

Implication of Innovation, Green and Digital Economy for MSME: Viera Oleh-Oleh Pekanbaru As A Case Study

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1255

Submitted:
1 OCTOBER 2023

Accepted:
21 NOVEMBER 2023

ABSTRACT

This research discusses the positive impact of innovation and the development of green and digital economies on the Viera Oleh-Oleh MSMEs. These MSMEs have successfully utilized digital currency, social media, and e-commerce to enhance transaction efficiency and product promotion. The implementation of digital technology, such as computer-based cash registers, has also contributed to improving operational productivity. Furthermore, Viera Oleh-Oleh MSMEs have enhanced product quality and environmental awareness by using sustainable local materials and reducing plastic usage. The use of digital technology and green economic principles helps Viera Oleh-Oleh MSMEs survive and thrive in the current digital and economic era. These innovations not only provide a competitive advantage but also meet the demands of consumers increasingly concerned about sustainability. Through the implementation of these strategies, Viera Oleh-Oleh MSMEs can leverage business growth and support to achieve better performance.

Keywords: SMEs, Green economy, Digital economy, innovation

ABSTRAK

Penelitian ini membahas dampak positif inovasi dan pengembangan ekonomi hijau serta ekonomi digital pada Usaha Mikro, Kecil dan Menengah (UMKM) Viera Oleh-Oleh. UMKM tersebut berhasil memanfaatkan uang digital, media sosial, dan e-commerce untuk meningkatkan

JIMKES

Jurnal Ilmiah Manajemen
Kesatuan
Vol. 11 No. 3, 2023
pp. 1255-1262
STIE Kesatuan
ISSN 2337 – 7860

efisiensi transaksi dan promosi produk. Penerapan teknologi digital, seperti mesin kasir berbasis komputer, juga membantu meningkatkan produktivitas operasional. Selain itu, UMKM Viera oleh-oleh meningkatkan kualitas produk dan kesadaran lingkungan dengan menggunakan bahan lokal yang berkelanjutan dan mengurangi penggunaan plastik. Penggunaan teknologi digital dan prinsip ekonomi hijau membantu UMKM Viera Oleh-Oleh bertahan dan tumbuh di era digital dan ekonomi saat ini. Inovasi ini tidak hanya memberikan keunggulan kompetitif, tetapi juga memenuhi tuntutan konsumen yang semakin peduli terhadap keberlanjutan. Melalui penerapan strategi ini, UMKM Viera Oleh-Oleh dapat memanfaatkan pertumbuhan dan dukungan bisnis untuk mencapai kinerja yang lebih baik.

Kata kunci: *UMKM, Ekonomi hijau, Ekonomi digital, Inovasi*

INTRODUCTION

Humans and the environment have an important relationship with each other. The relationship between humans and the environment has important continuous and interdependent elements (Chenhall & Morris, 1986). As an important part of human life, the environment must be protected and utilized for present and future generations. Humans must apply principles in carrying out their various activities. The principle of this activity is to ensure that human activities do not cause negative impacts in the form of pollution or damage to the environment (Farhan & Subroto, 2023).

The green economy is one of the fastest-growing economic trends worldwide. The President of Indonesia, Mr Joko Widodo, announced that Indonesia has the opportunity to develop green economic products for production, distribution and consumption (Angelica, 2022; Sudirjo, 2023). Environmental damage Many things that happen today are caused by human behavior. Current levels of consumption have a very negative environmental impact. Environmental damage is caused not only by individual behavior but also by the industrial sector, causing serious damage to the environment. A green economy is an important thing to do right for yourself and your business because you can influence environmental management and reduce the risk of environmental damage (Wijaya et al., 2022).

