



Research Article

Business Sustainability Analysis of *Tapis Jejama Kham* MSMEs among Youth

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ARTICLE INFO

Article history

Received March 28, 2023
Revised October 10, 2023
Accepted October 28, 2023
Published October 31, 2023

Keywords

Business sustainability
MSMEs
Triple bottom line

ABSTRACT

The declining number of *Tapis* craftsmen signifies a waning cultural interest. It is imperative to proactively address the imperative of ensuring the continuity of *Tapis* Micro, Small, and Medium Enterprises (MSMEs) as a means to safeguard Lampung's rich craft heritage in an ever-evolving world. Thus, a comprehensive analysis of the business sustainability of *Tapis* MSMEs within the younger generation, who serve as both successors and conservators of the Lampung *Tapis* tradition, becomes a necessity. This study is dedicated to evaluating the status of business continuity within the *Tapis Jejama Kham* MSME, conducted during September-October 2022 in Negeri Katon, Pesawaran, Lampung, Indonesia. The research engaged 32 respondents, all of whom were members of the *Tapis Jejama Kham* MSMEs, aged between 16 and 30 years. Employing a quantitative descriptive approach with a focus on the Triple Bottom Line (TBL) methodology, this study elucidates that the economic aspect, driven by the aspirations of the younger generation to enhance their family's standard of living, predominantly underpins the sustainability of this enterprise.

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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) constitute a sector exhibiting a consistent upsurge in entrepreneurial activities within Indonesia. The inherent characteristics of MSMEs, marked by adaptability and mobility in response to uncertain market conditions, render them vital in bolstering the economy by mitigating unemployment and poverty. The proliferation of MSMEs significantly contributes to employment opportunities, particularly for individuals with limited economic means. Within the context of cultivating an inclusive economy, MSMEs hold a strategic role, positioned at the epicenter of economic development. The equitable presence of these enterprises is pivotal in elevating income levels, enhancing communal economic prosperity, and broadening the spectrum of employment prospects.

Fostering opportunities in the MSME sector can be achieved through the effective utilization of regional potential, with Lampung, a province situated on the Sumatran island, being renowned for its diverse regional assets and unique cultural heritage, notably the *Tapis* handicraft industry. *Tapis* handicrafts are deeply

ingrained within the cultural fabric of Lampung and are designated as Traditional Cultural Expressions (TCE) by the indigenous populace, symbolizing purity and safeguarding against external impurities. The usage of Tapis handicrafts signifies the social status of their users and serves as the official attire during traditional and religious ceremonies for the Lampung community, akin to cherished family heirlooms (Ariani, 2021).

The Tapis Jejama Kham Micro, Small, and Medium Enterprises (MSMEs) situated in Negeri Katon, Pesawaran, Lampung, Indonesia, serves as an exemplar of the Tapis industry's resilience amidst evolving circumstances. Noteworthy field observations have revealed that, since 1980, the women of Lampung have incorporated the practice of Tapis embroidery as a regular and pervasive domestic pursuit. This evolution has transfigured this endeavor into the principal livelihood of the local community, leading to a tangible boost in members' financial autonomy, exemplified by monthly earnings ranging from IDR 1 to 2 million.

The production process entails the meticulous weaving of threads to form the foundational fabric, followed by ornate embellishments with gold and silver threads. Notably, the ranks of proficient Tapis embroiderers specializing in weaving the foundational cloth have dwindled over time. Most Tapis artisans have opted to procure pre-fabricated base cloth from external sources, then adorning it with gold thread. Additionally, the selection of Tapis motifs has progressively adapted to match consumer preferences and market trends, diverging from the traditional base cloth and intricately complex Tapis motifs of yore (Rosanta & Rizkiantono, 2018). This trend underscores the pressing necessity for measures to safeguard the heritage of Tapis Lampung, particularly by ensuring the sustainable continuity of Tapis Jejama Kham MSMEs within the younger generation, who are poised to inherit and perpetuate the legacy.

