

HR Strategy to Support Green Economy in Sasirangan Industry: an Organizational Behavior Study

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Abstract. This study aims to analyze HR strategies from the perspective of organizational behavior in supporting the green economy in the sasirangan industry. The background of this study is based on the increasing global awareness of the importance of sustainability and the potential of creative industries such as sasirangan in contributing to the development of a green economy. This study is a field study with a qualitative approach. Data collection techniques use observation, interviews, and documentation. Informants consist of key informants in two places, namely in the Kampung Sasirangan area on Jalan Seberang Mesjid and in the Sungai Jingah area. Data analysis techniques consist of the stages of data transcription, data coding, theme identification, analysis and interpretation, narrative preparation, and data triangulation. The results of the study show that several producers have switched to using natural dyes from plants as a substitute for synthetic dyes that have the potential to pollute the environment. The challenges faced are limitations in terms of more expensive production and operational costs, limited knowledge about environmentally friendly practices in the implementation of the green economy, and self-awareness of business actors and their employees regarding the implementation of the green economy. The HR strategy to support the green economy in the sasirangan industry is to increase the knowledge and skills of business owners and employees regarding the implementation of the green economy concept in the sasirangan industry by participating in technical and non-technical training related to the green economy concept, tools, methods, and environmentally friendly production processes such as the use of natural dyes and waste processing.

Keywords: Green Economy, HR Strategy, and Sasirangan .

1 Introduction

Green Economy is an economic concept that focuses on sustainable development by minimizing negative impacts on the environment [1]. In the sasirangan industry, the application of a green economy can be carried out through the use of natural dyes, waste processing, energy efficiency, and reducing carbon emissions [2]. Reference [3] Implementing a continuous electrocoagulation process to reduce water consumption in the Sasirangan batik modification textile industry process in South Kalimantan, Indonesia. According to [4], used water hyacinth to reduce pH, TSS, and COD in Sasirangan wastewater so that it is safe to be discharged into the environment. The benefits include increasing product competitiveness, production

efficiency, and maintaining environmental sustainability. The Indonesian government has targets and policies related to the green economy, such as reducing greenhouse gas emissions, increasing the use of renewable energy, and reducing plastic waste. Policies related to the green economy include Presidential Regulation Number 71 of 2011, Government Regulation Number 73 of 2012, and Regulation of the Minister of Environment Number 12 of 2012. The application of a green economy in the sasirangan industry can provide many benefits for the industry, consumers, and the environment. With support from the government and all stakeholders, the sasirangan industry can become an environmentally friendly and sustainable industry. As per the research results conducted by [5], who wrote that all environmental regulations from the government and green innovations have a significant impact on environmental sustainability.

The sasirangan industry is a traditional textile industry that has developed in South Kalimantan since the 12th century [6]. Sasirangan cloth, a charming traditional cloth from South Kalimantan, is created using tie-dye techniques that produce special motifs that are full of meaning. Its uniqueness lies in the manufacturing process which is still preserved from generation to generation, using traditional techniques and environmentally friendly natural dyes [7]. The sasirangan industry has a significant contribution to the economy of South Kalimantan. According to data from the Central Statistics Agency (BPS) of South Kalimantan in 2022, the sasirangan industry generated a production value of IDR 1 trillion and employed around 10,000 people.

The sasirangan industry, a cultural heritage of South Kalimantan, is facing a transition to a green economy [2]. This effort, although promising sustainability and industrial competitiveness, is also accompanied by various challenges. The limitations of environmentally friendly technology are the main stumbling block. The existing technology is relatively new and expensive, and access to information and training is still limited. On the other hand, access to environmentally friendly raw materials is also an obstacle. These raw materials are difficult to obtain, relatively expensive, and craftsmen still lack knowledge about easily available and affordable alternatives. Craftsmen also assume that the size of their industry is still a home industry [8].

The transition of the sasirangan industry to a green economy requires a workforce with qualified skills [9]. However, there is a gap between the skills of the current workforce and those needed to support a green economy. For example, the workforce lacks the knowledge and skills to operate environmentally friendly technologies, such as energy-efficient dyeing machines and wastewater treatment systems. Or as done by [10], who used technology combining photocatalytic techniques with pervaporation which produced an extraordinary effect on pollutant rejection for Sasirangan wastewater. Research results from [11], indicated that bagasse activated charcoal with a pH of 5 and a contact time of 90 minutes could reduce the COD content of the Sasirangan wastewater by up to 95.37 % and that the dose of bagasse activated charcoal as an adsorbent had a significant effect on the COD content. Sasirangan craftsmen are still accustomed to using traditional raw materials and are not familiar with environmentally friendly alternatives. Lack of knowledge about environmentally friendly practices throughout the production chain, such as efficient energy use, waste reduction, and recycling, is also a barrier. The development of adaptive and skilled human resources in environmentally friendly technologies is key to the competitiveness of the sasirangan industry in the global market [2]. Business owners need to pay attention to improving the competence of their workforce through relevant training and coaching [12]. The implementation of a culture of learning and innovation among sasirangan craftsmen is an important factor in increasing their adaptability to environmentally friendly technologies and practices [9].

Human Resource Management (HRM) plays a crucial role in supporting the transition of the sasirangan industry to a green economy. HRM plays a role in increasing efficiency, reducing emissions, and increasing the competitiveness of the sasirangan industry. HRM can develop training programs to improve workers' skills and knowledge in implementing environmentally friendly practices. In addition, HRM can increase workers' awareness and understanding of the importance of a green economy and how they can contribute. The application of appropriate green technology can also be done with the help of HRM. HRM must be able to develop and implement appropriate strategies to increase efficiency, reduce emissions, and increase the competitiveness of the sasirangan industry [13].

