PROPOSAL OF COMMUNITY SERVICES

SUSTAINABILITY STRATEGY FOR MSME BUSINESS IN SOUTH MERUYA THROUGH GREEN INNOVATION

Team member:
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Dr. Dudi Permana, Ph.D/ 1018037701

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

2. Team Leader
   a. Name (with salutation) : Prof. Dr. Masydzulhak Djamil, SE, MM
   b. NIDN : 0008025407
   c. Functional Position : Professor
   d. Faculty/Study Program : Postgraduate/ Magister Management
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3. Team Members (lecturer)
   a. Number of Member : Lecturer 2 person
   b. Name of Member I (with salutation) : Dr. Ahmad Badawy Saluy, MM / 0225016102
   c. Name of Member II (with salutation) : Dr. Dudi Permana, Ph.D/ 1018037701

4. Team Members (student)
   a. Number of Member : Student 2 persons
   b. Name of Student/ NIM of Student : Nina Kurniawati / 55119310030
   c. Name of Student/ NIM of Student : Arif Bagus Widodo/ 55119310049

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

6. International Partner
   : Universiti Sains Malaysia

7. Output Produced
   : Increased Understanding & Skills

8. Duration
   : November 2020 – April 2021

9. 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
(Dr. Suraya, MSi.)
NIP/NIK 117680597

Team Leader,
(Prof. Dr. Masydzulhak Djamil, SE, MM)
NIP/NIK 114540416

Approved by:

Director of Postgraduate Programme
(Prof. Dr. Ing. Mudrik Alaydrus)
NIP/NIK 103710262

Head of Community Services
(Prof. Inge Hutagalung, MSi)
NIP/NIK : 113590380
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ABSTRACT

Sustainable Business is the company's ability to achieve business goals and increase long-term value by integrating economic, social and environmental into its business strategy. In an increasingly competitive competition, quality resources are needed that can create various advantages, including through creative and innovative processes. MSME business development must be able to innovate to create business success. Lack of understanding of the importance of business continuity at MSMEs makes MSMEs not optimally implemented. For this reason, a business sustainability strategy for MSMEs is needed to increase competitive advantage, one of which is through green innovation.

Keywords: Sustainable business strategy, MSMEs, green innovation
CHAPTER I
INTRODUCTION

1.1. Situation Analysis
Sustainable Business is Capability a company to achieve business goals and increase value long term by integrating the economy, social and environmental into its business strategy.

In the context of increasingly competitive and global competition there are many challenges that must be faced, including the challenges of global competition, population growth, unemployment, social responsibility, employment diversity. To face these challenges is necessary quality resources that can create a variety of advantages, either among others, through creative and innovative processes.

Likewise in business development in MSMEs, they must be able to innovate as a part fundamental of their organizational development because innovation can creating business success. It is important for small businesses too and micro to encourage innovation growth among its employees.

Among them by coming to seminars and training for employees stimulated to create something useful for others, until in turn can generate financial benefits for the company. One of the factors that becomes important is the innovation of small and small businesses micro is competition or competition. The current market competition is so open and competitive should motivate business actors to make the product or service better than the competition so that it can grab a higher market share.

Lack of understanding about the importance of business sustainability in MSMEs makes MSMEs not optimally implemented. One of the main pillars of a successful business in our era is sustainability, where a company is able to create superior value for its customers. For this reason, a business sustainability strategy in MSMEs is needed to increase competitive advantage, one of which is through green innovation. Green innovation is an effort made in an industry can be done in all aspects and
developed in a sustainable manner along with its development in terms of environmental aspects.

1.2. Partner Problem

- How to provide knowledge of the basic concepts of business sustainability in MSMEs.
- How to provide knowledge about business sustainability strategies through green innovation.
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 Business Sustainability strategies with the aim of:

1. Increase knowledge about the concept of business sustainability which has an impact on environmental awareness and sustainability.
2. Providing knowledge about green innovation strategies in business sustainability at MSMEs.