Amidst the pervasive apprehensions regarding the potential obsolescence of these multi-generational practices and the declining proficiency of the local women, a concerted community initiative has emerged to transmit the art of crafting Tapis Lampung to the youth. This initiative embodies the principle of empowering the younger generation, enabling them to access resources for income augmentation, fulfillment of needs, and active engagement in the developmental trajectory (Hasanuddin & Rangga, 2022). Encouraging the participation of the younger generation as members of Tapis Jejama Kham MSMEs represents the inaugural stride toward future generational succession. This strategic deployment is envisaged to galvanize the younger cohort into unleashing their potential, thereby stimulating fresh employment prospects and mitigating unemployment, ultimately fostering societal prosperity. Hence, this inquiry has been undertaken to appraise the sustainability of Tapis Jejama Kham MSMEs operated by the younger generation in Negeri Katon, Pesawaran, Lampung, Indonesia.

METHOD

The study employed a census methodology, focusing on the Tapis Jejama Kham Micro, Small, and Medium Enterprises (MSMEs) located in Negeri Katon, Pesawaran, Lampung, Indonesia. The selection of this research site was purposefully made based on the notable distinction of Tapis Jejama Kham MSMEs as the preeminent Tapis Lampung Center in Lampung, and its standing as the largest MSME with numerous national-level achievements. Some of these achievements encompass its endorsement by the Ministry of Cooperatives and Small and Medium Enterprises (MSMEs) as a featured exhibitor in the national Batik exhibition, and its designation as a sponsor for fashion events organized by the Indonesian Ministry of Tourism, among others. The research was carried out during the period of August to September 2022.

Data collection involved the administration of a questionnaire to respondents, yielding both primary and secondary data. Primary data was obtained directly from respondents through the questionnaire instrument, while secondary data was derived from literature reviews and documents encompassing general information about the village's potential and details regarding institutions or agencies affiliated with Tapis Jejama Kham MSMEs. The study's respondents were drawn from the membership of Tapis Jejama Kham MSMEs, selected through purposive sampling, with specific criteria focusing on the youth category, aged 16 to 30 years, resulting in a sample size of 32 respondents.

The data analysis employed a quantitative descriptive method with a Triple Bottom Line (TBL) approach. Quantitative descriptive analysis encompassed basic data accumulation, characterized by the frequency of prevalent data (mode) and the categorization of ordinal data using the Likert scale. The application of quantitative descriptive analysis within the TBL approach serves to substantiate the hypothesis that business entities must consider three crucial aspects when evaluating the consequences of their operational activities (Budiawan, 2019).

The concept of Triple Bottom Line (TBL) was introduced by John Elkington in 1999, leading to the formulation of the Profit, People, and Planet framework. Profit refers to the economic benefits accrued by

business entities, People embodies the notion of social responsibility, and Planet signifies environmental stewardship (Elkington, 2013). TBL serves as a foundational construct for assessing business performance and organizational achievement through the lenses of economic, social, and environmental impact. It serves as a pragmatic framework for promoting sustainability, affording businesses a means to maintain a consistent and well-rounded emphasis on the economic, social, and environmental dimensions, as previously delineated by the organization (Michael et al., 2019). Underpinned by the TBL paradigm, the fulfillment of economic, social, and environmental responsibilities paves the way for the attainment of sustainable development objectives within the purview of Tapis Jejama Kham MSMEs.

The ordinal scale utilized in this study is characterized by its discrete classification of data. This scale does not indicate the magnitude of differences between categories, rendering it unsuitable for the application of standard arithmetic operations, such as addition, subtraction, and multiplication, thus precluding the calculation of averages and standard deviations (Singarimbun & Effendi, 2015). Consequently, the mode serves as the statistical tool of choice when employing the ordinal scale in this research, aligning with the restricted analytical capabilities inherent to this scale (Yuliarni & Marhaeni, 2019).

