



DOI: <https://doi.org/10.31933/dijms.v5i5>

Received: 02 June 2024, Revised: 09 June 2024, Publish: 23 June 2024

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## Application of SWOT in Improving Sustainable Entrepreneurship (K'S Eco Bag Case Study)

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**Abstract:** One of the global problems currently being faced is environmental contamination or damage. Plastic is one of the biggest contributors to waste. For this reason, K's Eco Bag is here as a solution to reduce the amount of plastic waste that accumulates in the environment by recycling plastic into bags. This research aims to analyze the application of SWOT in increasing sustainable entrepreneurship in the K's Eco Bag business. The results of this research are that the K's Eco Bag business has implemented a sustainable concept, by turning plastic waste into bags that have a high selling value and collaborating with the Fairatmos organization to reduce carbon emissions in the environment. SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) used in developing sustainable entrepreneurship for K's Eco Bag recycled plastic bags can help this business maximize existing potential and opportunities while overcoming weaknesses and threats that may arise. so that it can compete in the fashion industry market. With this approach, businesses can increase profitability and long-term sustainability. The purpose of this article is to build a hypothesis of the influence between variables that will be used in further research. Research objects in online libraries, Google Scholar, Mendeley and other academic online media. The research method with qualitative method sourced from previous research literature from researchers.

**Keywords:** Environmental Contamination, Plastic Recycling, Sustainable Entrepreneurship, SWOT Analysis, Carbon Emissions, Long-term Sustainability

### INTRODUCTION

Entrepreneurship currently plays an important role as one of the main motors in driving the economy for society. Many people in the wider community have established MSMEs (Micro, Small and Medium Enterprises) as their main or side jobs. According to Pranowo et al., 2018, the MSME sector is an activity that controls more than 95% of Indonesia's economic structure (Kusnilawati, 2022). Entrepreneurship is considered an important factor in economic and social development, encouraging job creation, and increasing production and services. .

Sustainable entrepreneurship is a business practice that takes into account economic, social and environmental aspects to achieve long-term goals. This means that entrepreneurs not only pay attention to profitability, but also the impact on society and the surrounding environment. This is in line with (Burhanudin et al., 2023), sustainable entrepreneurship is a process of identifying, evaluating and seizing entrepreneurial opportunities that minimize the impact of business on the natural environment and create benefits for society as a whole and for local communities. According to Saputra and Ida (2021), building a sustainable business can help solve economic, social and environmental problems. The concept of sustainable entrepreneurship emphasizes finding, creating and exploiting business opportunities that not only provide financial benefits, but also have a positive social and environmental impact on society. One of the global problems currently being highlighted is environmental pollution. According to (Sompotan & Sinaga, 2022), the problem of environmental pollution is a problem for all living creatures, along with the increase in human population, the development of science and technology which is used to support industry and business. Information collected from the National Waste Management Information System (SIPSN) in 2023, which was obtained from 169 districts/cities throughout Indonesia, shows that the total national waste accumulation has reached 19.5 million tons. Of the total amount of waste produced nationally, 66.8% or the equivalent of 13 million tonnes has been successfully managed, while the remaining 33%, or around 6.5 million tonnes, is still not managed properly. Plastic waste is ranked 2nd as the largest contributor to waste, namely 18.8%. This can of course cause environmental problems if not addressed immediately.

Recycling plastic waste is one step to overcome the waste problem by considering the potential use of recycled plastic waste. Thus, plastic waste is not only considered a source of problems, but also a business opportunity (Nofiyanti et al., 2020). According to (Astuti & Budi, 2020) by applying creativity, plastic waste can be transformed into products that have value and benefits. This recycling process is not only intended to turn plastic waste into valuable handicrafts but also creates jobs for the local community.

One of the MSMEs that uses plastic waste to make crafts is K's Eco Bag. The product produced by K's eco bag is a woven bag made from recycled plastic. The process of making these bags involves local village residents, so it not only helps reduce plastic waste but also increases the economic potential for the surrounding community. K's eco bag really pays attention to caring for the environment, for this reason K's eco bag collaborates with Fairatmos, an organization that works to reduce carbon emissions in the environment. With this collaboration, every bag made at K's Eco Bag participates in reducing the amount of carbon, so that every bag produced is environmentally friendly not only in terms of materials, but also in the manufacturing process (Dipa, 2023).

Currently, competitive pressure is a challenge faced in the business world, this requires MSMEs to think about how to adapt and follow the dynamics of market changes (Setyo Pranowo et al., 2020). SWOT analysis is one way to evaluate strategies in entrepreneurship so that the business being run is able to compete with existing competitors. According to (Hardiansya Hardiansya et al., 2023a), SWOT analysis is a systematic process of identifying various factors to formulate company strategy. These factors include strengths, weaknesses, opportunities and threats. With this SWOT analysis, it is hoped that K's Eco Bag will be able to become a sustainable MSME with high competitiveness in the market.

Based on the problems that have been explained, the aim of this research is to evaluate the application of SWOT in increasing sustainable entrepreneurship in the K's Eco Bag business. By focusing on sustainable aspects and sustainability of the K's Eco Bag business, this research is expected to make a positive contribution in increasing the competitiveness of K's Eco Bag in the market.

