

## **Green And Empowered: Sustainable Business in The Modern Era**

Ilyona Risty<sup>a</sup>, Oliandes Sondakh<sup>b</sup>

<sup>a,b</sup> Department of Economics, Faculty of Economics and Business, Universitas Pelita Harapan, Indonesia

<sup>a</sup> Ilyona.risty@uph.edu

### **ABSTRACT**

The implementation of Community Service (CS) for the March 2025 period was carried out by a Team from the Faculty of Economics and Business School UPH Surabaya Campus together with Radio Sangkakala Surabaya as partners. Therefore, Universitas Pelita Harapan Surabaya Campus collaborated with Radio Sangkakala Surabaya to be able to provide education to the wider community. This collaboration was built by presenting quality speakers from the Management Study Program and the Accounting Study Program. Each speaker will present interesting topics that are in accordance with current issues. Based on discussions regarding community needs, this CS was carried out by providing supplies to the Community with the theme Green and Empowered. With the holding of this interactive talk show, it is hoped that it can provide information and educational education for the wider community in the Surabaya area in the fields of economics, business and immigrant issues that can improve community knowledge and skills.

**Keywords:** Green, Empowered, Business, Sustainability

### **INTRODUCTION**

In this modern era, rife with environmental and social challenges, the concept of sustainable business is increasingly gaining traction. Businesses are no longer solely focused on profit, but also consider their long-term impact on the environment and society. With growing awareness of the importance of sustainability, many businesses are adopting environmentally friendly practices and strategies that benefit their surrounding communities. However, many people still don't understand how businesses can thrive without harming the environment and still provide tangible social benefits.

In an effort to raise awareness and broaden public understanding, Sangkakala Radio's "Green and Empowered: Sustainable Business in the Modern Era" program serves as an educational and inspirational platform. This program will discuss various aspects of sustainable business, from its basic principles and challenges, to successful strategies for implementing it. Featuring speakers from diverse backgrounds, including entrepreneurs, academics, and environmental activists, this program is expected to serve as a resource for those seeking to understand and engage in sustainable business.

In this broadcast, listeners will gain insight into how businesses can contribute to environmental sustainability without sacrificing economic growth. Real-life examples of companies that have successfully implemented sustainability principles will be discussed, serving as inspiration for other businesses. Furthermore, the aspect of community empowerment will also

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be a key focus, considering that the role of business extends beyond creating products or services to contributing to social welfare.

Through a communicative and interactive approach, this program will open up a discussion space between speakers and listeners, creating a dynamic and beneficial dialogue. Listeners can ask questions, share experiences, and receive direct advice from experts in the fields of business and the environment. Thus, this broadcast serves not only as a one-way educational platform but also as a platform for the public to actively participate in efforts to create a greener and more empowered business world.

Through this program, it is hoped that more individuals and businesses will understand the importance of sustainable business and begin implementing it in their daily lives. Environmentally friendly and community-empowering businesses are not just a passing trend, but rather a long-term solution to address global challenges. Through collaboration and collective awareness, we can create a better future, where business and the environment can work hand in hand towards sustainability.

## **LITERATURE REVIEW**

The concept of sustainable business has gained increasing attention in both academic and practical contexts, driven by global concerns about climate change, environmental degradation, and social inequality. According to Elkington (1997), the triple bottom line framework emphasizes that businesses should not only pursue profit but also ensure environmental stewardship and social responsibility. This notion has been widely adopted in modern business practices and has influenced how companies communicate sustainability efforts to the public. Community engagement, including public discussions and educational platforms such as radio, plays a crucial role in raising awareness about sustainable practices and their long-term benefits.

Radio as a medium for education and community development has been recognized for its ability to reach diverse audiences across different socioeconomic backgrounds. Fardon and Furniss (2000) highlight that radio provides an accessible platform for sharing knowledge, particularly in regions where internet penetration may be limited. In the context of promoting sustainable business, radio broadcasts serve as a powerful tool to disseminate ideas, influence public perceptions, and encourage behavioral change. This aligns with the principle of community service in higher education, where academic knowledge is translated into practical benefits for society.

Furthermore, studies on sustainability communication emphasize the importance of narratives in shaping public understanding and action. According to Morsing and Schultz (2006), effective communication about corporate social responsibility and sustainability requires engaging stakeholders through transparent, relatable, and culturally relevant messages. By presenting discussions on sustainable business through the lens of community empowerment, radio programs can foster a sense of shared responsibility among listeners. This approach not only informs but also motivates local communities to adopt sustainable practices in their businesses and daily lives.