RESULTS AND DISCUSSION

Sustainability entails the critical task of equipping the succeeding generation with the requisite resources to bolster business continuity. Notably, one pivotal facet exerting a profound influence on the sustainability of businesses is active participation. The promotion of participation signifies a collective endorsement from the community for fostering developmental endeavors, which transcends mere support and delves into the active engagement in the developmental process. An embodiment of this endeavor is the involvement of the youth, who represent the forthcoming generation entrusted with steering the nation's progress towards sustainability (Kasila & Kolopaking, 2018). Sustainability, as conceptualized, encompasses a tripartite framework, incorporating the economic, social, and environmental dimensions (Nuraini, 2022). To holistically address the tenets of business sustainability, spanning the economic, social, and environmental facets, it is imperative to integrate statements within these realms. Both individuals and institutions mutually share the responsibility of enhancing participatory development as an instrumental instrument in this context. The application of technology to manage and optimize waste handling stands as an indispensable facet of community empowerment in the socio-economic and environmental management domains (Listiana et al., 2022). Business sustainability in Tapis Jejama Kham MSMEs is gauged through three distinct indicators, encompassing the economic, social, and environmental dimensions.

Economic aspect

The foremost consideration in evaluating community well-being is the economic dimension. It pertains to various factors including employment opportunities and the accessibility of essential goods and services. Vigilance regarding the availability of basic necessities and informal support systems is paramount when assessing economic indicators. This vigilance is indispensable in addressing issues such as unemployment, underdevelopment, and impoverished living conditions that often afflict communities and impede their progress. Resolving such challenges necessitates the implementation of a comprehensive array of policies aimed at aligning the village's trajectory with envisioned development objectives (Yanti et al., 2020). The determination of a region's economic viability is a multifaceted endeavor intertwined with economic considerations. Spanning the entire spectrum from production to consumption, the preparation of an area for habitation hinges significantly on its economic facets (Juliandi et al., 2021).

Table 1. Economic aspects in the sustainability of Tapis Jejama Kham MSME

No	Statement	Answer (Mode)				
		SA	A	N	DA	SDA
1	Employment prospects for rural youth	14	17	1	0	0
2	Reducing rural youth unemployment rates	12	15	5	0	0
3	Increasing output	14	13	5	0	0
4	Increasing income	13	13	6	0	0
5	Promising business opportunities	10	15	7	0	0

Description: SA (strongly agree), A (agree), N (Neutral), DA (disagree), SDA (strongly disagree)

Table 1 provides an overview of the economic dimensions influencing the sustainability of Tapis Jejama Kham Micro, Small, and Medium Enterprises (MSMEs). Analysis of the respondents' feedback revealed a

prevalent agreement with the statements, indicating a substantial endorsement of the economic aspect that propels the members to persevere in the Tapis Jejama Kham MSMEs business. Field observations affirm that, since 2021, a significant proportion of the respondent members have relied on Tapis production as an auxiliary source of family income. It is evident that the economic dimension wields considerable influence over the members' decision to sustain their involvement in the Tapis business (Gitosaputro & Listiana, 2018).

To foster business advancement, it is imperative that the community has access to production advice and suitable equipment in terms of type, quantity, quality, and timeliness. The absence of these requisites may impede the business's smooth operation and success. Members of Tapis Jejama Kham MSMEs require a range of tools and materials for weaving, encompassing pressure tools, rulers, pencils, erasers, gold thread, needles, and paper for motif designs. These essential resources are primarily procured by respondent members through direct purchases from Tapis distributors in Negeri Katon, particularly Ms. Redawati and Ms. Zul. Tapis MSMEs are further supported by infrastructure, including a Tapis gallery, which serves as both an offline marketing venue and a workspace for respondent members. Marketing efforts are not confined solely to the Tapis Gallery but extend to direct channels through Tapis dealers, who assist in facilitating sales to various markets. Additionally, products are stocked at the Bambu Kuning Market in Bandar Lampung and are tailored to meet customer orders.

