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Research paper



Implementation of Creating Start up Used Waste of Agroindustry Company

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Abstract

This study aims to create new entrepreneurs by utilizing agroindustry waste companies so as to create business opportunities for communities around the agroindustry company's location and improve the company's rating in environmental management and protection (PROPER) with corporate social responsibility and community empowerment program.
This research was conducted survey on agroindustry company in Indonesia. The sample in this study was conducted 40 respondents involved in the utilization of waste into added value company. Data collection methods are interview, observation, documentation, questionnaire and focus group discussion. Analysis technique used is spider net analysis.
The results of this study indicate that creating new entrepreneurs can be done by utilizing waste agroindustry companies so as to provide employment opportunities and reduce unemployment, while agroindustry companies can benefit in the form of improved performance ratings in the protection and environmental management (Proper) so that a positive impact on reputation companies, ease of access to credit and sustainability of the company in the future.

Keywords: *startup, waste, CSR, beyond compliance, entrepreneur, agroindustry*.

1. Introduction

The United Nations sustainable development goals (SDGs) for 2030 commit the international community to identify a global and commonly agreed path based on the guiding principles of integration, universality, transformation and inclusion. Especially, collaboration and sharing among the parties a fundamental role in this process is assigned to businesses, identified as the driving force for the new dynamics of sustainable development. All businesses, regardless of size, sector and geographical location, are called to act, constructing responsible business models, based on relaunching investments, more innovation and technology and, especially, collaboration with institutions, communities and civil society [1-5].
Business activity is inseparably related to the social and territorial context in which it is performed and acting responsibly results in the sharing of values which is the basis of our freedom to operate. Agroindustri companies tasked with continuing to guarantee access to efficient and sustainable energy sources, recognizes this great responsibility and looks forward to maintaining it also in the future, facing the new challenges that await it [6, 7].
Therefore, a business which also transforms itself into a social player, whose role goes beyond producing goods and providing services. In this way, opening the business to the environment in which it operates becomes a fundamental key, strengthening new relationships, collaborations, partnerships able to effectively and convincingly meet the community's underlying, emerging or widespread needs. On one hand, this relationship allows businesses to understand the most significant domains and measures to bolster their level of sustainability; on the other hand, its allows them to build on the talent surrounding them, both inside and outside of the company [8-10].
A growing number of social innovations originate from those who have a strong desire to find an alternative pathway to build their future in a fairer society and in a healthier environment. Many organizations are beginning to innovate through the open exchange of skills with their system of reference, opening up to the outside and developing relationships and dialogues with the various types of stakeholders involved in the "Open Innovation" processes [11]. Although businesses, until now, have developed new ideas internally, tomorrow it will be the innovation produced outside the company that will seek out businesses that can drastically augment their potential, thus giving life to new forms of participation, capable of accommodating demands originating from communities (the society near agroindustry company) and the territories.
This is supported by empirical evidence of companies recording increases in profit and corporate reputation by engaging in substantial CSR initiatives [12-16].
Until the 19th century, corporations were perceived as the most powerful entities who were at liberty to do as they pleased. They were perceived as entities without human characteristics (body and soul) who could not be punished or condemned. However, due to increased industrial activities, the upheaval of the great depression and the Second World War [17], CSR was introduced as a counter to the devastating consequence of the imbalance of corporate power and also a response and solution to the negative externalities of industry. It became increasingly clear that without the support and collaboration of stakeholders, the purpose of the business, which is profit maximization, could not be effectively achieved [18]. Corporate social responsibility initiated as a response to these critiques has also become a critical tool through

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which corporations are being called upon to contribute to sustainable development. Thus, CSR is not only intended to address the negative externalities of corporations but also to promote development particularly within the communities in which they operate. This, researchers believe can enable corporations obtain the social license needed to continue with their business operations unopposed [19].

