PROPOSAL OF COMMUNITY SERVICES

GREEN PRODUCT ON THE PERFORMANCE OF SMALL MEDIUM ENTERPRISES IN SOUTH MERUYA

Team member:
Prof. Dr. Ir, M.Noor Salim, SE, MM / 8899350017
Prof. Dr. Djumarno MBA/ 8870450017
Dr. Lenny Christina Nawangsari, MM /0319127202

International Partner:
Assoc. Prof. Anees Janee Ali / AA 54382
Universiti Sains Malaysia

Field of Management Science
UNIVERSITAS MERCU BUANA
2020
## Validity Sheet

1. a. **Title of Proposal of Community Services**
   
   b. **Previous Research Title**: Green Product On The Performance Of Small Medium Enterprises In South Meruya

2. **Team Leader**
   
   a. Name (with salutation): Prof. Dr. Ir, M. Noor Salim, SE, MM
   
   b. NIP: 8899350017
   
   c. Functional Position: Professor
   
   d. Faculty/Study Program: Postgraduate/ Magister Management
   
   e. Mobile Number: 08111635689
   
   f. E-mail address: m_noorsalim@yahoo.com

3. **Team Members (lecturer)**
   
   a. Number of Member: Lecturer 2 person
   
   b. Name of Member I (with salutation): Prof. Dr. Djumarno MBA / 8870450017
   
   c. Name of Member II (with salutation): Dr. Lenny C Nawangsari, MM / 0319127202

4. **Team Members (student)**
   
   a. Number of Member: Student 2 persons
   
   b. Name of Student/ NIM of Student: Syifa Aulia / 55119110106
   
   c. Name of Student/ NIM of Student: Tegar Prasetya / 55119110034

5. **Location of Activity**
   
   a. Location/Activity Area: Meruya Selatan
   
   b. City/Province: West Jakarta/DKI Jakarta

6. **International Partner**
   
   Universiti Sains Malaysia
   
   Increased Understanding & Skills
   
   November 2020 – April 2021

7. **Source of Expenditure**
   
   a. Source from UMB: Rp. 7,500,000
   
   b. Source from Partner (In Kind): Rp. 1,000,000

Jakarta, 28 November 2020

Signed by:

Leader of Community Services Group

Team Leader,

(Dr. Suraya, M.Si.)
NIP/NIK 117680597

(Prof. Dr. Ir, M. Noor Salim, SE, MM)
NIP: 717470004

Approved by:

Director of Postgraduate Programme

Head of Community Services

(Prof. Dr. Ing. Mudrik Alaydrus)
NIP/NIK 103710262

(Prof. Dr. Ing. Hutagalung, M.Si)
NIP/NIK : 113590380
ABSTRACT

MSMEs are currently aggressively promoting Eco-friendly Products and Green Marketing. However, in practice, this is not what is expected. The contributing factors include the lack of support from the government, the high price of the product, sometimes modifying an MSMEs product does not suit consumer tastes, the difficulty of adapting to environmentally friendly products.

Green product is a new business strategy that is able to solve business and environmental problems. Apart from having a competitive advantage, green products also have added value, namely being friendly to the environment.

Keywords: green product, environmentally, MSME
CHAPTER I
INTRODUCTION

1.1. Situation Analysis
Currently, MSMEs are aggressively promoting Green Products and Green Marketing. However, in practice, not as expected. The contributing factors are the lack of support from the government and the high price of the product. In modifying a product, MSMEs sometimes do not suit the tastes of consumers, so that the goods do not sell well. Coupled with the difficulty of adapting to environmentally friendly products. In addition, the existence of very high Research and Development costs causes companies to hesitate to research and modify products. Competitors from other companies can make it difficult for the company to make changes.

Green product is a new business strategy that is able to solve business and environmental problems. Apart from having a competitive advantage, green products also have added value, namely being friendly to the environment. The concept of Green Product is an environmentally friendly business activity that affects the performance of MSMEs. According to Porter (1985), organizations can reduce production costs and increase economic efficiency by implementing environmental initiatives, increasing sales of environmentally friendly products (green products) will be achieved by focusing on products with significant reductions in environmental impact throughout their life cycle.

1.2. Partner Problem
1. How to provide MSMEs with knowledge about the basic concepts and benefits of green products.
2. How to optimize the green product strategy for the development of MSMEs.
CHAPTER II
SOLUTION AND OUTCOME TARGET

2.1. Solution

The solution offered to solve the problems faced by partners systematically in accordance with the priority of the problem is by providing training to people who have MSMEs on green products with the aim of:

1. Increase knowledge about green product concepts that have an impact on environmental awareness and sustainability.
2. Providing knowledge about the optimization of green product strategies for the development of MSMEs.

