminder signs in the songket cloth making operation area.



**Figure 3.** Community service activity session



**Figure 4.** Registration session for community service participants

Monitoring and evaluation stage is a stage to evaluate after the community service activities have taken place. This stage is carried out at the end of August, by directly visiting the community service location, namely the UMKM in Muara Penimbung Ulu. This activity aims to check the results of the community service activities whether they have been implemented or not by UMKM members in Muara Penimbung Ulu. From the results of monitoring and evaluation, several members of the songket UMKM in Muara Penimbung Ulu have difficulty implementing green innovations because they are still unfamiliar to them. However, several UMKM have tried to implement it by making special and closed drainage channels from the results of

washing their songket cloth and providing a special place to wash hands near the songket weaving process and special clothes for UMKM members during the songket cloth making operation and a trash box to dispose of leftover yarn and trash.

## Conclusion

Based on the results and discussion, it can be concluded that green process innovation is an inseparable part of the business process. UMKM Songket Muara Penimbung ulu is one of the businesses that requires a series of business processes by considering processes that are oriented towards environmental sustainability. This community service activity provides knowledge and new things that can add value to UMKM, especially UMKM Songket, in order to create a more environmentally friendly business climate through songket making processes such as providing special water drainage channels, providing special hand washing places close to the songket cloth making process, and providing a clear business process flow that does not mix the location of the manufacturing process with the songket cloth storage cabinet. This community service activity is not free from shortcomings and suggestions are needed for the good of further activities. The suggestion in this activity is that objects are needed that are more in touch with the natural process in making their finished products such as UMKM in the food and beverage industry.

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