The aim of this research is to explore the potential impact of innovation and development of the green economy and digital economy on Viera souvenir MSMEs. Viera souvenirs can enjoy digital platforms such as marketplaces and social media to promote their products in many places. Also, digital technology in MSMEs is used to monitor and record business income, which can increase operational efficiency. In this way, this research can provide insight into how MSMEs can utilize digital to support their business growth. On the other hand, the development of a green economy is also the subject of research. It is hoped that this will help improve sustainable economic development. Therefore, this research seeks to bridge the gap between innovation, digital economy and green economy development, and MSMEs can take advantage of this growth and support their businesses. Moreover, the development of the green economy and digital economy is now a popular topic among entrepreneurs. These two concepts provide great opportunities for the development of Micro, Small, and Medium Enterprises (MSMEs) to increase their efficiency and competitiveness. One of the MSMEs that can take advantage of this opportunity is Viera Souvenirs, a souvenir shop in Pekanbaru which has been operating for nine years. The development of the green economy and digital economy are two interdependent concepts and can help MSMEs improve their performance and competitiveness. Green Economy is a concept that emphasizes the use of environmentally friendly and sustainable practices in the production and consumption of goods and services. Currently, the digital economy is a concept that emphasizes the use of digital technology and the internet in various areas of life, including business.

LITERATURE REVIEW

The concept of a green economy was also created after the United Nations (UN) Conference on Environment and Development held in Rio de Janeiro in 1992 officially adopted the concept of sustainable development (Wijaya et al., 2022). A green economy is an economic approach that focuses on developing and using sustainable resources and integrates economic, environmental and social aspects. This concept highlights the importance of achieving inclusive economic growth, supporting, protecting and restoring the environment and improving society's quality of life. This concept recognizes that a sustainable economy must be supported by policies, practices and investments that reduce environmental impacts, use resources efficiently and promote green technological innovation (Wahida & Uyun, 2023).

The principles of the green economy and the state of government are issues that are starting to develop and are born and raised. The development of green economic issues depends on awareness of global damage and awareness of the strategic importance of sustainable green (Kokanuch, 2018; Atlantica et al., 2023). There are no details yet. This group is associated with the green economy (Tarkhanov et al., 2020). Whatever happens, the translations are different but have the same meaning (Firmansyah, 2022). Experts put forward many definitions of a green economy, including That it is an economy that will help environmental policy. David Pierce, Edward Barbier and Enil Markandia (Atlantika et al., 2023). In the story entitled Towards a Green Economy, UNEP (United Nations Division for Sustainable Development) provides an overview of the green economy as an economic concept capable of advancing welfare and social justice. From a shared understanding in society, the term green economy refers to an economy that "goes green" or an economy that produces "green" air in the economic, industrial, and environmental sectors. In another sense, it is also called a green economy, which is also environmentally friendly and avoids environmental damage.

The results include overcoming problems related to economic development, lack of trust and environmental degradation. After the financial crisis of 2008, the green economy will become the most important thing. International organizations and governments influence The current economic debate as a paradigm shift in modern development theory to promote sustainable economic development (Wijaya et al., 2022). Economy Going green has many benefits for the environment, including reducing pollution and emissions from the production process. Green, eco-friendly and eco-friendly packaging and economy that can be recycled can reduce the amount of waste around us. In addition, a green economy can be achieved by saving energy during production. Customers waiting to eat or use environmentally friendly products can directly impact the economy and help reduce environmental pollution. Green Wealth can save energy and can reduce or eliminate the consumption of toxins, pollution and waste. However, consumers want higher or higher consumption payments than the green economy and general products (Nofirda et al., 2023).

In his book, Tapscott (1996) argues that the digital economy is also experiencing the same thing, called the new economy; information is used only digitally, but the digital economy does not refer to the type of market alone (Herlina & Supriyatin, 2021) (Permana & Puspitaningsih, 2021). The Digital Economy is the work done by virtual media, the creation and change of value, business and relationships between mature economic actors and the internet as a medium of exchange (Mansfield & Fourie, 2004; Muzellec et al., 2015).