2. Method Research

Type of research is a cross-sectional study through quantitative surveys his research was conducted by survey on agroindustry company in Central Java. The sample in this study was conducted on 40 respondents involved in the utilization of waste into added value company of Agroindustry sector companies in Central Java who follow PROPER program Ministry of Environment. Data collection methods are interview, observation, documentation, questionnaire and focus group discussion. In this research about gap between importance and impact of effort shareholders of implementation of waste management with the reason that this research approach is integrated with the outcome of the collaboration is the level of performance of agroindustry companies that can beyond compliance the protection and environmental management as an effort to create the added value of the company if done not only partially and simultaneous, but thoroughly, integrated and sustainable.

3. Result and Discussion

3.1 Result

The results of this study indicate that agroindustry companies are required to generate added value of each waste generated and implement community empowerment if it wants to get a rating of performance in the management and protection of the environment (Proper) green. The degree of conformity is the result of comparison of the impact score with the importance score. This level of conformity will determine the order of priority services provided. This analysis is done by calculating the level of conformity first, then calculate the average value of expectations and perceptions for each component (factor), then the component is rated in deciding the priority scale. Agroindustry company to implement this result then the effort is done:

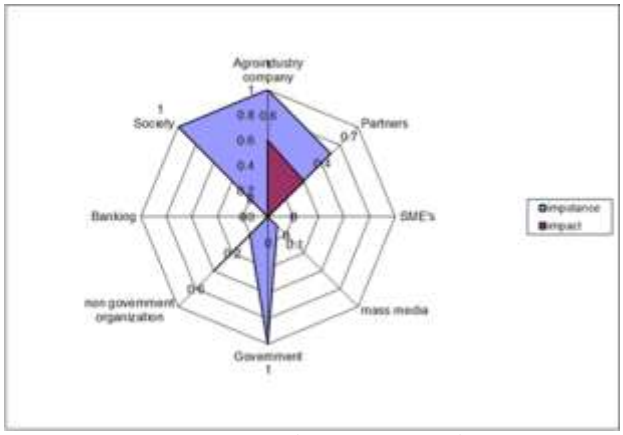


Figure 1:. Spider net analysis of implementation of waste management

The agroindustry companies can take advantage of all the waste generated by the company for added value. For that required a strategic cooperation and synergize in utilizing waste products generated company. One of the efforts undertaken is to work with communities around the company to produce value-added products sourced from agroindustry companies and utilize increasing products produced from waste for corporate social responsibility activities conducted by agroindustry companies. Agroindustry companies that are able to do this will improve performance in environmental protection and management from blue to green or gold so that it can be used as a tool to promote the company and improve the company image.

The community plays a role in raising awareness, participation and participation in the utilization of value added waste products through corporate social responsibility activities and realizing new entrepreneurs by optimizing the production of waste agroindustry companies. Therefore, it needs a change of community behavior by supporting every activity of the company to produce environmentally friendly products, using energy efficiently. The government plays a role in regulating and facilitating and providing production facilities support to small and medium enterprises and corporations to make better regulation.

Micro small and medium enterprises (start up) is very important in utilizing all waste that has high potential to have added value so that it is expected to be economical and able to maintain environmental sustainability. Partners are business units or study centers in universities that can process waste management agroindustry companies into added value. It's needed to help value-added production processes and help the success of corporate social responsibility activities. This research partner is PST 3R LPPM UNS.

Non-governmental organizations have a role in providing community assistance and constructive inputs that can implement the creation of new entrepreneurs by utilizing all agroindustry waste companies in order to realize increased revenue, open new job opportunities and encourage agroindustry companies to compete internationally.

Banking plays a role in providing financial facilities that can be used by SME's (startup) and corporations in developing a company waste business of economic value and provide training bookkeeping and recording financial statements specifically to SME's (startup). Mass media play an important role in publicizing, disseminating and campaigning the movement of waste products of economic value and disseminating information widely to the public.

