

PKM Pemulihan Ekonomi UMKM Coffe Shop Neira Perspektif Green Economy

PKM Economic Recovery in MSMEs Coffe Shop Neira Green Economy Perspective

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Abstrak

Pentingnya kegiatan pengabdian masyarakat ini adalah: 1) Mengupayakan keterlibatan masyarakat untuk pengurangan dampak negatif lingkungan; 2) Meningkatkan promosi inovasi dan kreativitas lokal melalui produksi produk ramah lingkungan; 3) Meningkatkan daya saing ekonomi UMKM dengan kesesuaian dengan prinsip green economy; 4) Mendorong pemulihan ekonomi berkelanjutan melalui kegiatan yang tidak merugikan lingkungan dan terus mensejahterahkan masyarakat sekitar; 5) Menciptakan komunitas ramah lingkungan sehingga tercapai kolaborasi aktif antara akademisi dan masyarakat. Tujuan kegiatan pengabdian masyarakat yaitu: 1) Meningkatkan kesadaran lingkungan; 2) Percepatan pemulihan ekonomi UMKM; 3) Mengurangi dampak negatif terhadap lingkungan; 4) Mendorong inovasi dan riset lokal; 5) Menggalakkan pariwisata berkelanjutan. Metode kegiatan terdiri dua metode yaitu: 1) Pelatihan; 2) Diskusi. Tahapan kegiatan meliputi: 1) Analisis situasi dan permasalahan; 2) Pelatihan dan pendampingan; 3) Pengembangan kapasitas; 4) Pengadaan peralatan; 5) Implementasi praktik berkelanjutan; 6) Monitoring dan evaluasi; 7) Diseminasi hasil. Pengukuran ketercapaian tujuan kegiatan melalui peningkatan omset, peningkatan aset, peningkatan literasi dan implementasi kegiatan. Hasil kegiatan yang dicapai adalah: 1) Peningkatan aset mitra sebesar 37,5%; 2) peningkatan 150% keterampilan mitra; 3) peningkatan omzet sebesar 20%; 4) Peningkatan pengetahuan mitra sebesar 75%. Kesesuaian hasil kegiatan berdasarkan permasalahan penelitian yang telah dipecahkan.

Abstract

The importance of this community service activity is: 1) Seeking community involvement for the reduction of negative environmental impacts; 2) Increase the promotion of local innovation and creativity through the production of environmentally friendly products; 3) Increase the economic competitiveness of MSMEs in accordance with green economy principles; 4) Encourage sustainable economic recovery through activities that do not harm the environment and continue to prosper the surrounding community; 5) Creating an environmentally friendly community so as to achieve active collaboration between academics and the community. The objectives of community service activities are: 1) Increase environmental awareness; 2) Acceleration of MSME economic recovery; 3) Reduce negative impacts on the environment; 4) Encourage innovation and local research; 5) Promote sustainable tourism. The method of activity consists of two methods, namely: 1) Training; 2) Discussion. The stages of activity include: 1) Analysis of situations and problems; 2) Training and mentoring; 3) Capacity building; 4) Procurement of equipment; 5) Implementation of sustainable practices; 6) Monitoring and evaluation; 7) Dissemination of results. Measurement of the achievement of activity objectives through increasing turnover, increasing assets, increasing literacy and implementing activities. The results of the activities achieved are: 1) Increase in partner assets by 37.5%; 2) 150% improvement in partner skills; 3) 20% increase in turnover; 4) 75% increase in partner knowledge. Suitability of activity results based on research problems that have been solved..