The digital economy or digital assets, a branch of Indonesian communication, Indonesian broadcasting, discusses the impact on the potential for digital economic development and its impact on economic development (Maria and Widayati, 2020). The Encarta Dictionary's Digital Economic Model is "Business on the Internet: The market is on the internet. Understanding the digital economy focuses on business and marketing that occurs in the Internet world. The new economy requires a broader understanding than just business or marketing, which, according to PC Magazine, is "The impact of

information technology on the economy.” The implications emphasize the application of information technology in the economic sector (Suwarni et al., 2019).

On the other hand, the impact of digitalization on the Indonesian economy does not appear to be limited to bringing benefits to society; it can also be detrimental. Digitalization for development has many benefits for the Indonesian economy, including: (a) the large market share of the digital economy allows entrepreneurs to find buyers and suppliers quickly. (B) business is simple, in this case the financial sector is one of them. Companies are experiencing technological developments to adapt to the needs of society in the digital era, such as mobile banking and online banking services commonly used by the general public. (c) increased production, more profits. This will impact companies that switch to Industry 4.0, in particular, to reduce costs and free time, increase machine and resource performance, and increase production speed and product quality. (d) easy payment because it is connected to the internet, marketing promotions and network problems. Therefore, economic actors do not need to meet face to face with customers or business partners, and banks become a bridge and payment services and other banking services (e) various promotions and creativity, and businesses that use online advertising, entrepreneurs can work 24 hours a day in contrast to work culture that often uses working hours. This is a situation that forces an entrepreneur or business to work hard to remain competitively successful because others can copy them easily. SO The pace of innovation must be there to become a market leader (Aysa, 2021).

METHOD

This research applies descriptive qualitative research methods with the main aim of describing the impact of innovation on the development of the green economy and digital economy on Micro, Small and Medium Enterprises (MSMEs), especially at Viera Cake House. A qualitative approach was chosen so that it could investigate and describe phenomena in depth. The data collection method used involved interviews with the owners and employees of Viera Cake House, with the aim of obtaining in-depth information regarding the impact of innovation and development of the green economy and digital economy on these MSMEs. Apart from that, observations were also carried out to understand the production process at Viera Cake House directly, providing further insight into the implementation of innovation at the operational level. Interviews with owners and employees aimed to gain an internal perspective regarding how innovation and developments in the green economy and digital economy have influenced certain aspects of MSMEs, including improving operational efficiency, product marketing and customer relations. Observations focused on an in-depth understanding of the implementation of innovation at the Viera Cake House, involving direct observation of the production process, use of technology, and other aspects relevant to the development of the green and digital economy. In data analysis, this research uses qualitative descriptive analysis techniques. Data obtained from interviews and observations will be described descriptively to describe in detail the influence of innovation and development of the green economy and digital economy on the Viera Cake House. It is hoped that the conclusions of this research can contribute to a deeper understanding of how innovation and development of the green and digital economy can improve the performance and growth of MSMEs in the culinary sector, such as Viera Cake House.

RESULTS AND DISCUSSION

Description of MSME Viera Souvenirs

Viera Souvenirs is a company founded by Mrs. Evi Arneti in 2015 in her own home. At first, this business was created only at home, depending on the strength of the family. However, thanks to his tenacity and tenacity, this business developed to what it is today. In 2017, Mrs. Evi Arneti decided to open her first shop on Jalan Melati KM 2 Simpang Stadium Utama Riau. Currently, Viera Sou-Oleh has three branches in Pekanbaru, namely on Jalan Sudirman in front of Awal Bros Hospital, Jalan Riau in front of Maal

Ciputra, and Jalan Arifan Ahmad in front of Jalan Paus. These shops operate from 07:00 to 22:00 WIB every day.

According to an article in *Tribun Pekanbaru Travel* (Rizki, 2022), Mrs. Evi Arneti has long been passionate about cooking. The courage to start a wet cake business emerged when her husband's co-worker gave a positive response to the cakes he made. Apart from selling Pekanbaru cakes and other cakes, Viera souvenirs also sell typical Riau souvenir products such as batik, weaving, songket, tanjak, t-shirts, key chains, hats, etc. This shop is famous for its delicious and healthy spring cakes. In the same article, Mrs. Evi Arneti said that the cakes sold at Viera souvenirs are good products without preservatives.