In the Indonesian context, sustainability challenges are intertwined with rapid economic development, urbanization, and environmental pressures. Research by Setiawan and Darmawan (2021) underscores that small and medium enterprises (SMEs) often face difficulties in implementing sustainable practices due to limited resources and awareness. Community service initiatives, such as educational radio broadcasts, can bridge this gap by providing accessible

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information and practical guidance tailored to the needs of local entrepreneurs. This form of knowledge transfer aligns with the national agenda for sustainable development and supports the achievement of the Sustainable Development Goals (SDGs).

Finally, the integration of sustainability education into community service activities reflects the broader mission of universities in fostering societal transformation. According to Bringle and Hatcher (1996), service-learning and community engagement strengthen the role of higher education institutions as agents of change. By utilizing radio as a medium for disseminating sustainability knowledge, universities can extend their impact beyond the academic environment and contribute to the creation of environmentally conscious and socially responsible communities. Thus, the literature highlights the significance of combining sustainability, communication, and community service in promoting transformative practices in the modern era.

### METHODOLOGY

The "Green and Empowered: Sustainable Business in the Modern Era" radio broadcast will be presented in an engaging and interactive format. The audience for this program will be the local community of Surabaya, and the talk show will be conducted with a conversational approach. The broadcast will last approximately 60 minutes and consist of several segments, including presentations from speakers, interactive discussions, and a question-and-answer session with listeners. To increase audience engagement, listeners can participate via phone calls, text messages, or social media to ask questions and share their experiences. Furthermore, the broadcast will be promoted through various digital platforms to reach a wider audience and amplify its impact in raising awareness of the importance of sustainable business. To ensure a more effective and sustainable message, the broadcast will also be integrated with other educational campaigns, such as articles on social media, and the output is expected to be published in a community service journal. Through this strategic and sustainable approach, it is hoped that this broadcast will become a driving force for change in the business world towards greener and more empowering practices.

**Table 1 Preparation**

NO	Activity	Nov				Dec				Jan	
		1	2	3	4	5	6	7	8	9	10
1	Preparing Material										
2	Preparing Proposal										
3	Implementation										
4	Making Final report										

Table 1 illustrates the preparation stages of the community service program conducted from November to January. The activities are divided into four main stages, namely preparing material, preparing the proposal, implementation, and making the final report. Each activity is scheduled within a specific timeframe to ensure systematic and organized progress.

The first stage, Preparing Material, took place in early November, focusing on the collection and development of relevant content to be delivered during the radio broadcast. The second stage, Preparing Proposal, was also carried out in November, with the aim of finalizing the design, objectives, and expected outcomes of the program. These two stages were critical in laying the groundwork before entering the implementation phase. The third stage, Implementation, was

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scheduled for December, coinciding with the agreed broadcasting period in collaboration with Radio Sangkakala. This stage marked the execution of the planned activities, including live broadcasts and community engagement. Finally, the fourth stage, Making Final Report, was conducted in January to compile documentation, evaluate the outcomes, and provide accountability to stakeholders. The sequential timeline presented in Table 1 reflects the structured approach adopted by the team to ensure the successful completion of the community service project.

**Table 2: Time Schedule**

Time	Activity
19.45 – 20.00	Preparing
20.00 – 20.20	Presentation in first session
20.20 – 20.25	<i>Break Time</i>
20.25 – 20.40	Presentation in second session
20.40 – 20.55	Q and A
20.55 – 21.00	<i>Closing Statement</i>

**Table 3 Rundown**

No	Date	Department	Petugas	Tema
1.	04 March 2025	Management	Dr. Oliandes Sondakh, S.E., M.M (80000032)	Green and Powerful: Sustainable Business in the Modern Era
2.	18 March 2025	Accounting	Ilyona Risty, S.E., M.Sc (80000078)	

Ilyona was primarily responsible for preparing the community service report. This role included drafting the report structure, documenting all phases of preparation and implementation, and compiling the outcomes of the radio broadcast. The report served as both administrative evidence and academic accountability, ensuring that the activity was systematically recorded and available as a reference for future community service projects. Oliandes was in charge of coordinating the preparation with the partner institution, Radio Sangkakala. The responsibilities involved establishing initial communication, arranging the broadcast schedule, ensuring technical readiness, and facilitating collaboration between the organizing team and the radio partner. This coordination was crucial to ensure the smooth implementation of the program and to align the objectives of both parties.