Field data indicates that member incomes are contingent upon the volume of Tapis production completed, with monthly earnings typically ranging between IDR 250,000 to IDR 300,000. The prevailing wage system utilized within this Tapis MSMEs framework is output-based, remunerating respondent members in proportion to their individual production output. Inherently, wage levels vary among members based on the quantity of work accomplished. The evolution of Tapis MSMEs aligns with the incorporation of various new technologies, including sewing machines and wool yarn, alongside the introduction of novel product lines. The diverse array of Tapis products, such as shawls, sarongs, caps, dresses, uniforms, and T-shirts, underscores the versatility of the members' craftsmanship. This multifaceted economic aspect is further elucidated through pertinent statements.

(a) Employment prospects for rural youth

Youth, often synonymous with unemployment, presents a notable challenge that warrants attention and resolution. The scarcity of job openings coupled with intense competition tends to dishearten and discourage young individuals. A proactive approach to mitigating unemployment involves the creation of new job opportunities with an entrepreneurial perspective (Sujatna & Istimal, 2018). Tapis Jejama Kham Micro, Small, and Medium Enterprises (MSMEs) actively contribute to this approach by generating employment avenues for the youth.

Field data reveals that a significant majority of respondents, specifically 31 out of 32 (96.87%), have acknowledged that the presence of MSMEs has indeed opened doors for youth employment in the village. This surge in Tapis MSMEs is instrumental in empowering the youth to not only secure a source of income but also alleviate the financial strain on their families. Consequently, this newfound opportunity has galvanized the village's youth, encouraging their active participation in Tapis Jejama Kham MSMEs.

(b) Reducing rural youth unemployment rates

The Indonesian economy has borne the brunt of the severe ramifications of the COVID-19 pandemic, leading many companies to resort to workforce downsizing as a survival strategy. Regrettably, this drastic measure has exacerbated the predicament of mounting youth unemployment. Those individuals who previously secured employment and later faced layoffs have been compelled to return to their hometowns, thereby augmenting the financial burdens borne by their families. Entrepreneurship emerges as a pivotal avenue to mitigate this pressing issue, endeavoring to counteract the surge in unemployment and create opportunities for gainful employment (Sujatna & Istimal, 2018).

During this tumultuous period, the presence of Tapis Jejama Kham Micro, Small, and Medium Enterprises (MSMEs) emerged as a tangible lifeline for youth seeking to sustain their productivity, notwithstanding the fact that the income generated in this context fell significantly short of what they previously earned in the corporate sector. A resounding majority of respondents, encompassing 27 out of 32 (84.37%), unanimously concurred that the presence of Tapis Jejama Kham MSMEs had indeed played a pivotal role in mitigating youth unemployment in the village. The decision to become part of the Tapis MSMEs family signifies a tangible step towards reducing youth unemployment in Negeri Katon.

(c) Increasing output

Business performance serves as a pivotal gauge for evaluating the success and profitability of a business entity (Sembiring et al., 2021). This assessment hinges on the determination and perseverance of members within the framework of Tapis Jejama Kham Micro, Small, and Medium Enterprises (MSMEs). Over time, as consumer demand for Tapis MSMEs' products surged, the need for escalated output became apparent, necessitating the fulfillment of consumer orders within stipulated timeframes. Consequently, Tapis MSMEs experienced a surge in membership to accommodate the mounting production demands. A notable 84.37% of the respondents attested to the significance of this observation.

(d) Increasing income

The surging demand for products following the COVID-19 pandemic has elicited a positive response from the respondents, chiefly reflected in a notable upswing in the income of member participants. Globally, individual income generation predominantly hinges upon the marketing of their products (Hayati et al., 2021). A robust consensus, encompassing 26 respondents (81.25%), underscored the acknowledgment of income augmentation within Tapis Micro, Small, and Medium Enterprises (MSMEs). This financial upturn serves as a compelling impetus, reinforcing the resolve and commitment of the respondents to engage actively in Tapis-related business activities.

It is imperative to emphasize that this supplemental income accrues exclusively to the members without any deductions attributable to the MSMEs or the leadership thereof. According to the head of the MSMEs, as long as the members fulfill their work commitments and execute orders as stipulated, the income realized unequivocally belongs to the individual members.