Viera souvenirs has become one of the famous cake shops in Pekanbaru in recent years. This is shown by its three branches spread throughout the city, which are always full of loyal customers who want to enjoy delicious, high-quality moist cakes. Viera souvenirs is active on social media while developing her business. They use their Instagram, Facebook, and TikTok accounts to promote their products. It also accepts cake orders for certain events such as birthdays, weddings, and others. In 2021, Viera Cake House changed its name to Viera Oleh-Oleh. This was carried out in conjunction with the Grand Opening of a new business unit. Even though it changed its name, Viera Oleh-oleh still sells delicious and high-quality wet cakes as before. An article in *BrosisPKU* (BroSisPKU, 2018) mentions Viera souvenirs as the center for typical Pekanbaru souvenirs. This shop is famous for its durian talam cake, a customer favorite. In general, Viera Cake House or Viera Souvenir is a successful and fast growing business in Pekanbaru. Thanks to their quality products and friendly service, it is no surprise that these stores are always a popular destination for loyal customers.

Innovation and Development of Green and Digital Economy

Innovation and development of the green and digital economy can positively impact Viera souvenir MSMEs. Based on the results of various research that has been carried out, here are several links between innovation and the development of the green economy and digital economy at Viera Cake House MSMEs, Use of Digital Money. Viera souvenir MSMEs have utilized the digital money economy to increase efficiency and ease of transactions in their business. Apart from accepting cash, the Viera Souvenir shop uses QRIS as a payment channel. The role of QRIS is to help MSME consumers not be deceived by the spread of counterfeit currency, reduce the risk of currency theft and support the government. by being able to develop the digital economy in certain areas (Yuliati and Handayani, 2021).

MSME Viera Souvenir has used social media as a platform to promote and support their online marketing. For example, they use social networks such as Facebook, Instagram and TikTok to promote their products, share activities in their shop and post their products so that consumers know what products are in their shop. Utilizing e-commerce MSME Viera Oleh-Oleh has used e-commerce in its business, and MSME Viera Oleh-Oleh is making it easier for its customers to shop. and is available on Shopee and Gojek, making it easier for consumers to choose products sold at Viera souvenirs.

Breakthroughs and developments in the field of sustainable economics and the digital economy could be a solution for Viera Sou-Oleh MSMEs to increase their productivity. By adopting digital technology, MSME Viera has used a computer-based cash register, often called a "POS" point of sale" system. This computer-based cashier tool provides flexibility and convenience in managing business activities, such as recording sales transactions, managing stock, and accepting various electronic payment methods, which makes it easier to manage the Viera souvenir business.

Innovation and progress in a sustainable economy can make a positive contribution to Viera Cake House MSMEs in improving the quality of the products they offer. Viera Souvenir MSMEs have the potential to improve product quality by prioritizing the use of quality materials and supporting local production. A number of strategic steps that can be taken include choosing superior raw materials, collaborating with local producers to fulfill raw materials, and developing products based on local materials. By selecting quality raw

materials, Viera Souvenir MSMEs are able to produce superior products. Apart from that, collaboration with local producers in providing raw materials can support the local economy and ensure the quality of the raw materials used.

Innovation and sustainable economic development can make a positive contribution to Viera Cake House MSMEs in increasing their awareness of environmental issues. Environmental awareness is very important in maintaining the continuity of the Viera Souvenir MSME business and protecting the surrounding environment. Below, a number of actions have been taken by MSME Viera Oleh-Oleh to increase environmental awareness. Sustainable use of local raw materials: As previously explained in the context of product quality, MSME Viera Souvenir has used local raw materials that are environmentally friendly to reduce negative impacts on the ecosystem.