PENDAHULUAN

The community service partner is the Neira City Surabaya coffee shop located on Jl. Ploso Baru No. 57. The priority problems of partners are: 1) Production Sector; 2) Marketing Field; 3) Finance. Coffe Shop Neira has at least 15 branches in Surabaya City which will be described in Table 1 as follows:

Table I. Neira Coffee Branch in Surabaya City

Cabang Kopi Neira
Ploso Baru No. 57
Kenjeran No. 303ii
Mojopahit No. 58A
Ketintang No.99
Nginden Intan Selatan No. 49D
Bratang Binangun I No. 4
Ambengan No. 5-7
Jojoran I No. 42B
Kutai, Darmo, Kec. Wonokromo
Menanggal Timur No. 76
Kapas Krampung No. 46
Siwalankerto No. 141N
Kutisari Selatan No. 80
Purwodadi Utara No. 10
Raya Pandugo No. 93

Table I shows several partner branches located in Surabaya City, further PKM partners are located on Jl. Ploso Baru No. 57 Surabaya City. The current situation will be described in Figure 1 as follows:



Figure 1. Neon Box Coffee Neira.

The neon box in Figure 1 is located in front when consumers will enter the coffee shop location. Furthermore, the location area of the coffee shop is about 4 meters wide and 10 meters long with 1.5 floor levels. Kopi Neira Ploso branch was established in 2020 with a business lease contract period of 5 years, the parking area is quite large even though it can only accommodate two cars. Furthermore, the condition of the inside of the coffee shop will be explained as follows:



Figure 2. Neira Coffee Menu.

Based on Figure 2 shows the menus served at Kopi Neira, but there is a problem that is the lack of product consistency which results in the menu will be ordered by consumers to be different when ordered by other consumers. In addition, the next problem is that often raw materials are not ready which results in empty menus ordered. Another problem is that the menu served is less able to attract customers, because it is served through two sheets of laminated paper and is only available at the cashier's desk. Furthermore, the existing workforce in Neira Ploso Coffee will be classified in Table 2 as follows:

Tabel II. Neira Ploso Coffee Labor.

Nama Tenaga Kerja	Tingkat Pendidikan	Posisi
Andri Prasetyo	SMA	Operator dan Bartender
Nauval Setiawan	SMA	Bartender
Zarin Novembika	SMA	Operator dan Bartender
Tomo	SMA	Bartender
Yudit	SMA	Bartender
Anggi	SMA	Operator dan Bartender

Based on Table II shows that all workers at Kopi Neira Ploso Branch are high school graduates with concurrent positions of operators and bartenders for Andri, Zarin, and Anggi, while Nauval, Tomo, and Yudit are specifically for bartenders. Problems arise due to less complex profit / loss calculations because financial statements are still manual which causes frequent forgetting of some orders that have been ordered.

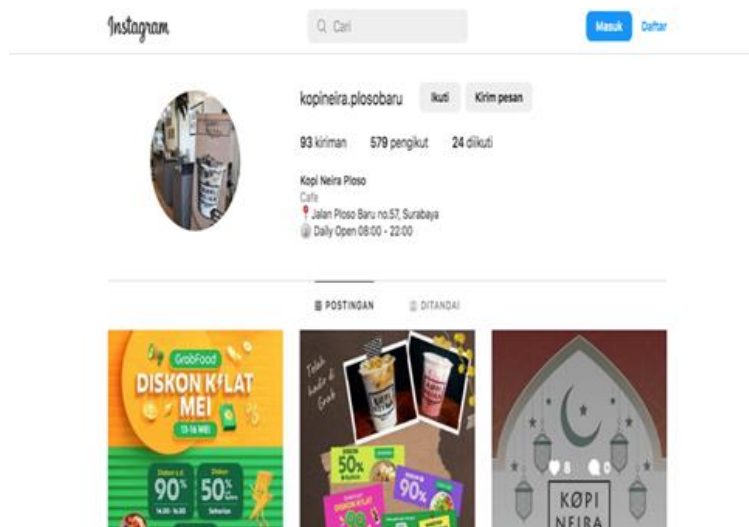


Figure 3. Online Marketing Strategy.