(e) Promising business opportunities

The research participants recognize Tapis Micro, Small, and Medium Enterprises (MSMEs) as a promising endeavor for the younger generation, who will undoubtedly play a pivotal role in the ongoing narrative of Indonesia's heritage. The progressive strides observed in the evolution of Tapis Jejama Kham MSMEs have been encouraging. Notably, a resounding consensus was voiced by 25 respondents (78.12%) who endorsed the premise that Tapis MSMEs represent a promising avenue for the respondents. The forward-looking initiatives undertaken by Tapis MSMEs, including the adoption of online marketing strategies and the integration of sewing machine technology, underscore the prospects of future success for Tapis Jejama Kham MSMEs.

The utilization of social media within the business realm is a concerted effort to broaden marketing reach and foster more robust communication with customers. Business entities can engage more effectively with their clientele, leveraging the valuable feedback, criticism, and suggestions provided by customers to enhance and refine their business operations (Atmaja & Verawati, 2020). This observation underscores the significance of acknowledging the spirited ambition of the youth and their aspirations for future development, a sentiment that warrants attention from relevant authorities and the general populace alike.

Social aspect

Social interaction encompasses human relations and the interface between humans and their environment. Within the realm of the natural sciences, the focus centers on understanding interactions within the realm of nature, while the social sciences are dedicated to the examination of human interactions with one another. In the context of Tapis craftsmen, the social dimension underscores the significance of social capital as a pivotal support mechanism for business enhancement. This social capital predominantly hinges on established norms prevalent within the community. These norms encompass principles of mutual assistance, the maintenance of trust grounded in individual integrity, a shared sense of kinship, and a collective commitment to fulfilling tasks entrusted by the group leader (Putro et al., 2022).

Furthermore, the social aspect extends to encompass indicators that facilitate interactions with the broader public. This facet contributes to the establishment of a harmonious social fabric within the community (Juliandi et al., 2021).

Table 2. Social aspects in the sustainability of Tapis Jejama Kham MSME

No	Statement	Answer (Mode)				
		SA	A	N	DA	SDA
1	Fostering a Sense of Family	15	9	7	1	0
2	Cultivating a Culture of Collaborative Work	14	11	5	2	0
3	Nurturing Relationships	11	14	5	2	0
4	Enhancing the Quality of Human Resources (HR)	8	16	7	1	0
5	Realizing Self-Actualization	8	11	13	0	0

Description: SA (strongly agree), A (agree), N (Neutral), DA (disagree), SDA (strongly disagree)

Table 2 illustrates the distribution of social aspects within the context of business sustainability among respondent members of Tapis Jejama Kham Micro, Small, and Medium Enterprises (MSMEs), yielding a range of responses. Field observations indicate that a prevailing sense of camaraderie and mutual support already exists among the members of Tapis Jejama Kham MSMEs. Collaborative work fosters a culture of empathy and shared responsibility among respondent members. This spirit of cooperation is notably evident in the successful fulfillment of large-scale orders for Tapis products. It is pertinent to note that each respondent possesses a pool of qualified human resources and has expanded their network of relationships. While the endeavor to actualize respondents in the Tapis business faces certain challenges, the overarching narrative can be summarized as follows.

(a) Fostering a Sense of Family

A pivotal driver behind the advancement of Tapis Jejama Kham Micro, Small, and Medium Enterprises (MSMEs) is the cultivation of a profound sense of belonging. This burgeoning familial bond is regarded as a fundamental catalyst for embarking on entrepreneurial endeavors. The leadership within MSMEs consistently prioritizes the nurturing of a familial ambiance, fostering a comfortable environment where members can actively participate in the established social networks that underpin the enterprise's sustainability (Safira & Gunawan, 2022).

This influential factor consequently yields a heightened sense of ease and camaraderie among the workforces. Notably, 24 respondents (75%) overwhelmingly expressed their strong agreement with the notion that they already felt a profound sense of belonging within Tapis MSMEs. According to these respondents, Tapis MSMEs have thoughtfully implemented a familial framework, substantiated by instances where members collectively offer solace and support to one another during challenging times. This is further exemplified by the experience of non-native respondents who, upon joining Tapis MSMEs, were readily integrated and embraced as part of the family. These newcomers received patient guidance and mentorship from members who had preceded them in their journey with Tapis MSMEs.