2.2. Outcome

Table 1. Outcome Target Plan

<table>
<thead>
<tr>
<th>No</th>
<th>Outcome</th>
<th>Indicator</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Scientific publications on the Journal of ISSN/Proceedings</td>
<td>None</td>
</tr>
<tr>
<td>2</td>
<td>Publication on the media print/online/repository</td>
<td>None</td>
</tr>
<tr>
<td>3</td>
<td>Increased competitiveness (improved quality, quantity, and value added goods, services, product diversification, or other resources)</td>
<td>Yes</td>
</tr>
<tr>
<td>4</td>
<td>Improving the implementation of science in the community (mechanization, IT, and management)</td>
<td>None</td>
</tr>
<tr>
<td>5</td>
<td>Improvement of community values (arts culture, social, politics, security, tranquility, education, health)</td>
<td>Yes</td>
</tr>
<tr>
<td>6</td>
<td>Publications in international journals</td>
<td>Publish</td>
</tr>
<tr>
<td>7</td>
<td>Services, social engineering, methods or systems, products/goods</td>
<td>Yes</td>
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<tr>
<td>8</td>
<td>New Innovation</td>
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<td>9</td>
<td>Intellectual property rights (patent, simple patent, copyright, trademark, trade secret, industrial product design, crop variety protection, integrated circuit design topography protection)</td>
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<tr>
<td>10</td>
<td>ISBN Books</td>
<td>None</td>
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</table>
CHAPTER III
IMPLEMENTATION OF METHODS

1.1. Goals of Target
The target of community service participants, especially the people of South Meruya who have MSMEs. Community service activities in the form of knowledge and skills about green products at MSMEs. The materials provided include:
1. Understand about Green product concept and its benefits.
2. Knowledge of the implementation of a green product strategy to increase environmentally friendly MSMEs.

1.2. Purpose of Activities
This community service aims to increase the knowledge and skills of participants about the concept of green products, benefits and strategies for green products so that they have a competitive advantage and have added value, namely being friendly to the environment.

3.3. Benefits Of Activities
This community service activity provides benefits for participants to increase knowledge about the green product concept and its implications for business activities in MSMEs.

3.4. Framework For Troubleshooting
The role of MSMEs is so big and significant that it must be maintained and developed to be able to compete in the era of global competition. MSMEs are competing to increase their productivity. Green product is a new business strategy that is able to solve business and environmental problems. Besides having a competitive advantage, green products also have added value, namely being friendly to the environment.

3.5. Evaluation Design
Training participants will be given an evaluation in the form of a special test at the end of the session in the form of material that has been given at the beginning of the session, namely about green products and their benefits for MSMEs.
CHAPTER IV
BUDGET AND ACTIVITIES SCHEDULE

4.1 Budget from UMB

<table>
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<tr>
<th>No.</th>
<th>Componen</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Initial survey (Meeting, Supplies, Field Survey, Transportation)</td>
<td>IDR 1.425.000</td>
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<tr>
<td>2</td>
<td>Implementation Preparation (Preparation of Preparatory Materials)</td>
<td>IDR 1.850.000</td>
</tr>
<tr>
<td>3</td>
<td>Implementation (Consumption, Transportation, Participants, Certificates, Documentation, Banners, Honorarium Instructors)</td>
<td>IDR 3.600.000</td>
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<tr>
<td>4</td>
<td>Making Activity Report</td>
<td>IDR 625.000</td>
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Amount: IDR 7,500,000

4.2 Budget from Partner (inkind)

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Amount: IDR 1,000,000

4.3 Activities Schedule

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<tr>
<th>No</th>
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<th>Pebr</th>
<th>March</th>
<th>Apr</th>
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<tr>
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<td>3</td>
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REFERENCES


Appendix 1. Head of the Team

Personal identity

<table>
<thead>
<tr>
<th></th>
<th>Full Name</th>
<th>Prof. Dr. Ir, M.Noor Salim, SE, MM</th>
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<td>4</td>
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<tr>
<td>5</td>
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<td>8899350017</td>
</tr>
<tr>
<td>6</td>
<td>Place, Date of Birth</td>
<td>Kediri, 01 Januari 1947</td>
</tr>
<tr>
<td>7</td>
<td>E-mail</td>
<td><a href="mailto:m_noorsalim@yahoo.com">m_noorsalim@yahoo.com</a></td>
</tr>
<tr>
<td>8</td>
<td>Phone Number</td>
<td>0811904509</td>
</tr>
<tr>
<td>9</td>
<td>Office Address</td>
<td>Pascasarjana UMB. Jl. Meruya. Jakarta Barat</td>
</tr>
</tbody>
</table>
Appendix 2. An Overview Of Science And Technology To Be Implemented On Partners

