

Implementation Of Green Business Ecoprint Industry In Purworejo Regency

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Abstract . The ecoprint industry in Purworejo Regency is one of the industries committed to doing business in an environmentally friendly manner. Green business is the main focus in the operation of the ecoprint industry. In this context, green business refers to business practices that aim to improve sustainability and reduce negative environmental impacts. This descriptive qualitative research aims to explain how green business is applied in the ecoprint industry in Purworejo Regency. To find out how green business is implemented in the ecoprint industry in Purworejo Regency, the author interviewed the owner and the production department. Miles and Huberman techniques were used to analyse the data. The results of this study are that the application of green business in the ecoprint industry is reflected in the use of natural materials from plants and natural fibres that have been proven to reduce water and air pollution produced, there are efforts to educate consumers about the importance of environmentally friendly products and their benefits to the environment, and have used environmentally friendly packaging. In addition, the ecoprint industry in Purworejo Regency is implementing an efficient energy management system. Green business in the ecoprint industry is the right step to reduce negative impact on the environment. Overall, the ecoprint industry in Purworejo Regency has successfully operated a business with green business principles. In an era that is increasingly aware of the importance of sustainability, these steps not only provide benefits to the environment, but also enhance the good image of SMEs.

Keywords : Green Business; Ecoprint; environmentally friendly; sustainability; SMEs image

INTRODUCTION

Environmentally friendly trends are currently attracting world and business attention. The term green business is often used, green business it self means economic activity that does not only focus on things that involve meeting people's needs but also considers the impact on the environment. In this case, the company running the business is committed to environmental sustainability in business operations. The company tries to use renewable resources and tries to minimize the negative impacts of business activities. This green business is the main focus in the operations of the ecoprint industry, especially in Purworejo Regency. In this context, environmentally friendly business carried out by SMEs refers to business practices that aim to increase sustainability and reduce negative impacts on the environment.

The Ecoprint Industry in Purworejo Regency is one of the industries that pays attention to environmental friendliness, the use of organic waste in the form of using natural fibers (leaves) as ecoprint material in the form of leaves is a mainstay. Maharani, (2018) defines the ecoprint technique as the process of transferring color and shape to fabric through direct contact between the fabric and leaves, attaching plants that have colored pigments to natural fibrous fabric, then evaporating it. The principle of making it is through direct contact with leaves containing color pigments with fabric media. The leaves used are leaves, flowers, stems and so

on. Apart from being environmentally friendly, ecoprint has another advantage, namely that it does not require large capital, just by using organic materials that are around, ecoprint products have quite high selling value. Apart from leaves as an ecoprint motif, they also use environmentally friendly product packaging, namely woven bamboo

The Ecoprint Industry in Purworejo Regency carries an environmentally friendly concept to support business sustainability. Agustina, (2022) also stated that business sustainability is a business that can continue to exist over time, is able to maintain organizational values or has a strong organizational culture, and achieves stable company profits that can even continue to increase. Sustainable business starts from the understanding of sustainable development which originates from people's understanding and belief that nature has limitations. Business actors understand very well that if natural limitations are exceeded then humans are in danger of humanitarian tragedy. The Ecoprint Industry in Purworejo Regency, in running its business, is one of the determinants of human success in saving the environment in extending nature's ability to support business through the supply of resources and neutralizing the remaining economic activities. Implementing a sustainable business model can provide many benefits, therefore, these principles have been accepted and implemented by the ecoprint industry in Purworejo Regency. The business dimension cannot be separated from the elements of sustainable development, namely economic, social and environmental. This pattern is actually effective in improving the good image of the Ecoprint Industry in Purworejo Regency. We need to understand that a company's image cannot be engineered, meaning that the image will not come by itself but will be shaped by society

METHOD

The method used in this research is descriptive qualitative which aims to explain how green business is implemented in the ecoprint industry in Purworejo Regency. According to Bodgan and Taylor, qualitative research is a research procedure that uses descriptive data in the form of written or spoken words from observed behavior. According to them, this approach is directed at the outside and the individual holistically. Moloeng, (2006). The technique for checking the validity of the data in this research uses triangulation techniques. Triangulation is a technique for checking the validity of data that utilizes something other than the data for checking purposes or as a comparison to the data Moleong, (2006). According to Miles & Huberman (1992) analysis consists of three activity flows that occur simultaneously, namely: data reduction, data presentation, drawing conclusions/verification. 18 More complete details of these three flows are as follows:

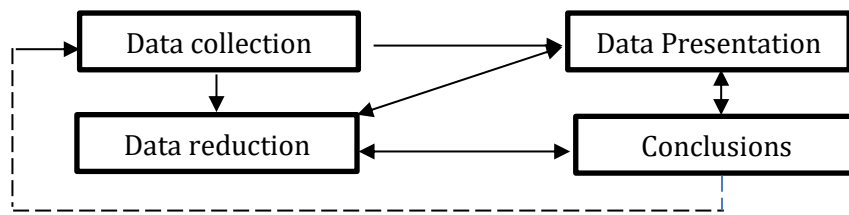


Figure 1. Miles and Huberman Research Model

Data Reduction Data reduction is defined as the process of selecting, focusing on simplifying, abstracting and transforming rough data that emerges from written notes in the field. **Data Presentation** Miles & Huberman defines a presentation as a collection of structured information that provides the possibility of drawing conclusions and taking action. **Drawing Conclusions** Drawing conclusions according to Miles & Huberman is only part of one activity of a complete configuration. Conclusions were also verified during the research.

