

# Empowerment of Green MSME-Jember Tin Garden in Promoting a Sustainable Business Future in Indonesia

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## ABSTRACT

**Purposes:** This community service is carried out to increase knowledge and ability to promote Micro, Small, and Medium Enterprises (MSMEs), namely Jember Tin Garden, which has a significant effect on business performance. The selection of Jember Tin Garden was also carried out because the business concept of Jember Tin Garden aligns with the green economy concept, which supports sustainable business.

**Design/Methodology/Approach:** The approach used in this service is knowledge-based empowerment, which focuses on helping MSMEs understand how to promote themselves, access public spaces (such as mass media), and continue self-promotion.

**Findings:** There was a significant effect on service results before and after the intervention. The main activities of service in the form of graphic design training, mass media access assistance, and offline event facility assistance not only increase the courage of Jember Tin Garden members in creating promotional content independently, but also provide a stage for Jember Tin Garden to introduce edutourism and its derivative products to the general public in order to expand the reach of market share.

**Originality/Value:** The program applies a knowledge-based empowerment approach that equips MSMEs with practical promotion skills and access to wider public exposure through student-led training, media engagement, and academic showcases. It offers a replicable model of research group-driven capacity building that promotes sustainable, independent promotion for small businesses.

**Keywords:** Sustainable Business; Green Economy; MSMEs.

## History

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## Introduction

Globally, humanity still faces social, economic, and environmental challenges (Annisa & Herawaty, 2022). These challenges arise on the sidelines of development, which must continue to be carried out for the welfare of humanity. However, in the process, most development, both in the social and economic spheres, is not aligned with environmental conservation (Jie et al., 2023; Hunjra et al., 2024). Development that is not environmentally friendly has finally surfaced, raising concern for all of humanity, because the victims of unsustainable development are not only the poor people of today but also future generations (Kopnina, 2016; Ganivet, 2020). This concern eventually gave rise to a concept called the green economy (Musvoto et al., 2015). According to the UNEP (United Nations Environment Programme), the green economy is an economic activity that includes the process of production, distribution, and consumption of goods and services that lead to improved people's welfare in the long term, without exposing future generations to significant environmental problems.

In Indonesia, where most of its economic development supporters are Micro, Small, and Medium Enterprises (MSMEs), the number of businesses or MSMEs that apply the concept of sustainability remains limited (Fahmie et al., 2025; Noah & Mardiana, 2025). In addition, Khakim and Firmansyah (2023) stated that regulations regarding MSMEs in Indonesia have not directly encouraged MSMEs to carry out sustainability reporting and practices. This condition requires several parties, including the government, academics, and other third parties, to encourage the existence of MSMEs in Indonesia to focus more on the concept of sustainable business.

The factors that affect the sustainability of sustainable MSMEs include internal and external factors. The implementation of green practices or the circular economy in a business is often perceived as expensive, requiring a high initial investment and complex measurement and reporting tools, which are major barriers for small businesses (Takacs et al., 2022). In addition, the low technical knowledge of green technology, digital accounting, and sustainability reporting makes implementation half-hearted and ineffective (Alfarizi et al., 2024). This statement supports the idea that weak human capital and insufficient readiness in information capital can hinder market orientation and business performance, thereby preventing sustainability strategies from translating into strong performance (Tjahjadi et al., 2024). This is further exacerbated by the pressure of market demand for sustainable products that are not always proportional to the additional costs, so that the margins obtained by managers tend to be thin and marketing performance weakens if not balanced with innovation and strong market orientation (Jayanto et al., 2025; Munandar et al., 2025; Purwoko et al., 2023).

Research by Rupeika-Apoga & Petrovska (2022) and Khanzode et al. (2021) stated that business digitalization can strengthen sustainable business performance. However, this can be done only if the required human capital and information capital are met. As happened to one of the sustainable MSMEs in Jember, namely the Jember Tin Garden. This sustainable MSME has great potential, because its business process can be categorized as a business that adopts the concept of a circular economy. The products offered by Jember Tin Garden, in the form of goods, come from fig trees and honey from bee farms managed within the park.

This business primarily operates as an educational tourism destination focused on canned plants. The MSME has strong potential, given the relatively high market price of figs and growing demand in both domestic and international markets. However, the edutourism concept at Jember Tin Garden remains underdeveloped, particularly in terms of promotion. Currently, digital marketing is limited to Instagram and WhatsApp, resulting in a restricted and repetitive market reach. Offline promotion is also rarely conducted and confined to the Jember Tin Garden area. Therefore, promotional limitations constitute the main issue addressed by the research team, aiming to enhance and empower the MSME to improve its business performance through more effective promotional strategies.