In relation to this, it is necessary to conduct a research study on HR strategies to support the green economy in the sasirangan industry from the perspective of an organizational behavior study. The research method used is a qualitative method with the Schutz phenomenology approach.

This study aims to analyze HR strategies and organizational behavior in supporting the green economy in the sasirangan industry. This is important because the transition to a green economy requires changes in the way the sasirangan industry manages human resources and behaves. This study uses a qualitative research method with a Schutz phenomenology approach. Schutz phenomenology is a phenomenology of how humans interpret a meaning through a typification method with an experience and we can find out how the motives, causes and motives of the experience.

2 Research Methods

This research is a qualitative research method. Qualitative research is a research method based on the philosophy of postpositivism, used to research on natural object conditions (as opposed to experiments), where the researcher is the key instrument, data collection techniques are carried out naturally and do not use statistics for data analysis [14].

Schutz's phenomenology emphasizes how individuals understand and interpret their social world based on subjective experiences, by viewing events or phenomena through two types of motives, namely cause motives and benefit motives. Motivation is the thing that causes a person to do something [15]. Because motives refer to past experiences or backgrounds that drive a person to act, where current actions are understood as a result of previous events or conditions. Meanwhile, in-order-to motives relate to the goals or benefits that a person wants to achieve through their actions, namely focusing on expected outcomes in the future. In this approach, a person's actions are explained both by the underlying experiences and by the goals they want to achieve, providing a holistic understanding of how individuals give meaning to their actions and decisions.

Each interview will last for 60-90 minutes and will be recorded for analysis purposes. The collected data will enter the stages of data transcription, data coding, theme identification, analysis and interpretation, narrative compilation, and data triangulation . To ensure the validity and reliability of the data, triangulation will be carried out by comparing data from various sources (eg, interviews, observations, and related documents). Through this approach, the study is expected to identify effective HR strategies and challenges faced in supporting the green economy in the sasirangan industry. The results of this study will also provide more concrete and applicable policy recommendations for the government and related industries.

3 Results and Discussion

The results of the research implementation that have been achieved in the first year are the availability of the results of the business environment analysis of the sasirangan industrial sector in Banjarmasin and the HR policy strategy in order to integrate the green economy into the sasirangan industry in Banjarmasin. The results of the study indicate several underlying motives that underlie the sasirangan business actors in Banjarmasin in supporting the green economy, including: awareness of environmental concerns, the emergence of skin diseases caused by synthetic dyes, the existence of the Banjarmasin City Mayor's regulation requiring city government employees to wear uniforms that use sasirangan with natural dyes once a month. The support of sasirangan business actors for the green economy concept is not only driven by economic factors alone, but also by awareness of the importance of maintaining public health and the environment. The use of natural dyes not only reduces health risks such as skin diseases, but is also in line with local government policies that aim to promote sustainability and local traditions through the use of environmentally friendly products. The motives of the benefits of sasirangan business actors in Banjarmasin in viewing the green economy concept in the sasirangan industry include: respect for the environment, where the use of natural dyes is seen as an important step in maintaining environmental sustainability and business sustainability. In addition, natural dyes are considered safer for health, reducing the risk of skin diseases that can arise from synthetic dyes, thus providing a positive impact on consumers and workers. Another benefit felt is the improvement of image and recognition, where several business actors receive awards and certificates that improve their reputation in the eyes of consumers and the government. Compliance with regulations is also an important factor, especially with the regulation of the Mayor of Banjarmasin which requires the use of sasirangan with natural dyes for government employees, which indirectly provides economic benefits for business actors who meet these standards. In addition, support from institutions such as Bank Indonesia and Dekranasda Banjarmasin City through exhibitions and festivals further strengthens the position of business actors in promoting this environmentally friendly product. The challenges faced are limitations in terms of production and operational costs that are more expensive in implementing a green economy. The right HR strategy to support the green economy in the sasirangan industry in Banjarmasin City must be integrated with sustainability and environmentally friendly goals. HR planning needs to focus on specific competencies that support green economy practices, such as skills in using natural dyes and waste management, with recruitment targeting individuals who have environmental awareness and relevant skills. Continuous development and training for employees is important, especially in mastering environmentally friendly techniques, which can be strengthened through collaboration with the government and related institutions. Performance management should include an assessment of the achievement of environmental practices, by providing awards or incentives for employees who make significant contributions. Compensation systems can be linked to involvement in environmentally friendly programs, while occupational health and safety should focus on reducing health risks through the use of safer natural materials. Employee relations need to be built through open communication about the importance of the green economy and involvement in related decision-making, which will increase their commitment. Finally, compliance with applicable environmental and labor regulations must be maintained properly to ensure all production practices are in accordance with local government regulations, maintain business reputation, and avoid sanctions. With this green economy-oriented HR strategy, the sasirangan industry in Banjarmasin can develop sustainably, support employee welfare, and meet market demands that are increasingly concerned with environmentally friendly products .



Fig. 1. Results of Research Implementation

4 Conclusion

This study identifies the support of sasirangan business actors in Banjarmasin towards green economy, triggered by environmental awareness and government regulations related to natural dyes. The use of natural dyes improves health, business reputation, and regulatory compliance, despite the challenges of higher production costs. The proposed HR strategies include the development of environmentally friendly skills, ongoing training, and compensation that supports environmentally friendly practices. Employee relations are strengthened through open communication and regulatory compliance. With these strategies, the sasirangan industry can develop sustainably.

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