In the field of online marketing as shown by Figure 3 shows the problem is less attractive and there is no contact to order online. This is one of the problems that will be solved by the implementer. Apart from being based on product variations not much developed, this is due to the lack of availability of raw materials that are ready to be used for processed coffee.



Figure 4. Coffee Making Production Site.

Based on Figure 4, it shows that the production site is not suitable for cleanliness, causing a bad impression for consumers. The initial observations of the implementers also show that the location of the kitchen sink is not suitable for cleanliness so that the implementation of a qualified hygiene strategy is needed. Next will be presented the tools used by partners as follows:



Figure 5. Tools Used By Partners.

Based on Figure 5 shows the scale of coffee raw materials that are less accurate and do not show the amount of coma weight, so it has the potential to not match the specified dose. The potential of neira coffee production every day with the machine provided is able to produce 50 cups of coffee with fairly fine coffee quality, while sales per day can reach 40-50 cups per day. In contrast to weekend conditions that can reach 100-150 cups per day. The next obstacle for partners is the absence of a company's risk management classification in product development, then the implementer seeks to provide classification assistance and product development risk management trainers.

This community service highlights approaches that integrate green economy principles into community development and empowerment initiatives. Many studies emphasize that this approach aims to create a balance between economic growth, environmental sustainability, and social welfare (D'amato & Korhonen, 2021; Frank & Grady, 2020; Gibbs & O'Neill, 2018;

Lavrinenko *et al.*, 2019; Pan *et al.*, 2018). Several studies suggest that green economy theory provides a conceptual foundation for identifying and measuring the impact of community service initiatives on the environment, economy, and society as a whole (Fernando *et al.*, 2019; Padilla-Rivera *et al.*, 2020; Zhang *et al.*, 2021). In addition, this approach also encourages the use of green technology, sustainable agricultural practices, and promotes environmental awareness among the public. However, it is important to remember that although green economy theory offers a lot of potential, there are challenges that need to be overcome. Several studies highlight the importance of ensuring active community participation in the planning and implementation of service projects based on green economy theory (Lee & Woo, 2020; Mawonde & Togo, 2019).

The formulation of this community service problem includes several things, namely: 1) Lack of product consistency caused by simple coffee machines; 2) Often products are not available or out of stock due to the availability of raw materials and freezers are not optimal in making ice cubes; 3) The menu list presented does not attract customers; 4) The cleanliness of the production site is still lacking due to dirty kitchen sinks and tables; 5) Market segmentation is still narrow and has not maximized online marketing; 6) There is no classification of company risk management in product development; 7) The calculation of profit/loss is still less complex; 8) Manual cash register causes many order discrepancies. The objectives of community service activities are: 1) Increase environmental awareness; 2) Acceleration of MSME economic recovery; 3) Reduce negative impacts on the environment; 4) Encourage innovation and local research; 5) Promote sustainable tourism. The interpretation of green economy in the Neira coffee shop in Surabaya City is applied through various methods that initiate the use of environmentally friendly raw materials so as to minimize negative impacts on the environment. The implementation of an effective waste treatment system is implemented through the use of a more environmentally friendly kitchen sink so that waste no longer goes directly to disposal but can be filtered periodically. In addition, the application of green economy principles in the Neira coffee shop educates consumers and producers about sustainability and reduces the use of plastic in the production process. At the marketing level, the principle of recycling products such as coffee grounds is carried out which are not all thrown away but can be toilet fresheners. Consistency in the implementation of green economy is also a form of participation in environmental activities or initiatives to support more established environmental sustainability..

METODE

The stages of implementation activities that will be used to implement solutions to priority partner problems will be explained as follows:

1. Design and manufacture of coffee grinding machine
2. Training, mentoring, operation and maintenance of coffee grinding machines
3. Design and manufacture of ice cube cooling freezer machine
4. Training, mentoring, operation and maintenance of ice cube cooling freezer machine
5. Design and manufacture of neon box menu list
6. Design and manufacture of environmentally friendly kitchen sink
7. Training and mentoring discount strategies in online marketing
8. Training and assistance on the classification of company risk management; 9) Assistance and training in detailed profit/loss calculations
9. Assistance and training on financial statement automation.