Viera Souvenir MSMEs can reduce plastic use by replacing product packaging with environmentally friendly materials, such as paper or recycled materials. More efficient waste management: Viera Souvenir MSMEs can reduce the amount of waste produced through recycling practices or proper waste management. Lastly, MSME Viera Souvenirs can increase environmental awareness by educating employees and customers about the importance of environmental preservation and providing trash cans in various areas of their shop. Through innovation and development of the green economy and digital economy, Viera Souvenirs can utilize digital technology to increase productivity, operational efficiency, competitiveness, product quality, and awareness of the environment. Therefore, MSME Viera souvenirs will rationally utilize innovation and development of the green economy and digital economy to improve its business performance.

The results are aligned with current phenomena of green economy as a type of economic development that eliminates economic development activities that are based on excessive exploitation of natural resources and the environment. Apart from that, this green economy is also considered a major advancement that abandons short-term economic behavior and reduces dangerous environmental problems in the future (Prokopowicz, 2020). Green economy is a type of green policy implementation where this concept can help achieve sustainable development goals. Green economic development is also influenced by increasing public awareness of environmental sustainability. The development of a green economy is believed to be supported by public awareness of sustainable aspects that can support the global economy, especially the Indonesian economy (Angelica, 2022).

The development of technology has now become a complex matter, the influence of technology itself has entered into everyday life, especially in the Indonesian economy, especially the digital economy, which is increasingly increasing along with the existence of technology itself. We already know that this year, the Indonesian economy is still at 5.2%, of course, this is not a small matter to measure economic development. According to the IMF, Indonesia is expected to play an important role in the ASEAN economy. In 2023, Indonesia is estimated to be ranked 6th with 2.8% (<https://www.cnbcindonesia.com/>) of the total economy (Kaznacheeva et al., 2021).

The global economy is increasingly advanced with technology increasingly supported. This new technology has created rapid digital economic growth throughout the world. Everything can be managed from anywhere via the internet network with a device/smartphone. Changing This also happens in the economic sector, this is increasingly strengthening the world through the digital economy. by using social networking media (Facebook, Instagram, Line, etc.), email, website use, online product management applications/media, and online business (Sinaga et al., 2023). Technological developments have influenced people's lives. Today, technology has made everything so easy that technology has become something that cannot be separated from human life. One of the things that influences technological developments is the payment system, where the payment system can now be done digitally. Now Indonesia has joined the era of the digital economy. Many people in Indonesia demonstrate this by using the

Internet in various aspects of life, from education to health to the economy (Kaznacheeva et al., 2021).

In the economic sector, business activities in Indonesia have utilized the Internet to facilitate communication between sellers and buyers and buying and selling is done online. Indonesian companies have also started to use this payment system using electronic money or e-money. Payments are not only made in currency or foreign currencies (paper money and gold) (Sitinjak, 2019). The digital economy is a form of political and economic change in intellectual property rights. Digital transformation includes: Of course, the economy is also changing. Past business transaction textbooks now use the Internet, the global impact of information and communications technology, and both the Internet and macro and microeconomics. According to the Encarta dictionary, the digital economy is the digital economy of business transactions on the Internet (Prastyaningtyas et al., 2018).

CONCLUSION

Innovation and development of the green and digital economy opens up new opportunities for MSMEs to answer challenges and develop their potential. With the introduction of digital technology, these MSMEs have succeeded in increasing productivity, reducing costs and improving the quality of their products. The application of green economy principles has a positive impact on the environment and creates a competitive advantage by meeting the needs of consumers who are increasingly concerned about sustainability. By implementing digital marketing techniques, they can reach a wider audience, increase brand visibility and increase sales volume. The ability to adapt to technological trends and environments will be the key to the success of MSMEs in facing rapid changes in the digital era. Therefore, investment in innovation and development of the green and digital economy is not only an investment in the growth of Viera souvenir MSMEs but also an investment in the sustainability, stability and importance of the global economy and its continued development.

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