## Method

### Method of Implementation

This service uses a knowledge-based empowerment approach that focuses on helping MSMEs understand how to promote themselves, access public spaces (such as mass media), and continue self-promotion. The interventions carried out by the JEMASURA research group were in the form of graphic design training by students who are members of the research group, making banners for promotion as the output of the training, contacting local mass media such as Jember 1 TV, MEMORANDUM.id, and *Radio Republik Indonesia* Jember as a form of assistance in accessing wide promotion for Jember Tin Garden. The culmination was to be present as one of the showcase participants at the University of Jember Research Colloquium.

### Sites and Target Beneficiaries

Some of the partners involved in this service are the Faculty of Economics and Business, University of Jember (FEB UNEJ), the JEMASURA Research Group as a service provider, and several Mass Media involved in the

promotion process. The targets that benefited from the service were Jember Tin Garden, which is an MSME fostered by FEB UNEJ, as well as several mass media that got topics to be featured in their coverage.

### **Implementation Stages**

The first step in all of these service activities was coordinating the JEMASURA research team, which included academics majoring in Accounting from FEB UNEJ and students who were also members. In this stage, the research team conducted a briefing for Jember Tin Garden to identify the main problems that served as the focus of service attention and then prepared an on-site and online service plan for the Jember Tin Garden. After the preparations were completed, the research team went into the field and held a meeting with Jember Tin Garden, conveying the service plan that would be carried out.

The service process began with graphic design training for students on the research team, followed by the creation of banners as outputs from the training. After that, Jember Tin Garden was invited to contact and have an appointment with the predetermined mass media. The culmination was a showcase activity at the University of Jember Research Colloquium, an offline promotional event. In this activity, the Faculty of Economics and Business at the University of Jember served as a facilitator (booth provider). This event was used as an opportunity by Jember Tin Garden as a massive promotional event because of the large number of visitors from various institutions.

### **Data Collection and Documentation**

Data on Jember Tin Garden's performance were collected directly through brief interviews with Jember Tin Garden managers, both before and after the intervention. Documentation was obtained from field observations conducted by the research team throughout the service activities.

### **Evaluation**

Evaluations are also conducted to identify areas that still need improvement in future service activities. This activity was carried out after the Showcase and after the series of community service activities for Jember Tin Garden.

## **Results and Discussions**

### **Results**

This community service was carried out from October 5, 2025, to November 17, 2025. In early October 2025, the research team that has determined Jember Tin Garden as an object of service will visit Jember Tin Garden edutourism to conduct interviews about the current condition of MSMEs. The interview results were reviewed at the first joint meeting on October 7, 2025, by the entire JEMURORA research and service team.

In the meeting, it was concluded that the most prominent problem was regarding the promotional activities of Jember Tin Garden edutourism. In addition, the discussion in the meeting also finally gave birth to service plans in the form of three main activities (Figure 1), namely: (1) graphic design training for MSME members; (2) assistance in accessing mass media; and (3) facility assistance in the form of booths at the University of Jember Research Colloquium which will be held from November 17 to 18, 2025.

The service process continued with a visit to Jember Tin Garden edutourism to convey the meeting results and the service plan that the research team will implement. On the predetermined dates (October 10, 12, and 14, 2025), the first activity, namely design training, begins. This training was carried out three times. The primary material taught was basic graphic design knowledge, how to use the Canva application, which is the easiest graphic design tool for beginners, and the practice of creating promotional brochures for Jember Tin

Garden edutourism at the last meeting. After that, members of Jember Tin Garden edutourism were accompanied to design a banner for their offline promotion activities on November 17, 2025.



**Figure 1** Desain Graphic Training, Showcase Day, and Evaluation

The service then continued with the second activity, namely helping MSMEs Jember Tin Garden access mass media, including Jember 1 TV and MEMORANDUM.co.id, and Radio Republik Indonesia Jember. In this activity, the research team directly contacted the mass media and then accompanied Jember Tin Garden and the mass media during their briefing. The result of the briefing is the date of coverage, which is November 17, 2025, when Jember Tin Garden displays its products at the FEB UNEJ booth at the University of Jember Research Colloquium, held at the University of Jember Auditorium.

The peak activity in this service occurred on November 17, 2025, during the Jember Tin Garden Showcase, when MSMEs displayed all their derivative products at the booth and directly promoted them to hundreds of visitors to the University of Jember Research Colloquium from various backgrounds. At the Showcase activity, Jember Tin Garden Edutourism also displayed a roll-up banner designed by the MSME members, along with brochures distributed to participants. Most visitors to the Colloquium event visited the Jember Tin Garden Showcase booth, asked questions, and bought the products displayed there. In addition, on the day of the showcase, the mass media team came to do coverage. Members of MSME Jember Tin Garden, together with the JEMASURA research and service team, helped each other carry out the day's showcase activities.