There are two methods of approach used in the implementation of Community Partnership Empowerment (PKM), namely: Training and Discussion. More details will be explained as follows: Training (Rozikin *et al.*, 2021): The Community Partnership Program (PKM) will be carried out through training. Discussion (Handayani *et al.*, 2022): The Community Partnership Program (PKM) was followed by discussion and question and answer. Discussions are carried out as a form of feedback from the material that has been given, so that there is a transfer of knowledge to the problems faced by partners. Partner participation in the implementation of community service includes:

1. Cooperation partners provide a place for the implementation of the Community Partnership Program (PKM), namely on Jl Ploso Baru No. 57 Surabaya City;
2. Cooperation partners as PKM participants and play an active role in preparing the facilities and infrastructure of activities, as well as playing a role in discussion and question and answer activities;
3. Partners are involved as a whole in the PKM program including problem formulation, program planning, scheduling activities, program implementation to the evaluation stage of program activities;
4. Partners are committed to following the direction of the implementation team and implementing the science and technology that has been given by the implementation team before and after the implementation of PKM.

Measurement of the achievement of activity objectives through questionnaires given after community service is carried out. The use of key performance indicators is also one of the parameters where the achievement of activities is based on the percentage output written in the paper. Finally, in determining the achievement of activity output results, the implementation team actively monitors and evaluates to observe partner behavior patterns with the conformity of community service output plans.

The relevance of using questionnaire techniques allows users to assess the achievement of goals from a subjective point of view. The questionnaire can reveal detailed information about what went well or not, as well as areas where activities can be improved. Furthermore, the use of key performance indicator techniques provides a concrete and measurable measurement of the extent to which the objectives have been achieved. They allow direct and objective monitoring of progress and achievements. Furthermore, the use of key performance indicators allows comparison against pre-set targets. It helps to assess whether the activity is going according to expectations or not. Finally, the relevance of the use of monitoring and evaluation allows continuous measurement during the implementation of activities. It helps in detecting problems or deficiencies early, allowing for quick corrective action. Evaluation techniques use data from monitoring to assess the overall effectiveness of activities. This makes it possible to decide whether the activity provides the expected benefits and whether any changes or improvements need to be made.

HASIL DAN PEMBAHASAN

The entire method of further implementation will be presented in Figure 6 as follows:



Figure 6. Metode Pelaksanaan PKM

The stages of implementation activities that will be used to implement solutions to priority partner problems will be described in more detail in Table III as follows:

Tabel III. Community Partnership Program (PKM) Activities

Preparatory Stage	
Pra-Survey	Identify partner problems & needs (specific problems experienced by partners)
PPM Team Formation	Team formation is adjusted to the type of expertise to solve partner problems
Proposal Making	Making proposals to offer solutions to problems &; providing funds in implementing solutions for partners
Team & Partner Coordination	Planning the implementation of the program conceptually, operationally and job description from the Team & Partners
Preparation, Training Tools & Materials	Purchase and rental of tools and creation of activity materials
Implementation Phase (Activities Carried Out at the Location of Cooperation Partners)	
Design and manufacture of coffee grinding machine	Activities are carried out and discussions (60 minutes)
Training, mentoring, operation and maintenance of coffee grinding	Activities are carried out and discussions (40 minutes)

machines	
Design and manufacture of ice cube cooling freezer machine	Activities are carried out and discussions (60 minutes)
Training, mentoring, operation and maintenance of ice cube cooling freezer machine	Activities are carried out and discussions (60 minutes)
Design and creation of neon box menu list	Activities are carried out and discussions (120 minutes)
Design and manufacture of environmentally friendly kitchen sinks	Activities are carried out and discussions (60 minutes)
Training and mentoring discount strategies in online marketing	Activities are carried out and discussions (60 minutes)
Training and mentoring on the classification of company risk management	Activities are carried out and discussions (60 minutes)
Assistance and training on detailed profit/loss calculation	Activities are carried out and discussions (40 minutes)
Financial statement automation assistance and training	Activities are carried out and discussions (40 minutes)
Program Evaluation	
Conducted by comparing the condition of partners before and after the implementation of the program. In program evaluation, it is calculated based on output achievement indicators	
Reporting	
The preparation of reports is carried out as a form of accountability for the implementation of the program for later publication	