Overview of Science and Technology to be Applied to Partners Provides basic knowledge to MSMEs about green products and their benefits as a strategy for developing MSMEs in supporting Sustainable Business.
Empowerment of MSMEs through the provision of mentoring and strengthening facilities to grow and improve the capabilities and competitiveness of MSMEs.
Appendix 3. Location Map
Faculty & Department at UMB: Faculty of Business & Economy, Magister of Management  
Faculty & Department at Partner: School of Business, Universiti Sains Malaysia

<table>
<thead>
<tr>
<th>INTERNATIONAL JOINT COMMUNITY SERVICES PROPOSAL</th>
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<tr>
<td><strong>Project Title</strong></td>
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| **Project Partner**  
*(Name of Institution)* | Universiti Sains Malaysia |
| **Name of Project Leader at UMB**  
*Staff ID:* | Prof. Dr. Ir. M. Noor Salim, SE, MM  
*8899350017* |
| **Name at least 1, maximum 2**  
**Project Member(s) at UMB**  
*Staff ID(s):* | Prof. Dr. Djumarno MBA/ 8870450017  
Dr. Lenny C Nawangsari, MM/0319127202 |
| **Name at least 1, maximum 2**  
**Project Member(s)/counterpart(s) at Partner**  
*Staff ID(s):* | Assoc. Prof. Anees Janee Ali / AA 54382 |
| **Project Duration**  
*(Not more than 12 months. Please attach a Gantt Chart indicating the project timeline)* | 6 months |
| **Executive Summary of Project**  
*(maximum 200 words)* | MSMEs are currently aggressively promoting Eco-friendly Products and Green Marketing. However, in practice, this is not what is expected. The contributing factors include the lack of support from the government, the high price of the product, sometimes modifying an MSMEs product does not suit consumer tastes, the difficulty of adapting to environmentally friendly products. Green product is a new business strategy that is able to solve business and environmental problems. Apart from having a competitive advantage, green products also have added value, namely being friendly to the environment. |
<table>
<thead>
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<th>Location(s) of the Project</th>
<th>Meruya Selatan, West Jakarta/DKI Jakarta</th>
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| Project Background / Problem Identification, | 1. How to provide MSMEs with knowledge about the basic concepts and benefits of green products.  
2. How to optimize the green product strategy for the development of MSMEs. |
| Supporting Theories, | Eco-friendly Products, Green Marketing, MSMEs |
| Project Model | Socialization and Training |
| Tool | Online media training |
| Project Objectives | 1. Understand about Green product concept and its benefits.  
2. Knowledge of the implementation of a green product strategy to increase environmentally friendly MSMEs. |
| Methodology & Flow Chart (Please clearly indicate the role of partner institution researchers) |  
| Role of UMB’s Lecturer(s) | Role of Partner’s Lecturer(s) |  
| As a writer who is in charge make community services proposal, implementation program, monitor and making report and output target. | Participants at community service program, monitor and making report and output target. |
| Impact/Benefit/Contribution of Project to Science/Society/Other Parties (Please state the expected deliverables of the Project include: IPR, prototype, publications etc.) | This community service activity provides benefits for participants to increase knowledge about the green product concept and its implications for business activities in MSMEs |
| Name of Journal(s) International to Submit for Publication, with Writers’ Names Mixed from UMB & Partner |  

## Utilization of Facilities:

i. Existing Facilities

ii. Additional Facilities

<table>
<thead>
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<th>EXPENDITURE ITEM</th>
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<td>Transportation)</td>
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<td>Preparatory Materials)</td>
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<tr>
<td>Participants, Certificates, Documentation, Banners,</td>
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<td>Honorarium Instructors)</td>
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**Sub Total**

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**GRAND TOTAL**

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Note:

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Date of Proposal Submission: November 28th 2020

Signed by:

Prof. Dr. Ir, M. Noor Salim, SE, MM
Team Leader From UMB

Approved by UMB:

Dr. Adi Nurjadi, MBA
Director of Innovation & International

Dr. Devi Fitrianah, S. Kom, M.TI
Director of Research

Dr. Inge Hutagalung, M. Si.
Head of Community Services

Approved by Partner:

Assoc. Prof. Anees Janee Ali
Universiti Sains Malaysia