Together, the contributions of Ilyona and Oliandes complemented one another, with Ilyona focusing on academic documentation and Oliandes on external coordination. This clear division of responsibilities ensured that the activity was not only implemented effectively but also documented comprehensively, thereby strengthening the professionalism and impact of the community service program.

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## DISCUSSION

The implementation of the community service program through radio broadcasting demonstrated the importance of accessible media in disseminating knowledge on sustainable business practices. Unlike digital platforms that may be limited by internet access, radio remains an inclusive medium that reaches diverse audiences, particularly those in suburban and rural areas. The choice of Radio Sangkakala as a partner was strategic, as it enabled the program to engage listeners from various backgrounds while maintaining cultural relevance. This reflects the value of aligning community service initiatives with locally trusted communication channels.

Another key finding from the program was the community's interest in understanding sustainability from a practical perspective. Listeners were not only introduced to theoretical aspects of sustainable business but also to applicable strategies that can be adopted in daily business operations, particularly for small and medium enterprises (SMEs). This indicates that sustainability discourse, when presented in a simple and relatable manner, can resonate strongly with grassroots communities. The interactive element of the broadcast also fostered a sense of ownership among participants, making the learning process more impactful.

The program further highlighted the role of universities in bridging academic knowledge with real-world application. By involving lecturers and students in content preparation and delivery, the initiative strengthened the connection between higher education institutions and the community. This is consistent with the principles of service-learning, where teaching, research, and service are integrated to generate both academic and societal value. The structured timeline of preparation, implementation, and reporting, as reflected in the project schedule, ensured that the program was carried out effectively and systematically.

From an organizational perspective, the division of responsibilities between team members contributed significantly to the success of the program. For instance, the role of preparing reports and coordinating with the partner institution ensured that both the academic and practical aspects were managed efficiently. Such collaboration illustrates the importance of teamwork and project management skills in community service activities. Moreover, it underscores that successful community engagement requires not only knowledge but also coordination, planning, and accountability.

In addition, the program provided insights into the challenges of promoting sustainable business practices. One of the obstacles encountered was the limited initial awareness of sustainability concepts among some listeners. However, this challenge also revealed opportunities for continued engagement, such as follow-up workshops, training sessions, or additional radio segments to reinforce key messages. This emphasizes the need for sustainability education to be continuous and adaptive to the needs of local communities.

Overall, the discussion of this program suggests that community service through radio broadcasting is an effective method of promoting sustainable business awareness. It aligns with the goals of the Sustainable Development Goals (SDGs), particularly in fostering responsible consumption, environmental awareness, and inclusive education. By combining academic knowledge, practical strategies, and community engagement, the initiative has laid a foundation for further efforts in empowering communities to embrace sustainability in their economic activities..

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## CONCLUSION

The radio broadcast "Green and Empowered: Sustainable Business in the Modern Era" has made a positive contribution to raising public awareness about the importance of running a business that is not solely focused on profit but also considers environmental and social impacts. Through interactive discussion sessions, listeners gain a clear understanding of how businesses can grow sustainably without destroying nature or neglecting the well-being of society. The communicative presentation and involvement of various sources from diverse fields make this broadcast a relevant and easily understood source of information for the wider public. Furthermore, this broadcast demonstrates the critical importance of cross-sector collaboration in achieving business sustainability. Entrepreneurs, academics, government, and the public need to work together to effectively implement sustainability principles across various business sectors. The numerous examples of good practices advertised in this broadcast demonstrate that sustainability is not a difficult concept to implement, but requires a shared commitment and continuous innovation to achieve tangible impact.

As a follow-up to this activity, it is recommended that education on sustainable business be continuously provided through various media. Radio broadcasts alone are not enough; follow-up programs such as webinars, workshops, or in-person training for both business owners and the general public are also needed. With a more intensive and practical approach, the public can better understand how to implement entrepreneurial principles in their respective fields. Furthermore, concrete efforts are needed in the form of direct mentoring for business owners, particularly MSMEs, so they can gradually begin implementing green business strategies. This mentoring can take the form of business consultations, providing access to information on regulations and green market opportunities, and technical assistance related to environmentally friendly business management. Thus, these broadcast programs serve not only as educational tools but also as a gateway to real change in creating a greener and more empowered business ecosystem within the community.

## ACKNOWLEDGMENT

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