RESULTS AND DISCUSSION

Natural Fibers as Ecoprint Materials

Leaves which usually become rubbish become an environmental problem, such as disturbing the view around the yard, taking up quite a large area if left scattered and also being able to cause a bad smell. Plant waste, including leaves, is also called organic waste. Organic waste can run out by itself if, however, the decomposer process and the large quantity of plant waste require quite a long processing time. To reduce waste, waste management is also needed, one of which is used as ecoprint material by Ecoprint Industry players in Purworejo Regency. The leaves or natural plant fibers used as ecoprint material have previously been soaked in an alum water solution. This alum water solution is a fixator which functions to make the natural color of the leaves come out during the pounding process on the surface of the cloth. Ecoprinting can be done using several methods, namely the method of boiling the fabric, the pounding method, and the method of steaming the fabric. All three techniques can be done in either a home kitchen or production room with the right equipment.

- a) **Pounding Technique** Pounding technique is also called hitting technique. The process is almost the same as the ecoprint technique in general, namely by applying mordant to the fabric and preparing the plants which are the main ingredients for the ecoprint. In the pounding technique, the process of transferring the shape and color of plants to fabric is done by pounding the plants on the fabric which is placed on a flat surface.
- b) **Boiling Technique (Boiling)** The boiling technique in ecoprints is done by mordanting the fabric, then spreading the fabric so that the fabric is flat and horizontal, then plants are attached or placed on the fabric. The cloth on which plant parts have been placed is then coated with plastic, rolled

up with a pipe until it is tight, then tied with thread or rope. After that the cloth is boiled for 1-2 hours.

- c) Steaming Technique The steaming technique for ecoprint is almost the same as the boiling technique, only the fabric is not boiled but steamed, so that the fabric is not directly submerged in water. The steaming technique uses steam and heat to transfer the colors and shapes of plants to fabric.

It doesn't stop at using leaves as ecoprint packaging material. The ecoprint industry also uses environmentally friendly materials using woven bamboo which is also a superior cluster in Purworejo Regency.

Sustainable business model for the Ecoprint Industry in Purworejo Regency

The green business built by business actors in the ecoprint industry in Purworejo Regency uses the principles of minimizing waste, optimizing extraction (sustainable extraction), and maintaining/improving the environment. Therefore, from a long-term perspective, the sustainability of a business in generating profits will be limited by nature's ability to provide a foundation for the business. This means that business sustainability will occur if it is supported by the sustainability of the ecosystem as a support for the production system. If described, there is a business model applied in the Ecoprint Industry in Purworejo Regency.

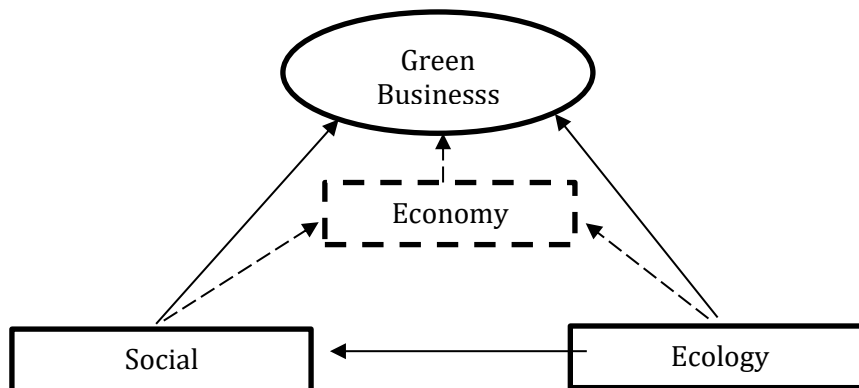


Figure 2. Sustainable Business Components of the Ecoprint Industry

The image above explains that the business dimension cannot be separated from the elements of sustainable development, namely economic, social and environmental. In achieving optimal economic benefits through implementing the Ecoprint Industry business in Purworejo Regency, it is socially and environmentally friendly. Industry players believe in and implement accountability for the impacts they cause ranging from environmental pollution, climate change, public health and human rights. This consideration is not only a form of responsibility but more than that it is part of the core business strategy and efforts to improve the good image of the Ecoprint Industry in Purworejo Regency. It needs to be emphasized that

a company's image cannot be engineered, meaning that the image will not come by itself but will be shaped by society.

CONCLUSION

The ecoprint industry in Purworejo Regency applies the green business concept in carrying out its business, the production material used utilizes waste, namely using natural fibers in the form of leaves. Apart from leaves as an ecoprint motif, they also use environmentally friendly product packaging, namely woven bamboo. This supports business sustainability by preserving the surrounding environment. The sustainable business in question begins with the notion of sustainable development which originates from people's understanding and belief that nature is very limited. Business actors understand very well that if natural limits are exceeded then humans are in danger of a very terrible human tragedy. The Ecoprint Industry in Purworejo Regency in explaining business is one of the determinants of human success in saving the environment in extending nature's ability to support business through resource supplies and neutralizing residual economic activities.

Implementing sustainable business principles will provide many benefits far beyond human imagination. Therefore, this principle has been accepted and implemented by many companies as a strategy for developing business. This is based on the idea that future business competition will not only lie in price, quality and delivery competition but will also depend on the extent to which business actors care about the environment. This matter clearly shows efforts to improve the good image of the Ecoprint Industry in Purworejo Regency.

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