(b) Cultivating a Culture of Collaborative Work

The workforce's valuable contribution is epitomized by the deeply ingrained practice of *Gotong Royong* (communal work or collective cooperation) within the local village community, as documented by Sariningrum and Subekti (2021). For village residents, especially those in Negeri Katon, *Gotong Royong* signifies a vital manifestation of social and communal unity. In the context of Tapis Jejama Kham Micro, Small, and Medium Enterprises (MSMEs), mutual cooperation serves as the cornerstone for efficiently handling orders and collaboratively addressing challenges.

The surge in demand for orders, at times occurring within tight deadlines, compels respondents to engage in relentless work. Impressively, 25 respondents (78.12%) expressed strong agreement with the assertion that members of Tapis MSMEs are habituated to working collaboratively. Those familiar with managing high order volumes seamlessly navigate these demands and often complete orders ahead of schedule. Conversely, respondents unaccustomed to such rapid turnovers may encounter challenges in managing the workload. However, the imperative of mutual cooperation emerges as a robust solution in such scenarios. Member respondents consistently rally together, extending their support to complete one another's tasks, thereby ensuring the satisfaction of consumers with their orders.

(c) Nurturing Relationships

Upon joining Tapis Jejama Kham Micro, Small, and Medium Enterprises (MSME), respondents underwent a transformative experience marked by the establishment of new, extensive networks. Individuals who initially possessed limited connections within Negeri Katon saw their social circles expand significantly, even extending

to government officials. These community-based relationships play a pivotal role in shaping the members' entrepreneurial mindset, as articulated by Nurmawati et al. (2022).

The development of these broader networks can be attributed to the diligent efforts of the member respondents in consistently delivering high-quality products, thereby attracting a more extensive customer base. An overwhelming majority of respondents, totaling 25 individuals (78.12%), affirmed the significance of these networks. According to their feedback, the surge in relationships can be primarily attributed to the utilization of online marketing channels. This strategy facilitated orders that reached customers in various regions across Indonesia.

(d) Enhancing the Quality of Human Resources (HR)

The enhancement of human resources (HR) among member respondents within Tapis Jejama Kham Micro, Small, and Medium Enterprises (MSMEs) has occurred as an indirect consequence. A substantial majority of 24 respondents (75%) corroborated this assertion, reflecting their agreement with this statement. Respondents attested to receiving training that equipped them to manage substantial orders within tight timeframes. Moreover, improvements in knowledge have been witnessed, a progression attributed to members' active participation in training sessions and site visits organized by Tapis Jejama Kham MSMEs.

These training endeavors yield several advantages, encompassing the enrichment of individuals' knowledge, skills, and attitudes that bolster the enhancement of their businesses. Following participation in these training programs, respondents acquire novel insights and abilities, which are anticipated to contribute to the amelioration of their enterprises and, indirectly, augment their household income (Listiana et al., 2022).

One manifestation of this improvement is evident in respondents' increased proficiency in marketing their products through digital marketplaces, a skill they acquired after receiving guidance during marketplace-focused training sessions.

(e) Realizing Self-Actualization

Self-actualization represents the pursuit of one's latent potential, as documented by Susandi et al. (2021). This concept closely intertwines with the preparedness and determination exhibited by respondent members for their personal development. Field data suggests that many of the respondents' grapple with self-actualization challenges. However, contemporary access to the internet has substantially facilitated the youth's exploration of various self-actualization-related literatures.

This survey revealed that 13 respondents (40.62%) were hesitant in their responses, primarily owing to a lack of knowledge regarding the potential for self-actualization within Tapis Jejama Kham MSMEs. It is crucial to emphasize the continuous nurturing of members' knowledge to enable them to unlock their full self-actualization potential in their respective businesses.

