

IMPLEMENTATION OF GREEN ECONOMY-BASED HUMAN RESOURCE TRAINING AND DEVELOPMENT IN SMALL AND MEDIUM INDUSTRIES IN BANJARMASIN CITY

Nurul Hasanah¹, Farida Yulianti²

^{1,2}Doctor of Economics and Business, Universitas 17 Agustus 1945, Surabaya

Email: nurultata88@gmail.com¹, faridayulianti321@gmail.com²

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ABSTRACT

The implementation of green economy-based training and human resource development in small and medium industries (SMEs) in Banjarmasin City is a strategic step in improving competitiveness and business sustainability. MSMEs in Banjarmasin show positive growth, but still face challenges in adopting environmentally friendly business practices. Therefore, training oriented towards energy efficiency, waste management, and the utilization of green raw materials is essential in supporting the transformation of the green economy. This research uses a literature study method with a literature research approach. The data used is secondary, including scientific journals, government reports, and academic publications that discuss the concept, policy, and implementation of the green economy in the MSME sector. The results show that green economy-based training contributes significantly to increasing the awareness and skills of SMEs in implementing sustainable business practices. This training also encourages the application of green technology, increases resource efficiency, and strengthens business competitiveness. Supporting factors for implementation include management awareness, government support, and collaboration with academics and the business community. However, there are several obstacles, such as limited knowledge, financial resources, and resistance to change and new technologies. In conclusion, the implementation of green economy-based HR training in SMEs in Banjarmasin City can improve competitiveness and business sustainability. The success of this program depends on government policy support, cross-sector collaboration, and continuous education for business actors.

Keywords : *Green Economy, HR Training, Small and Medium Industries, Banjarmasin City, Sustainability.*

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play an important role in the economy of Banjarmasin City. Based on data from the Banjarmasin City Office of Micro Business Cooperatives and Manpower in 2023, there are a total of 32,167 micro businesses and 3,730 small businesses spread across five subdistricts. South Banjarmasin sub-district has the highest number of micro

businesses with 7,736 units, while the largest number of small businesses are in West Banjarmasin sub-district with 818 units (Banjarmasin City Office of Micro Business Cooperatives and Manpower, 2024) .

The development of MSMEs in Banjarmasin shows a positive trend. In 2023, the Banjarmasin City Government noted that the transaction value of MSMEs reached IDR 200 billion from a total of 10,000 business actors registered from January to July 2023. The number of business actors increased from 6,100 registered MSMEs until 2021, with an additional 3,900 new MSME players in 2022 (Banjarmasin City Government, 2023)

The Banjarmasin City Government continues to improve the capacity and competitiveness of MSMEs through various training and human resource development programs. One initiative is the socialization of the industrial center facility, which was carried out by the Banjarmasin City Trade and Industry Agency (Disperdagin) in June 2023. This activity aims to provide an in-depth understanding of the industrial center facility program to business actors and the community, as a form of the government's commitment to supporting the development of the local industrial sector (Pemerintah Kota Banjarmasin, 2023)

In addition, digital marketing training is also a major focus in the development of MSMEs. In August 2023, the Banjarmasin City Office of Micro Business Cooperatives and Manpower organized a micro business improvement training with the theme "Strengthening Digital Marketing for Banjarmasin City Business Actors". The training was attended by 30 business owners and aimed to expand their market reach through effective digital marketing strategies

In August 2024, the Human Resources Development and Research Center (BPSDMP) of Kominfo Banjarmasin held a "Business Analytics and Optimization" training for 50 MSME players who already have online stores. The training aimed to improve skills in utilizing digital technology for business development, including digital marketing applications and data analysis (BPSDMP Kominfo Banjarmasin, 2024)

Lambung Mangkurat University (ULM) also played a role in increasing the Green Economy Index (GEI) of South Kalimantan by collaborating with MSMEs. In September 2024, the ULM Community Service Team worked with MSMEs to improve South Kalimantan's GEI, which at that time was at 36.26, with the hope of reaching 65.00 or more. This effort involves the three pillars of sustainable development: environment, economy, and social (Radar Banjarmasin, 2024) .