2.2. Outcome

Table 1. Outcome Target Plan

<table>
<thead>
<tr>
<th>No</th>
<th>Outcome</th>
<th>Indicator</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Scientific publications on the Journal of ISSN/Proceedings</td>
<td>None</td>
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<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>
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<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>
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<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>
</tr>
<tr>
<td>8</td>
<td>New Innovation</td>
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</tr>
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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>
<tr>
<td>10</td>
<td>ISBN Books</td>
<td>None</td>
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CHAPTER III
IMPLEMENTATION OF METHODS

3.1. 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 MSME business sustainability strategies. The materials provided include:
1. The concept of business sustainability that has an impact on environmental awareness and sustainability.
2. Knowledge of green innovation as a strategy for the sustainability of the MSME business.

3.2. Purpose of Activities
This community service aims to increase the knowledge and skills of participants about MSME business sustainability strategies that have an impact on environmental awareness and sustainability through green innovation strategies.

3.3. Benefits Of Activities
This community service activity provides benefits for participants to increase knowledge about the concept of business sustainability strategies through green innovations that have an impact on environmental awareness and sustainability.

3.4. Framework For Troubleshooting
MSMEs need to understand Green Innovation as a Strategy Development of MSMEs in supporting Sustainable Business, to achieve business goals and increase long-term value by integrating economic, social and environmental into the strategy his business and capable creating superior value for its customers.

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 innovation strategies as one of the business sustainability strategies in MSMEs.
CHAPTER IV
BUDGET AND ACTIVITIES SCHEDULE

4.1 Budget from UMB

<table>
<thead>
<tr>
<th>No.</th>
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<th>Proposed Cost</th>
</tr>
</thead>
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<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>
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<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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<tr>
<td></td>
<td><strong>Amount</strong></td>
<td><strong>IDR 7,500,000</strong></td>
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4.2 Budget from Partner (*inkind*)

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</thead>
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<td>1</td>
<td>Making Activity Report</td>
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</tr>
<tr>
<td></td>
<td><strong>Amount</strong></td>
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4.3 Activities Schedule

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<th>Activities/Time</th>
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<th>Jan</th>
<th>Pebr</th>
<th>March</th>
<th>Apr</th>
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<tbody>
<tr>
<td>1</td>
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<tr>
<td>3</td>
<td>Preparations for the Implementation</td>
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<td>5</td>
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REFERENCES


Sukmadi, Inovasi Dan Kewirausahaan, (Bandung: Humaniora, 2016), hlm. 25

Tri Siwi Agustina, Kewirausahaan Teori dan Penerapan Pada Wirausaha dan UKM di Indonesia, (Jakarta: Mitra Wacana Media, 2015), hlm. 38

Wawan Dhewanto dkk, Manajemen Inovasi Untuk Usaha Kecil & Mikro, (Bandung: Alfabeta, 2015), hlm. 45
Appendix 1. Head of the Team

A. Personal identity

<table>
<thead>
<tr>
<th></th>
<th>Full Name</th>
<th>Masydzulhak Djamil Mz, Prof. Dr. SE, MM</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Gender</td>
<td>Male</td>
</tr>
<tr>
<td>4</td>
<td>Functional Position</td>
<td>Professor</td>
</tr>
<tr>
<td>5</td>
<td>NIP/NIK</td>
<td>114540416</td>
</tr>
<tr>
<td>6</td>
<td>Place, Date of Birth</td>
<td>Manna, 08 Februari 1954</td>
</tr>
<tr>
<td>7</td>
<td>E-mail</td>
<td><a href="mailto:masyd@gmail.com">masyd@gmail.com</a></td>
</tr>
<tr>
<td>8</td>
<td>Phone Number</td>
<td>0812999136661</td>
</tr>
<tr>
<td>9</td>
<td>Office Address</td>
<td>Pascasarjana UMB. Jl. Meruya. Jakarta Barat</td>
</tr>
</tbody>
</table>

Jakarta, 28 November 2020

(Masydzulhak Djamil Mz, Prof. Dr. SE, MM)
Appendix 2. An Overview Of Science And Technology To Be Implemented On Partners

Overview of Science and Technology That Will Be Applied to Partners Providing basic knowledge to MSMEs about Green Innovation as a strategy MSME development in supporting Sustainable Business.