Environmental aspects

Analyzing the business environment is a crucial initial step in strategic management, as it involves an assessment of the environmental factors that may affect business operations (Sembiring et al., 2021). This evaluation serves to identify both potential positive and negative consequences of conducting the business, with a specific focus on the optimal utilization of raw materials.

The environmental impacts, if left unaddressed, can directly disrupt ongoing business activities or manifest in the future. These impacts encompass changes in the initial environmental conditions, which can adversely affect various aspects, including wildlife, vegetation, and human life. As a result, it is mandatory for every industrial company to possess an Environmental Impact Assessment (AMDAL) or Environmental Management and Monitoring Efforts (UKL-UPL) for effective environmental management (Budiawan, 2019).

Table 3. Environmental aspects in the sustainability of Tapis Jejama Kham MSME

No	Statement	Answer (Mode)				
		SA	A	N	DA	SDA
1	Optimizing Raw Material Utilization	17	14	1	0	0
2	Proficiency in Waste Management	1	9	16	6	0
3	Ensuring Minimal Environmental Impact of Waste	7	9	14	2	0
4	Efficient Waste Treatment	14	16	1	0	1
5	Adoption of Environmentally Friendly Practices and Technologies	12	12	7	0	1

Description: SA (strongly agree), A (agree), N (Neutral), DA (disagree), SDA (strongly disagree)

Table 3 elucidates respondents' perspectives on diverse statements concerning the environmental aspects. Responses from Tapis Jejama Kham MSME members span a spectrum of viewpoints on environmental aspects regarding sustainability. Below, we delve into a detailed examination of each statement.

(a) Optimizing Raw Material Utilization

The issue of raw materials pertains to the discussion of production inputs. Raw materials refer to the initial materials that undergo further processing in the production process (Kurniawan, 2022). A strong consensus was evident among respondents, with 31 individuals (96.87%) strongly agreeing with the assertion that member respondents have optimized the utilization of raw materials. Key production inputs essential for Tapis production encompass gold thread, woolen thread, base fabric, sewing needles, pressure tools, tacks, rulers, pencils, crayons, scissors, and pattern paper. Main materials like gold thread, woolen thread, and base fabric are utilized to their maximum extent. Waste, in the form of leftover Tapis fabric scraps following production, is meticulously collected by members for storage, with plans for future reprocessing. Furthermore, production inputs other than gold thread, wool thread, and base cloth can be effectively repurposed for subsequent production.

(b) Proficiency in Waste Management

The collective awareness concerning the proper management of production waste has been cultivated through the increase in knowledge and awareness (Safitri et al., 2021). However, understanding of production waste management in Tapis MSMEs remains quite limited. A notable finding reveals that 16 respondents (50%), expressing uncertainty in their responses, indicated that they have not yet developed a comprehensive grasp of production waste management. Respondents cite two primary reasons for this. Firstly, the production processes in Tapis MSMEs have, thus far, generated minimal waste and have not contributed to environmental pollution. Secondly, there has been a notable absence of waste literacy training or any specific training programs related to production waste management within Tapis MSMEs up until the time of this research.

(c) Ensuring Minimal Environmental Impact of Waste

Waste, in the context of this study, refers to the byproducts generated during industrial or household production processes that can potentially deteriorate the environmental quality. Solid waste produced as a result of human activities is commonly known as "trash." The management of waste can exert both positive and negative influences on the environment (Safitri et al., 2021). Respondents exhibited varying perspectives on the assertion that waste has no adverse impact on the environment. A total of 14 respondents (43.75%) expressed doubt, contending that they generated little to no production waste, which led them to believe that they had no need for knowledge regarding waste management procedures. Meanwhile, other respondents clarified that the production waste primarily consisted of unused fabric remnants, which they prudently stored for potential reuse in the future.