The Banjarmasin city government is also working to improve access to partnerships for microenterprises to compete in the global era. In July 2024, through the Office of Cooperatives, Micro Enterprises, and Manpower, a partnership meeting was held with MSMEs, new business entrepreneurs, and 12

business partners from the city government. This activity aims to facilitate business actors in expanding the marketing network of regional superior products

The implementation of green economy-based training and human resource development in small and medium industries in Banjarmasin City is a strategic step in improving the competitiveness and sustainability of MSMEs. Through collaboration between the government, academics, and business actors, it is hoped that MSMEs in Banjarmasin can transform towards environmentally friendly and sustainable business practices.

With the support of sustainable training and the application of green economy concepts, MSMEs in Banjarmasin are expected to increase their contribution to the local economy while preserving the environment. These steps are in line with efforts to achieve sustainable development that integrates economic, social and environmental aspects.

METHODS

This research is categorized as a *literature* study with a *literature research* approach. The data used is secondary, consisting of journal articles, conference papers (*proceedings*), reports, books, and various reliable and accountable sources. The *literature research* method in research on the Implementation of *Green Economy-Based* HR Training and Development in Small and Medium Industries in Banjarmasin City aims to understand the concepts, policies, and implementation of the green economy in the umkm sector. This literature study relies on various literature sources, such as government reports, scientific journals, and statistical data from BSDM .

DISCUSSION RESULT

Implementation of green economy-based training and human resource development in small and medium industries in Banjarmasin City

The implementation of training and human resource development (HRD) based on green economy in small and medium industries (SMIs) in Banjarmasin City is a strategic step to improve competitiveness and business sustainability. *Green* economy emphasizes business practices that are environmentally friendly, efficient in the use of resources, and oriented towards environmental sustainability. By integrating this concept into training and human resource development, SMEs in Banjarmasin can contribute to sustainable economic growth while preserving the environment.

Green economy-based HR training and development covers various aspects, such as waste management, energy efficiency, the use of

environmentally friendly raw materials, and the application of *green* technology. Through this training, employees and management of SMEs are expected to have a better understanding of sustainable business practices and be able to implement them in daily operations. This is in line with research showing that the implementation of green human resource management (GHRM) in MSMEs can improve environmental awareness and business performance (Astuti, M., & Wahyuni, 2018).

In Banjarmasin, known as the "City of a Thousand Rivers", the application of green economy is very relevant. The city has great river tourism potential, and environmental sustainability is key in developing the tourism sector. Research by (Hadi, Sutarto; Rajjani, Ismi, 2023) emphasizes the importance of developing a GHRM model to sustain river tourism in Banjarmasin, which can also be applied to the SME sector.

The implementation of green economy-based training for SMEs in Banjarmasin can begin by identifying the specific needs of each industry related to environmental aspects. For example, the food processing industry can focus on organic waste management, while the textile industry on the use of environmentally friendly raw materials. This approach ensures that the training provided matches the needs and characteristics of each industry.

In addition, collaboration between local governments, academics and industry players is essential in supporting these training programs. The government can provide regulations and incentives that encourage green business practices, while academics can play a role in designing the appropriate training curriculum. Industry players, on the other hand, need to show commitment in implementing the training results in their operations.

A concrete example of green economy training can be seen in the program conducted by Rumah Kreatif Sleman Yogyakarta, where MSME players are given training on the application of green economy in their businesses. A similar program can be adapted and implemented in Banjarmasin to support local SMEs.

Evaluation and monitoring of the effectiveness of the training is also important to ensure that the expected goals are achieved. Indicators such as waste reduction, energy use efficiency, and increased profitability can be used as benchmarks for the success of the training program. Thus, SMEs can see the direct benefits of implementing green business practices.

Ultimately, the implementation of green economy-based HR training and development not only improves the performance and competitiveness of SMEs in Banjarmasin, but also contributes to environmental conservation and community welfare. With commitment and cooperation from all relevant

parties, the transformation to a green economy can be realized, bringing long-term benefits to the city and its citizens.

Supporting and inhibiting factors in the implementation of training and human resource development based on green economy in small and medium industries in Banjarmasin City.

SME management must have a high awareness and commitment to environmentally friendly practices. This commitment includes the integration of green economy principles in the company's business strategy and operations. Studies show that management awareness of environmental management needs to be increased to support the implementation of *Green Human Resource Management* (GHRM) in MSMEs (Astuti, M., & Wahyuni, 2018)

Training programs that focus on upskilling employees in green practices are essential. This training includes the use of green technology, waste management, and energy efficiency. Research shows that the training and development process has the highest weight in the implementation of GHRM in MSMEs (Kurniawan, Mukharomah & Pradana, 2024) .

