Ecological Literacy And Ecological Environmental Concern On The Implementation Of Green Economy Policy In Grobogan District MSMEs

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Article Info	Abstract
	The aim of this research is to examine the influence of ecological literacy and environmental awareness on the implementation of green economy policies in Grobogan Regency MSMEs. The research method used is quantitative research. The sampling technique is purposive sampling which has criteria for MSME business actors in Grobogan Regency who operate in the food and beverage sector. Data collection uses a questionnaire distributed directly to respondents. The research results simultaneously show that ecological literacy and environmental concern influence the implementation of Green Economy policies. Partially, ecological literacy and environmental concern influence the implementation of green economy policies in Grobogan Regency MSMEs. **Abstrak** Tujuan penelitian ini adalah untuk menguji pengaruh literasi ekologi, kepedulian lingkungan terhadap penerapan kebijakan green economy Pada UMKM Kabupaten Grobogan. Metode penelitian yang digunakan adalah penelitian kuantitatif. Teknik pengambilan sampel adalah *purposive sampling* yang memiliki kriteria para pelaku usaha UMKM Di Kabupaten Grobogan yang bergerak dalam bidang makanan dan minuman. Pengumpulan data menggunakan kuesioner yang disebarkan secara langsung kepada responden. Hasil penelitian secara simultan menunjukkan bahwa literasi ekologi dan kepedulian lingkungan berpengaruh terhadap penerapan kebijakan *Green Economy*. Secara parsial literasI ekologi dan kepedulian lingkungan berpengaruh terhadap penerapan kebijakan green economy Pada UMKM Kabupaten Grobogan.

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1. INTRODUCTION

Currently, various countries are experiencing problems from nature, energy resources, the environment and also food resources. There is a lot of exploitation of non-renewable natural resources. It worsens environmental resources due to human behavior that is not environmentally friendly. Then climate change and global warming can reduce the sustainability of the earth in meeting the needs and lives of humans in the world (Makmun, 2020).

Preserving the environment is an important thing that needs to be done by humans in maintaining the balance of the ecosystem. Environmental problems are not only the responsibility of individuals in a country, but all people in the world (Sai'idah, 2023). Indonesia is one of the countries that will face the biggest climate change, especially in the economic sector. This has caused Indonesia to commit to reducing carbon by 29% by 2030. Based on 2019, the energy sector is the largest contributor to greenhouse emissions, namely 45.7%, followed by the electricity sector at 35% and the transportation sector and industrial sector at 27% (Aisah et al., n.d.). If this is left unchecked, it will cause environmental damage, both related to business activities and the industry of companies or business organizations.

Currently, UMKM is still focused on business profit, not yet focused on product quality and the environment (Nadhifah et al., 2024). Lack of awareness of environmental impacts that will affect business sustainability, low knowledge and environmental costs because business actors have not been able to identify environmental cost components. Seeing this, ecological literacy is needed or better known as *eco literacy* and was first introduced by David W. Orr and Fritjof Capra in 1990 regarding value education regarding the introduction of environmentally friendly lifestyles. *Eco Literacy* is an important understanding for every human being to realize *a green economy* with a spirit of sustainable development.

Green economy is a mechanism that produces especially in improving and developing human welfare, reducing environmental risks. With the condition environmental benefits, improving the climate by reducing pollution . The concept of a green economy is one of the global strategies related to social, economic, and environmental crises. The creation of a paradigm for a green economy from society methodologically, conceptualization, implementation, and criticism leads to the challenges of a global strategy that has the goals of sustainability, poverty alleviation, and inclusion of vulnerable social sectors (Al-Taai, 2021).

Several studies on ecological literacy and environmental awareness of the green economy were conducted by (Setiyadi et al., 2023), the results of the study showed that there was a strong influence of ecological literacy on *the green economy* . The better the ecological literacy, the better the implementation of *green economy policies* . Research from (Maulita et al., 2020), (Zulfikar & Mayvita, 2019b), the results of the study showed that environmental awareness of business actors would encourage the successful implementation of *green economy policies* .

The novelty in this study is connecting ecological literacy with environmental awareness, which has not been widely analyzed. This encourages researchers to test whether the level of ecological literacy and environmental awareness can encourage the successful implementation of green economy in MSMEs. As a business actor, of course, it is necessary to pay attention to the environment and implement green economy as a form of social responsibility.

