

ANALYSIS OF THE IMPLEMENTATION OF SUSTAINABLE GREEN SUPPLY CHAIN IN UMKM IN PURWAKARTA

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Abstract

One of issue in management chain related supplies with sustainability is about issue chain supply green, that is management chain friendly supply environment and is considered success if implemented in ecosystems and ecology industry. At the time, this condition a global environment of many polluted consequence waste and emissions released by activities chain supply that causes problem global environment, such as pollution air, global warming, water pollution. Management chain supply green considered as effort in saving global environment. Actors' business felt need apply chain supply green, start from stages preparation business, production process, until activity distribution product to hand consumers. Success implementation chain supply green required existence support from various factors, good internal and external factors. Internal factors that support implementation management chain supply green is factors that originate from internal, such as Owner's Decision business, procurement process material friendly standard environment, use material recyclable raw materials repeat, use material burn friendly environment in the production process, environmentally friendly production process environment, management waste production process results, storage friendly product environment, and still lots again. As for the factors external is factors that originate from outside business, like policies and regulations government about what only related with implementation management chain supply green, as well as support from party related consumers with management chain supply, expected can form culture consumers who will impact on behavior consumer intelligent. Internal and external factors the in a way overall will united become one, the unity that will support success management chain supply green sustainable.

Keywords: green, MSMEs, supply chain management, sustainable.

INTRODUCTION

Supply Chain Management is a series integrated processes and activities for planning, implementing, controlling, and monitoring flow goods, services, and information from stage beginning until stage end in chain supply. The goal is for ensure that product or service available at the right time, in the right amount, with optimal costs, and achieve satisfaction high customer base (Syamil, A. et al., 2023). Activity or activity chain supply the involving lots of party. The parties involved in management chain supply that is producers, suppliers, retailers, and consumers, where inside it there is flow goods and information that can help smoothness operational production process. Management chain supply is factor important in overall series activity business and operations a company, with thus expected perpetrator business must can implementing management strategies chain supply that will increase effectiveness and efficiency so that profit business will achieve.

Along with progress and development knowledge, increasingly advanced technology rapid result in existence change in implementation management chain supply to activities operational business. Sustainable is development from management chain supply. According to Seuring (2013), management chain supply sustainable is management the flow of materials, information, and capital which is cooperation between company throughout chain supply, with integrate objectives that

include third dimensions development sustainable, that is economic, environmental, and social aspects are described from demands customers and stakeholders interests. Implementation management chain supply sustainable is development and construction from management chain supply, in line with development knowledge, technology information, global economy, social, and global environment (Hisjam, 2019).

One of issue in management chain related supplies with sustainability is about issue chain supply green, that is management chain friendly supply environment and considered success if implemented in ecosystems and ecology industry (Priyono, 2008). At the time, this condition a global environment of many polluted consequence waste and emissions released by activities chain supply that causes problem global environment, such as pollution air, global warming, water pollution. Management chain supply green considered as effort in save global environment. The company is considered need apply chain supply green, start from policies and implementation processes until sustainability.

Success implementation chain supply green required existence support from various factor, good internal and external factors. Internal factors that support implementation management chain supply green is factors that originate from in company, like policy company, procurement process material friendly standard environment, use material recyclable raw materials repeat, use material burn friendly environment in the production process, environmentally friendly production process environment, management waste production process results, storage friendly product environment, and still lots again. As for the factors external is factors that originate from outside company, like policies and regulations government about what only related with implementation management chain supply green, as well as support from party related consumers with management chain supply, expected can form culture consumers who will impact on behavior consumer intelligent. Internal and external factors the in a way overall will united become one, the unity that will support success management chain supply green sustainable.

Green supply chain management is considered very important for keep going developed and implemented in all over series activity operational by all perpetrator business, no only industry and companies big will but by the perpetrator business in motion in business micro, small, and medium, that is start from management company in chain supply (supply, manufacturing, distribution) until product until to consumers), who are integrated with issues environment, or in a way implicit covers philosophy ecosystem that reduces externalities (waste and pollution) in effort increase performance company in a way term long (Suganda, 2018).

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

Importance Chain Supply Sustainable in the Global Economy

In the era of globalization, the supply chain supply has become bone back global economy. Chain supply sustainable, which focuses on balance between growth economy, responsibility answer social, and preservation environment, has become an important strategy for ensure Power competition term length. According to (Carter and Rogers, 2008), the chain sustainable supply capable give profit competitive with integrating the triple bottom line, namely aspect economic, environmental, and social. The following role important chain supply sustainable in global economy

Impact On the Economy

The chain supply sustainable play vital role in create efficient operational and reduce cost term long. For example, the practice management effective waste not only reduce cost operational but also strengthens image company (Seuring & Müller, 2008). This has become very relevant in an increasingly global market competitive.

Social Responsibility

Besides the aspect of economy, chain supply sustainable also includes not quite enough answer to community local. This involves supportive practices right basic human, condition decent work, and development community. According to (Elkington, 1998), sustainability No can achieve without considering social impact from operation company.

Preservation Environment

On the side environment, the chain supply sustainable focus on reduction footsteps carbon, use efficient source power, and transition to energy renewable. Research by (Srivastava, 2007) shows that initiative friendly environment like recycling repeat and energy green can reduce negative impact on the global ecosystem.

Through chain strategy supply sustainable, companies not only fulfil expectation stakeholders interest but also contribute to the achievement of Sustainable Development Goals or the Sustainable Development Goals (SDGs) initiated by the UN. With Thus, the chain supply sustainability not only becomes choice but also a necessity in this era of global economy.