The implementation of community service at Kopi Neira Surabaya City took place several times which provided assistance, training and literacy improvement related to the problems faced by partners. In the next stage, several pictures of activities that have been carried out will be explained as an effort to overcome the problems faced by partners.



Figure 7. Literacy Improvement I.



Figure 8. Literacy Improvement II.



Figure 9. Literacy Assistance III.



Figure 10. Literacy assistance IV.

Based on Figure 7 shows training and mentoring activities for market segmentation expansion strategies. Figure 8 shows the activities of training and assistance in the classification of company risk management carried out by implementing members. Figure 9 shows training and mentoring to overcome the second priority problem, namely the detailed calculation of profit / loss. Figure 10 shows assistance and training in financial statement automation so as to maximize financial decision making.

At the evaluation stage of program implementation and program sustainability, the implementation team conducts monitoring and evaluation once a month during PKM and after PKM implementation for about four months. The four-month time range is obtained based on the real condition of business partners after going through the implementation of PKM. The implementation team coordinates with the Surabaya City Office of Cooperatives, SMEs and Trade to assist in the implementation of monitoring and evaluation to partners regularly. Furthermore, the monitoring process can openly consult with the implementation team via Whatsapp so that it is possible to respond to partner problems faster.

The sustainability of the program implemented further includes several points, namely: 1) Monitoring and evaluation of partners on the operation and maintenance of coffee grinding machines; 2) Partner monitoring and evaluation of the operation and maintenance of the ice cube cooler freezer machine; 3) Partner monitoring and evaluation of the implementation of discount strategies in online marketing; 4) Monitoring and evaluation of partners on the application of the company's risk management classification; 5) Partner monitoring and evaluation on the application of detailed profit/loss calculations; 6) Monitoring and evaluation of partners on the implementation of financial statement automation. The implementation of green economy at Neira Coffee Shop in Surabaya City will have a positive impact directly on the surrounding environment and indirectly on the local community and the city's economy. Coffee Shop Neira can adopt eco-friendly practices such as the use of renewable energy, efficient waste management, and the use of eco-friendly materials. This will help reduce greenhouse gas emissions and minimize negative impacts on the environment. In addition, Coffee Shop Neira can act as an agent of local community empowerment by supporting local farmers or producers in sustainable agricultural practices. This will create positive economic circulation and strengthen partnerships between businesses and communities. Increased environmental awareness efforts have the impact of eco-friendly practices, building environmental awareness among staff, customers, and the surrounding community.

KESIMPULAN

Community service carried out at Coffe Shop Neira Surabaya City actively increases the role of environmental awareness through the selection of more environmentally friendly materials. Final waste management is also a focus in an effort to reduce adverse environmental impacts by applying recyclable production materials, choosing environmentally friendly kitchen sinks, and reducing production materials from plastic to paper. Increasing the economic recovery of MSMEs is carried out through labor management, compliance with regulations and standards applied, and increasing online presence through social media promotion. Encouraging innovation and local research is key to advancing economies and solving regional challenges. The initiative also opens up new opportunities for economic growth, creates jobs, and strengthens academic and business communities at the local level. The implementation of Coffe Shop Neira Surabaya City business can improve the environmentally friendly tourism industry through a commitment to environmental sustainability so that it can attract tourists who are looking for culinary experiences in line with environmental values.

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