2. RESEARCH METHODS

This type of research is quantitative research using primary data in the form of questionnaires distributed to respondents. The population and sample in this research are MSME actors in Grobogan Regency. The sampling technique in this research was purposive sampling, with the criteria of MSMEs operating in the food and beverage sector. The total sample was 57 people. Questionnaire answers were then tabulated and processed using the SPSS application with multiple linear regression analysis.

3. RESULT AND DISSCUSSION

RESULT

The results of the determinant coefficient test in this study can be seen in the following table:

Tabel 1. Determinant coefficient test

Model	R	R Square	Adjusted R Square	Std. error of the Estimate
1	.649a	.421	.399	1.258

Source: Processed data, 2024.

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Based on the data above, the Adjusted R Square value is 0.399, so it can be concluded that the influence of the independent variables of ecological literacy and environmental concern on the independent variable is the green economy

Uji simultan (Uji F)

The F test aims to evaluate overall whether the regression model significantly explains the variation of the dependent variable

Table 2. Simultaneous Test

Model	Sum of Squares	Df	Mean Square	F	Sig.
Reggresion	62.087	2	31.044	19.625	.000[b]
Residual	85.421	54	1.582		
Total	147.509	56			

From the results of the analysis above in the simultaneous test or F test above, it shows that ecological literacy has a significant influence on the green economy. This is evidenced by the results of data processing whose significant value shows a value of 0.000, where the value is smaller than 0.05. This shows that the ecological literacy variable has an influence on the green economy.

Uji parsial (UJI T)

The t test aims to test the influence of each independent variable on the dependent. The following are the results of the f test in this study.

Table 3. Partial Test (t-Test)

Variabel	Unstandardized coefficients			T	Sig
	B	Std. Error	Beta		
Ecological Literacy (X1)	-.735	.131	-1.116	-5.600	.000
Ecological Enviromental (X2)	.605	.182	.663	3.326	.002
Green Economy(Y1)	24.203	2.165		11.181	.000

From the results of the analysis above, it shows that ecological literacy has a significant influence on the green economy. This is evidenced by the results of data processing whose significant value shows a value of 0.000, where the value is smaller than 0.05. This shows that the ecological literacy variable has an influence on the green economy.

Then the environmental concern variable also has an influence on the green economy. This is evidenced by the results of data processing whose significant value shows a value of 0.002, where the value is less than 0.05. This means that this value shows that there is an influence related to the environmental concern variable on the green economy.

DISCUSSION

Implementation of Green Economy Policy

Green Economy in simple sentences can be interpreted as a low-carbon economy, saving natural resources and social justice (Asrudi, 2021). The explanation is that the green economy is an economic idea developed from the concept of sustainable development where the green economy is a harmonious combination of poverty alleviation and increasing economic growth with environmental quality stability (Jumario & Marianus, 2023).

United Nation Environment Program (UNEP) defines Green Economy as one of the efforts to increase prosperity while at the same time reducing the impact of environmental damage. (Ryan Nugraha dkk, 2024). The point is the combination of development needs while at the same time respecting the limits of the environmental system. In other words, here, green economy is a development paradigm based on a resource efficiency approach

with a strong emphasis on internalizing the costs of natural resource depletion to environmental degradation, poverty reduction efforts by creating decent jobs and ensuring sustainable economic growth.

The Indonesian government also realizes the importance of implementing and implementing a green economy in a targeted and comprehensive manner. Therefore, it must be supported by government policies in order for its implementation to be successful. Talking about the green economy in Indonesia cannot be separated from efforts to support sustainable development and environmentally friendly policies (Lilik Handajani et al., 2019).

The influence of ecological literacy on the implementation of green economy policies

According to (Keraf, 2013), ecological literacy is something that describes a person's awareness of the importance of preserving the environment. (Keraf, 2013)also emphasized that ecological literacy is the ability of a person to have high awareness of ecosystem principles and use these principles to form a sustainable society. (Werdhiningsih et al., 2021) also added that the indicators of ecological literacy are by emphasizing an understanding of the dynamics of the modern world, the relationship between humans and the environment, a caring attitude and the practical competencies needed to act based on knowledge.

An important requirement to maintain environmental quality can be done by developing environmental literacy. This is because the development of environmental literacy aims to improve and prepare humans in understanding and solving issues in the environment because by instilling an attitude of caring for the environment, someone will be able to find solutions related to problems in the environment.