Implementation of Green Supply Chain Management in MSMEs

Micro business small and medium, or more known with MSMEs, is a business that has role big for growth economy in Indonesia. In 1998, when Indonesia experienced crisis global economy which causes many companies in Indonesia are going bankrupt mat and cause lots of Indonesian people lost work, so the MSME sector becomes alternatives and paths go out for Indonesian population affected impact termination connection work for can endure life.

The role of MSMEs in support the country's economy, then its existence is closely monitored by the government with grow the rapid growth of MSMEs in Indonesia, welfare public can increase. The establishment of MSMEs in every area can open opportunity work for public around it. In general, UMKM in economy own role as: (1) actor main in activity economy, (2) provider field work, (3) players important in development economy local and empowerment society, (4) creators of new markets and resources innovation, (5) its contribution to balance sheet payment (Department Cooperatives, 2008).

RESEARCH METHODS

In the research this, researcher use approach qualitative with method descriptive in collect and analyze data. That is, obtaining data that is not in the form of numbers, but data from script interview, notes field, document personal, notes researchers, and documents official others that support. Using approach qualitative this aiming for give description reality empirical from phenomena that occur. Research this aiming for gather information about how is the strategy for implementing green supply chain management? sustainable for MSMEs. Data collection techniques are qualitative. Research this use method qualitative for understand and analyze topic being researched. The object to be under review in study this namely sustainable green supply chain management for MSMEs in the District Purwakarta.

The research subjects in this study are group small and medium enterprises culinary in Purwakarta District. The process of selecting research subjects was carried out using purposive techniques, namely selecting informants based on certain considerations. Research subjects using purposive techniques have certain specific and targeted criteria. These criteria are used to determine research

subjects that are appropriate and relevant for the research. There are several criteria subject in study this is:

- 1) The research subject must be MSME groups operating in the culinary sector.
- 2) Located in the District Purwakarta
- 3) MSMEs that have implemented digital marketing strategies.
- 4) MSMEs that have been operating for at least 2 years.
- 5) Own place business (home) Alone and also rent)
- 6) Willing For share information and experience

In this study, data collection uses methods of observation, interviews, and documentation. In an interview, researchers make a number of questions related to research topics to obtain supporting statement data collection. Methods data analysis that will be used in study this is descriptive data analysis qualitative with technique analysis triangulation.

RESULTS AND DISCUSSION

Steps for MSMEs Towards Green Supply Chain Management

The concept of green supply chain management can apply to MSMEs with apply steps that integrate GSCM with environment, that is reduce impact pollution to environment caused from the production process, with harmonization between supply chain partner for do actions that support insightful business processes environment. In frame realizing green supply chain management in MSMEs, then related activities inside it like cooperation between suppliers and manufacturer, producer with consumer, process and operations analysis internally, then consider and pay attention factors environment in development process products and supervision in a way sustainable (Mellita & Noviardy, 2017).

GSCM or Green Supply Chain Management is looked at as extension from activity chain supply focused on minimizing impact environment from products along cycle his life, namely started from design green (green design), savings source power (resource saving), reduction material harmful material reduction and recycling repeat or use return product (product vecxele or reuse). Implementation management chain green based supply is important for applied because during this size performance chain supply usually no notice impact to environment. Here there is a number of Green Supply Chain Management (GSCM) method that can implemented by MSMEs is as following:

1. Green Procurement

It is a process of activities that includes election materials, selection of chemical substances used, materials recycle repeat for packaging, order procurement done via email so it's paperless.

2. Eco- Friendly Production

It is a process of products made must free from substance dangerous. Product must quality so that no damage and return. And able to finish products faster than planned so that No There is empty wasted time and ultimately the resulting output increase even Can exceeding targets, as well as happen efficiency materials, costs and waste reduction.

3. Eco- Friendly Shipping

It is a process of activity from delivery goods faster from what is specified as well as in perfect condition. Distribute products on a big scale and direct to the distributor not to retailers. Packaging design flexible, good size, shape and material that can impact on distribution and transportation.

4. Eco- Friendly Returns

It is a process of consumer end in a way general covering returned product Already updated so that No There is accumulation even No There is return from consumer Again as well as capable manage waste used.

As for the instruments that must be noticed in the implementation of green supply chain management in MSMEs, these is elements under This:

1. Reliability

Reliability is part from product or services provided by perpetrator business or MSMEs to Consumers. Products or reliable service can give satisfaction to customers with thus products produced can fulfil the needs and wants of the customer.

2. Power Catch

Power catch that is the response given by MSMEs to requests, needs and wants customer. Power catch or response yng responsive and fast can increase satisfaction and can streamline the production process. Power catch or response also not only given to customer will but with suppliers or suppliers must also can give fast and good response.

3. Easy Adapt

Ability perpetrator business for respond change to needs and wants customer to friendly product environment, increasingly changing markets aware will sustainability environment.

4. Cost

In implementing green supply chain management actors business or MSMEs need the cost is quite expensive. Like material friendly standard environment usually own far more expensive price than the ones that haven't friendly environment, equipment or the machines used in the production process need material friendly burn environment.

5. Management Asset

Arrange his assets for fulfilling requests in a way economically and efficiently to source power. MSMEs must Already start buy equipment or friendly machine environment and not pollute environment

6. Environmentally friendly

All related aspects with all over activity friendly supply chain management environment done measurement and evaluation that takes into account aspect sustainability environment.

CONCLUSION

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