(d) Efficient Waste Treatment

The true essence of waste management is exemplified by the community's actions and proficiency in waste handling (Safitri et al., 2021). Waste treatment is of paramount importance for businesses and organizations in preventing environmental pollution. Tapis Jejama Kham MSMEs adopted this approach when they recognized that the accumulation of fabric remnants had reached significant levels. According to research findings, 30 respondents (93.75%) voiced their agreement by employing these fabric remnants from Tapis handicrafts to craft a diverse range of products. These creations encompassed items such as masks, calligraphy pieces, decorative photo frames, keychains, ornamental flowerpots, tablecloths, headscarves, bags, shoes, and more. These products not only added value for respondent members but also found markets within the community and served as decorative elements in their households.

(e) Adoption of Environmentally Friendly Practices and Technologies

Utilizing technology for waste processing to yield value-added products represents a community-driven initiative aimed at enhancing the community's capabilities and skills (Listiana et al., 2022). Despite significant progress, the exploration of eco-friendly methods and technologies is still an ongoing effort. Limited access to information has hindered the widespread adoption of new innovations (Iskandar et al., 2020). The majority of respondents, totaling 24 (75%), expressed their agreement as they actively strive to access more practical and

environmentally sustainable embroidery methods and technologies. Respondents, however, are confronted with constraints in developing these methods and technologies, with traditional tools like manual presses and wooden boards remaining their primary tools for embroidery. Typically, these tools are crafted manually or provided through institutional assistance. While pattern creation continues to rely on manual techniques involving pencils and pattern paper, a notable technological advancement for them is the introduction of sewing machines, facilitated by educational institutions, to produce hats and sew the edges of Tapis handicrafts.

Recapitulation of Business Sustainability of Tapis Jejama Kham MSME

Table 4 presents the consolidated results of business sustainability for Tapis Jejama Kham MSMEs. This comprehensive overview compiles responses from various indicators of business sustainability, offering valuable insights into the overall business performance based on the data collected.

Table 4. Recapitulation of the business sustainability of the Tapis Jejama Kham MSME

No	Statement	Answer (Mode)				
		SA	A	N	DA	SDA
Economic aspect						
1	Employment prospects for rural youth	14	17	1	0	0
2	Reducing rural youth unemployment rates	12	15	5	0	0
3	Increasing output	14	13	5	0	0
4	Increasing income	13	13	6	0	0
5	Promising business opportunities	10	15	7	0	0
Social aspect						
1	Fostering a Sense of Family	15	9	7	1	0
2	Cultivating a Culture of Collaborative Work	14	11	5	2	0
3	Nurturing Relationships	11	14	5	2	0
4	Enhancing the Quality of Human Resources (HR)	8	16	7	1	0
5	Realizing Self-Actualization	8	11	13	0	0
Environmental aspect						
1	Optimizing Raw Material Utilization	17	14	1	0	0
2	Proficiency in Waste Management	1	9	16	6	0
3	Ensuring Minimal Environmental Impact of Waste	7	9	14	2	0
4	Efficient Waste Treatment	14	16	1	0	1
5	Adoption of Environmentally Friendly Practices and Technologies	12	12	7	0	1

Description: SA (strongly agree), A (agree), N (Neutral), DA (disagree), SDA (strongly disagree)

The data presented in Table 4 indicates that the business sustainability of Tapis Jejama Kham MSMEs is predominantly in agreement with the responses. This implies that the sustainability of Tapis Jejama Kham MSMEs is influenced by three key factors: a robust economic foundation, active community engagement, and a commitment to environmental preservation. This sustainability is primarily driven by the aspirations of the youth to elevate their family's economic well-being. Nevertheless, it is crucial for relevant agencies to focus on enhancing support in areas related to self-actualization in social aspects and further investigating waste management and its environmental implications.

CONCLUSION

The research findings lead to the conclusion that the sustainability of Tapis Jejama Kham MSMEs hinges on three pivotal aspects: economic viability, social integration with the community, and environmental stewardship. This sustainability is primarily driven by the aspiration of the younger generation to enhance their family's economic well-being.

For future researchers embarking on similar studies, it is advisable to delve deeper into the communication strategies employed by the youth in advancing the sustainability of Tapis Jejama Kham MSMEs. This can provide valuable insights into the dynamics of youth-driven businesses in the context of agrinomics.

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