The same thing happened on the second day of the showcase, where the Jember Tin Garden booth, facilitated by FEB UNEJ, was flooded with visitors, even more crowded than the previous day. Most visitors not only ask questions but also buy products, thereby increasing their direct sales. In the end, the promotion at the offline event went smoothly, the printed brochures were distributed, and information about Jember Tin Garden Edutourism was widely disseminated.

This service activity concluded with an evaluation attended by members of the research team and Jember Tin Garden, held at the University of Jember Auditorium immediately after the event on November 18, 2025. The subsequent evaluation was conducted after the interview with Jember Tin Garden edutourism, following the intervention.

## Discussion

The findings from the service program conducted by the JEMASURA research team are based on interviews with Jember Tin Garden edutourism, both before and after the intervention. Some of the focus areas in these findings are the digitalization of MSMEs and their promotion.

In the initial condition, the engagement of Instagram accounts as a media for product promotion and education, other than WhatsApp, which can reach various circles, is very low; this is evident from the number of likes and comments on their posts and stories. In the early stages of the business, content in the form of video reels and Instagram posts was posted continuously. However, in recent times, the Jember Tin Garden Instagram account has rarely posted content. It is because the team that takes care of the social media (who are service students as well) no longer has time to help members of Jember Tin Garden, so uploading content

to Instagram accounts is not as active as it was at the beginning. In addition, sales in the form of pre-orders, cash on delivery carried out through Instagram media are also rarely done for the same reason. MSMEs Jember Tin Garden is now more focused on promoting the edutourism derivative products when people visit the edutourism area. In addition, these MSMEs also rarely promote offline outside the educational area. It slows the rate of market share growth, affecting Jember Tin Garden's business performance.

Interventions carried out during the service by the JEMASURA research team-including graphic design training for Instagram content and other promotional matters, assistance in accessing mass media, and providing facilities to promote at offline events- have had several significant impacts on Jember Tin Garden. The graphic design training succeeded in providing members of Jember Tin Garden with knowledge and the courage to create digital promotional content independently. In addition, the banners and brochures designed and printed by members of Jember Tin Garden themselves for this training activity can be used as promotional materials at future offline events they will participate in (Figure 2).



Figure 2 Output: News, Banner, and Brochure

Subsequently, assistance in accessing mass media to expand the market share of Jember Tin Garden MSMEs is also quite helpful to them. The media that have covered and interviewed them write and process the interview results, then publish them on social media such as YouTube and on the official website of their coverage, available on search engines. When the research team cross-checked the coverage results, it appeared that their engagement was quite good: hundreds of readers accessed the news they published, hundreds of accounts watched the news videos uploaded to YouTube, and the coverage was reported in print newspapers, including MEMORANDUM.co.id, with thousands of subscribers.

This result is also supported by a fairly high sales figure, where 124 products were sold during the Showcase. It then became a motivation for the managers of Jember Tin Garden to promote their products and educational tourism at offline events. As for the impact of their online and offline promotions, several visits

occurred at the end of 2025 and early 2026. Several institutions that heard about the existence of fig orchards in Jember Tin Garden chose to visit for educational purposes about planting and caring for fig plants. These institutions are mostly elementary, junior, and high schools that conduct field studies. Some of the others come from Islamic boarding schools and public and private universities in Jember.

## Conclusion

The service program involving the JEMMASURA research team, the Faculty of Economics and Business, University of Jember, and several mass media supports the process of empowering Jember Tin Garden in facing one of the business problems they face regarding promotion. This service activity includes three main activities, namely graphic design training to increase the exposure of Jember Tin Garden members with the Canva application as an editing tool so that they are more familiar and accustomed to using it. Then the research team also assisted and assisted in contacting the mass media and conducting briefings before the interview was conducted, as well as providing facilities in the form of booths at the University of Jember Research Colloquium as a stage for Jember Tin Garden to introduce edutourism and derivative products of Jember Tin Garden edutourism to the general public.

The immediate implications of this intervention by the service program can be seen in the days after the service is completed. The graphic design training succeeded in increasing the courage of Jember Tin Garden members, most of whom are parents, to make graphic designs for the sake of their digital promotion, the results of coverage by the mass media and promotions at the offline event of the University of Jember Research Colloquium also succeeded in expanding the reach of the Jember Tin Garden market share, as evidenced by the increase in the level of visits to the edutourism.

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#### Conflict of interest

The authors declare no conflict of interest. The funders had no role in the design of the study; in the collection, analyses, or interpretation of data; in the writing of the manuscript, or in the decision to publish the results.