4. Discussion

Implementation of the creation of new entrepreneurs by utilizing the waste of agroindustry companies in improving the rank of the company's agroindustry can be explained in the model of research below:



Figure 2:. Implementation of creating start up used waste of agroindustry company

Agroindustry companies produce waste companies that have potential to have economic value. To utilize the agroindustry waste of the company, have economic value and provide benefits to other stakeholders so that synergy is needed with various partners. In this research is agroindustry of company waste and granular fertilizer. Implementation to produce fertilizer along with partner that is PST 3R LPPM UNS. The product of economic value of waste generated by partner will be used by agroindustry company as corporate social responsibility body of agroindustry to be able to improve company performance in management and alternative environment and other part used SME's (startup) in various area of agroindustry company for business activity can deliver messages and preserve the environment. Banking can support providing capital with low interest rates for startup.

Identifying drivers for CSR activities and ethical behavior in international firms is the most frequently studied theme in the internationalization – social responsibility literature. Three out of six of these studies take a stakeholder or institutional view, and the studies by [5, 8, 11] all conclude that CSR practices and ethical behavior in international firms are predominantly driven by pressure from external parties. In [6] takes the discussion of internal versus external factors a step further. By adopting a market-centric approach with the assumption that social responsibility is financially motivated. Firm change their CSR strategies as they transform from domestic to international firms and from start-ups to established ventures. The change is a result of changing resource- and capability base and increasing international market and political power. Hence, small and new companies experience little external pressure and their CSR activities have little effect in defining global competition within their domain. Larger established firms, on the other hand, are more exposed and their CSR strategies have more influence in forcing changes on the nature of global competition. Assuming that motivation increases depth of CSR implementation, In [13, 14] studies drivers for substantial CSR program implementation. In [17] study implementation of environmental management systems (EMS) and find that firms under greater institutional pressure adopt EMSs in order to gain external legitimacy. More interestingly, they also find that those firms that implement more comprehensive EMSs in desire to build upon existing complementary resources and capabilities perform significantly better financially. This finding is supported in [20] that studies MNE subsidiaries in developing countries. He finds internal motivation of CSR strategies to be much stronger when they are building on core competencies. These findings suggest that firms that build their CSR strategies on endogenous motivation based on firm specific resources and capabilities are more likely to obtain improved business performance, than those driven by exogenous institutional pressure. Moreover, the literature shows that it is the larger established actors that predominantly are exposed to institutional pressure for adopting socially responsible strategies.

In [18] stated that the company's attention and concentration on environmental aspects is the company's focus in order to minimize the risks posed by climate change impacts and pressure to pay more attention to the environment. Company pressure to improve environmental performance is an important priority in order to realize sustainable development by raising awareness of the community, the company, the role of mass media and organizations that have environmental concerns and regulatory improvements that can realize the company beyond compliance in environmental management

Generally, across socio-economic strata, there is a lack of awareness about the importance and processes of waste management, starting at source. In most households, there is disgust and apathy towards safe disposal and limited curiosity about what happens to waste once it leaves their homes. The attitude behavior gap regarding appropriate waste management is seen amongst both groups waste generators and waste managers. This gap is further influenced by a number of factors such as convenience, social norms, lack of public participation, and lack of general awareness regarding effective waste management techniques. Integrated waste management enterprises typically have multiple revenue streams as they offer a range of services. These include waste collection fees from households, commercial enterprises and institutions, and proceeds from the sale of recycled products such as gift and utility items, biogas, and compost.

A number of innovative enterprises have emerged in the recent past to address the gaps in the waste management system and build sustainability through efficiencies. The integrated waste management business model focuses on undertaking activities across the waste value chain, including collection of waste, sorting and segregation, treatment or recycling and disposal of waste. This model also relates to facilitating forward and backward linkages across the waste management value chain.

5. Conclusion

The results of this study indicate that creating new entrepreneurs can be done by utilizing waste agroindustry companies so as to provide employment opportunities and reduce unemployment. Agroindustry companies can benefit in the form of improve beyond compliance performance ratings in the protection and environmental management (Proper) so that a positive impact on reputation companies, ease of access to credit and sustainability of the company in the future.

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