Employee motivation to engage in environmentally friendly practices affects the effectiveness of green economy implementation. This motivation can be enhanced through incentives, recognition, and a supportive work culture. sustainability. Research shows that green motivation has a significant influence on employee performance in the context of GHRM

The ability of employees to implement environmentally friendly practices, such as energy efficiency and waste management, is critical. These capabilities can be enhanced through training and work experience. Studies show that green capability has a significant influence on employee performance

Government support through policies and regulations that encourage *green economy* practices can be a driver for SMEs to adopt these practices. These policies can be in the form of fiscal incentives, subsidies, or regulations that require environmentally friendly practices.

The use of green technology and innovation in the production process can improve efficiency and reduce environmental impact. SMEs that adopt green technology tend to be more competitive and sustainable

An organizational culture that supports sustainability and green practices can motivate employees to actively participate in green economy initiatives. This culture can be established through effective communication and visionary leadership

Cooperation with external parties, such as suppliers, customers and communities, can strengthen the implementation of *green economy* practices. These networks enable the exchange of knowledge and resources that support sustainability

Setting clear performance indicators and regular evaluation of the implementation of *green economy* practices helps SMEs to continuously improve their practices. These evaluations allow for the identification of areas that need improvement and recognition of successes achieved

The implementation of training and human resource development (HRD) based on green economy in small and medium industries (SMEs) in Banjarmasin City faces various significant inhibiting factors. One of the main factors is the limited knowledge and awareness of the concept of *green economy* among SMEs. Many business owners do not understand the benefits and importance of implementing environmentally friendly practices in their business operations. This is in line with research findings showing that the level of awareness of MSMEs towards environmental management needs to be improved (Astuti, M., & Wahyuni, 2018).

In addition, limited financial resources are a significant obstacle in the implementation of *green economy-based* HR training and development. SMEs often face constraints in providing budgets for training and development programs, especially those related to green technologies that may require large initial investments. This limitation results in the low adoption of green economy practices in SME operations

Another inhibiting factor is the lack of support from external parties, such as the government and related institutions, in providing facilities and training programs that suit the needs of SMEs. The lack of structured training programs and accessibility to information on green economy makes it difficult for SMEs to develop their HR competencies in this field. Research shows that the implementation of Green HRM in MSMEs needs to be carried out in an organized manner starting from the recruitment, selection, training, and development processes (Anwar, Sya'rawi & Pratiwi, 2023)

Finally, resistance to change and adaptation of new technologies is also an obstacle in implementing the green economy. Many SMEs are reluctant to change long-standing production or operational methods due to concerns about the risks and costs involved. Lack of understanding of the long-term benefits of *green economy* practices makes them tend to maintain conventional ways of working

CONCLUSION

The implementation of green economy-based training and human resource development in small and medium-sized industries (SMIs) in Banjarmasin City is a strategic step to improve competitiveness and business sustainability. The training covers various aspects, such as waste management, energy efficiency, and the use of environmentally friendly raw materials and technology. With this training, SMEs are expected to implement more sustainable business practices, which not only increase profitability, but also contribute to environmental conservation. Collaboration between the government, academics, and industry players is key to the successful implementation of this training.

In its implementation, there are various supporting factors that influence the success of this program. IKM management's awareness and commitment to environmentally friendly practices is one of the main aspects that must be strengthened. In addition, support from the government through policies and incentives, as well as cooperation with various external parties, also accelerates the adoption of green economy practices. Other supporting factors are an organizational culture that encourages sustainability, the application of green technology in production, and continuous evaluation to ensure the effectiveness of training.

However, there are several challenges that need to be overcome in implementing this green economy-based training. The lack of knowledge and awareness of SMEs on the benefits of green economy is still a major obstacle. In addition, limited financial resources often hinder the implementation of green technologies that require large initial investments. Lack of external support in providing training facilities and resistance to change and adaptation of new technologies are also challenges that need to be overcome. Therefore, a comprehensive strategy and support from various parties are needed to effectively and sustainably implement green economy-based training in Banjarmasin City.

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