Empowering UMKM through the provision of mentoring and guidance facilities reinforcement assistance to grow and improve abilities and competitiveness of MSMEs.
Appendix 3. Location Map
**INTERNATIONAL JOINT COMMUNITY SERVICES PROPOSAL**

<table>
<thead>
<tr>
<th>Project Title</th>
<th>Sustainability Strategy For MSME Business In South Meruya Through Green Innovation</th>
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<tbody>
<tr>
<td>Project Partner (Name of Institution)</td>
<td>Universiti Sains Malaysia</td>
</tr>
<tr>
<td>Name of Project Leader at UMB Staff ID:</td>
<td>Prof. Dr. Masydzulhak Djamil, SE, MM 0008025407</td>
</tr>
<tr>
<td>Name at least 1, maximum 2 Project Member(s) at UMB Staff ID(s):</td>
<td>Dr. Ahmad Badawy Saluy, MM / 0225016102 Dr. Dudi Permana, Ph.D/ 1018037701</td>
</tr>
<tr>
<td>Name at least 1, maximum 2 Project Member(s)/counterpart(s) at Partner Staff ID(s):</td>
<td>Assoc. Prof. Anees Janee Ali / AA 54382</td>
</tr>
<tr>
<td>Project Duration (Not more than 12 months. Please attach a Gantt Chart indicating the project timeline)</td>
<td>6 months</td>
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<tr>
<td>Executive Summary of Project (maximum 200 words)</td>
<td>Sustainable Business is the company's ability to achieve business goals and increase long-term value by integrating economic, social and environmental into its business strategy. In an increasingly competitive competition, quality resources are needed that can create various advantages, including through creative and innovative processes. MSME business development must be able to innovate to create business success. Lack of understanding of the importance of business continuity at MSMEs makes MSMEs not optimally implemented. For this reason, a business sustainability strategy for MSMEs is needed to increase competitive advantage, one of which is through green innovation.</td>
</tr>
<tr>
<td>Location(s) of the Project</td>
<td>Meruya Selatan, West Jakarta/DKI Jakarta</td>
</tr>
<tr>
<td>---------------------------</td>
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</tbody>
</table>
| Project Background / Problem Identification, | 1. How to provide knowledge of the basic concepts of business sustainability in MSMEs.  
2. How to provide knowledge about business sustainability strategies through green innovation. |
| Supporting Theories, | Green Innovation (I Made Septian Pradnyandana)  
Business sustainability strategy (Mombang Sihite) |
| Project Model Tool | Training  
Online media training |
4. Sukmadi, Inovasi Dan Kewirausahaan, (Bandung: Humaniora, 2016), hlm. 25  
5. Tri Siwi Agustina, Kewirausahaan Teori dan Penerapan Pada Wirausaha dan UKM di Indonesia, (Jakarta: Mitra Wacana Media, 2015), hlm. 38  
6. Wawan Dhewanto dkk, Manajemen Inovasi Untuk Usaha Kecil & Mikro, (Bandung: Alfabetata, 2015), hlm. 45 |
| Project Objectives | 1. Increase knowledge about the concept of business sustainability which has an impact on environmental awareness and sustainability.  
2. Providing knowledge about green innovation strategies in business sustainability at 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 concept of business sustainability strategies through green innovations that have an impact on environmental awareness and sustainability. |
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>
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<th>Utilization of Facilities</th>
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<th>Partner</th>
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Total Budget including from UMB & Partner
(Not more than USD 1,000)

| Total Budget including from UMB & Partner | IDR 8,500,000,- |

Note and Reviewed by:
JCSF Committee

### BUDGET PROPOSAL

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<td>Expense 2:</td>
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<td>Implementation Preparation (Preparation of Preparatory Materials)</td>
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<td>Expense 3:</td>
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| Sub Total | IDR 7,500,000 | IDR 1,000,000 |

GRAND TOTAL
(Sub Total UMB + Sub Total Partner) IDR 8,500,000

Note:

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
_____________________

12
Date of Proposal Submission: November 28th 2020

Signed by:

Prof. Dr. Masvdzulhak Djamil, SE, MM
Team Leader From UMB

Approved by UMB:

Dr. Adi Nurmdhi, 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