Green Economy in Indonesia emerged as a response to the urgency of environmental protection and sustainable development. Although Law Number 32 of 2009 concerning Environmental Protection and Management explicitly states that criminal acts related to environmental damage are not yet related to MSME activities, MSME business actors can be indirectly involved, for example MSME activities that have the potential to damage the environment. MSME actors are expected to play an active role in ensuring that the activities carried out do not harm the environment.

Environmental protection policy is a priority for the Grobogan Regency government. By encouraging the "Green Economy", the Regional Government emphasizes the importance of environmentally friendly investment and sustainable finance. This shows the public's awareness of the importance of environmental protection and sustainable development. Thus, the role of ecological literacy in supporting sustainability and protection through the concept of "green economy" is strategic. Through this approach, the regional government has the opportunity to be part of the Solution in Global Environmental Protection Efforts while ensuring long-term sustainability in accordance with central government policies.

The results of this study indicate that ecological literacy has an effect on the green economy (Werdhiningsih et al., 2021) . This means that MSME actors in Grobogan Regency have good ecological literacy to support the implementation of the green economy . These results are consistent with research conducted by the results of the study stated that ecological literacy has a significant effect on the implementation of the green economy.

Thus, from the understanding related to ecological literacy above, it can be concluded that ecological literacy includes several things such as basic knowledge, skills, attitudes and motivation of a person to be able to participate in finding solutions and anticipating existing environmental problems.

The Influence of Environmental Concern on Green Economy Policy

Environmental concern is an attitude or action of a person in overcoming damage to the natural environment and its surroundings, as well as efforts to repair the damage to nature that occurs. Environmental concern can also be said as an attitude in appreciating the environment that functions to create balance in humans where it is so that they can use various natural resources according to their needs. This is because environmental concern must start from the awareness of each individual. Likewise, someone who cares about the environment means that they are able to apply a sense of concern to their lives. Also added that environmental concern is carried out so that environmental balance is maintained. So the environment can be said to be balanced if the components contained in it are in the portions they should be (Firdausy, 2011).

The role of criminal law in ensuring the effective implementation of the Green Economy and compliance of MSMEs with environmental regulations is very important. Criminal law can be used as a law enforcement instrument that encourages MSMEs to adopt environmentally friendly practices and comply with existing regulations (Firdausy, 2011).

The existence of a green economy policy for MSME business actors in Grobogan Regency places the role of law where criminal law can act as a means of preventing violations of the law by setting fairly strict sanctions for MSME actors who violate environmental provisions. These sanctions can include fines, suspension of business licenses and even imprisonment for individuals responsible. With these strict sanctions, it is hoped that MSME

business actors in Grobogan Regency will be more motivated to comply with environmental regulations and carry out their business activities in a sustainable and environmentally friendly manner. In addition, criminal law also functions as an educational tool to increase awareness of the community and MSME business actors regarding the importance of environmentally friendly policies and the legal consequences of violating environmental regulations.

The results of the study show that environmental awareness has a significant effect on the implementation of green economy policies. This indicates that MSME actors are aware of protecting the environment and supporting the success of implementing economic policies. The study is also the same as that conducted by (Zulfikar & Mayvita, 2019a) and (Adham et al., n.d.) shows that environmental concern has a positive effect on the green economy.

Environmental concern is also in line with the concept of green economy or commonly known as green economy where in green economy activities do not ignore environmental aspects, but in their activities they pay close attention to the problems of the surrounding environment. In addition, green economy also in its activities expects the realization of welfare while still paying attention to the balance of nature around it.
(Mubarok, 2023) in his research also added that activities that embrace the green economy or green economy try to limit the use of various natural resources. According to (Alwasi, 2023) the economic system does not always have to seek as much profit as possible by damaging the environment. However, welfare and profit can also be achieved by continuing to pay attention to the environment and the surrounding ecosystem.

4. CONCULSIONS AND SUGEESTIONS / RECOMMENDATIONS

4.1 Conclusions

Ecological literacy and environmental awareness have an impact on the implementation of green economy policies. The existence of a green economy implementation policy for MSME business actors in Grobogan Regency places the role of law where criminal law plays a role as a means of preventing violations of the law by setting fairly strict sanctions for MSME actors who violate environmental provisions so that MSME actors can be responsible by using environmentally friendly materials and caring for the environment by complying with existing regulations.

4.2 Recommendations

Further researchers are advised to add broader research objects and use other methods in conducting research and add research variables related to the green economy

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5. ACKNOWLEDMENTS

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