## **Sustainable Entrepreneurship**

Sustainable entrepreneurship encourages the development of solutions capable of addressing social and environmental challenges. It involves the process of identifying, creating and exploiting opportunities to create future products and services that support the sustainability of the natural environment and the well-being of society, as well as encouraging the development of the wider population. Entrepreneurship is a trait that is formed from habit. A well-managed habituation process will produce thriving entrepreneurship. When the entrepreneurial spirit is realized in the form of a business, a person can become a reliable businessman who continues to innovate and be creative in developing his business (Setyobakti et al., 2022).

Sustainable entrepreneurship is based on the concept of sustainable development, defined as development that meets current needs without reducing opportunities for future generations to use resources. Sustainable entrepreneurship is a new approach that combines the principles of sustainable development into business activities. In contrast to conventional entrepreneurship which focuses on achieving maximum profits, sustainable entrepreneurship aims to create new businesses by balancing three main aspects, namely economic, social and environmental (triple bottom line). From an economic perspective, the existence of sustainable entrepreneurship opens up opportunities to achieve profitability while reducing the negative impact of economic activities on the environment (Andriyati et al., 2024).

Sustainable entrepreneurship is one of the long-term goals that every entrepreneur continues to strive for. Business continuity is greatly influenced by the steps taken at this time and is a crucial factor because conditions continue to change, both external and internal to the company, which influence business dynamics. (Pratomo et al., 2019).

### **SWOT (Strengths, Weaknesses, Opportunities, and Threats)**

According to Anggreani (2021), every organization has strengths and weaknesses in various functional aspects of its business, which is the essence of SWOT analysis. No company as a whole has the same strengths in all business areas or has the same weaknesses in all business areas. A combination of internal strengths and weaknesses, along with external opportunities and threats, as well as a clear mission statement, forms the basis for establishing strategy. Goals and strategies are then designed to optimize internal strengths and overcome weaknesses.

SWOT analysis is an approach used to identify a company's internal strengths and weaknesses, as well as external factors that become opportunities and threats. This analysis includes strengths, which are positive internal resources that the company has and support the achievement of its strategic goals. Weaknesses are a lack of resources that can hinder the achievement of strategic goals. Opportunities are external conditions that can help a company achieve its goals. Threats are external conditions that can make it difficult for a company to achieve its goals (Pratiwi & Rohman, 2023). SWOT analysis is based on logic that optimizes strengths and opportunities, while minimizing weaknesses and threats (Aulia et al., 2023). The SWOT analysis process can be divided into five main steps: first prepare a SWOT session, second identify strengths and weaknesses, third identify opportunities and threats, fourth rank strengths and weaknesses, fifth analyze strengths and weaknesses. The resulting strategy is very important for running marketing efforts and business development in the future (Hardiansya Hardiansya et al., 2023).

According to Mashuri & Nurjannah (2020) SWOT analysis is a systematic process of identifying various factors used to plan company strategy. This method is used to assess strengths, weaknesses, opportunities and threats in a project or business. The SWOT acronym itself consists of these four factors: strengths, weaknesses, opportunities and threats. SWOT is an abbreviation for the Internal Strengths and Weaknesses environment as well as the external environment Opportunities and Threats faced in the business world.

## **K'S Eco Bag**

This woven bag is a form of sustainable economy where business owners process plastic waste by considering factors such as color and quality. In the process of selecting raw materials, business owners collaborate with waste collectors. Once selected, the waste is converted into raw material for making woven bags. This practice contributes to reducing the amount of plastic waste thrown away. This woven material has economic value that needs to be maintained and preserved. Therefore, this waste processing activity provides many benefits, both for business owners and the government. This uniqueness is a characteristic of the woven bag business (Winih & Damanuri, 2023). The plastic woven bag industry has become a sector that makes a major contribution in creating jobs and generating income for people in various regions (Sidanti et al., 2024).

K's Eco Bag is an innovation in the fashion industry. K's eco bag is able to make recycled bags more contemporary, keeping up with the times. The ability to innovate is an important factor that entrepreneurs must have in managing their business. Innovation aims to strengthen the competitiveness of the business world (Hendayana, Suryana, et al., 2019). Innovation can be new products, services, ideas and things. Innovation shows that every business activity carried out is new and unique. Entrepreneurship-oriented businesses will always try to produce new, innovative products and dare to face risks (Hendayana, Ahman, et al., 2019).

K's Eco Bag is a woven bag made entirely from recycled plastic. This product was launched by K's Eco Bag, completely using recycled plastic materials. The manufacturing process involves local villagers, which contributes to reducing plastic waste while increasing economic opportunities for local communities. An important aspect of this venture is its social and economic implications. By involving village residents in the production process, K's Eco Bag provides employment opportunities and additional income for them. By applying recycling principles as the main focus of its production, K's Eco Bag shows that recycled plastic can be a quality alternative raw material. To expand its commitment to sustainability, K's Eco Bag partners with Fairatmos, an organization that emphasizes efforts to reduce carbon emissions. Through this collaboration, every bag produced by K's Eco Bag contributes to reducing the carbon footprint, so that every bag produced is not only environmentally friendly in terms of raw materials, but also in the manufacturing process (Dipa, 2023).

## **Vision and mission**

### **Vision**

To become the leading and most popular K's Eco Bag that offers high quality and unique bag products, and contributes to reducing plastic waste in the environment.

### **Mission**

1. Providing high quality K's Eco Bags with high quality raw materials.
2. Develop and perfect technology to be able to process plastic waste optimally and efficiently.
3. Establish cooperation with parties who care about the environment to reduce plastic waste around us.

## **METHOD**

### **Research Approach**

This research applies qualitative methods to achieve a comprehensive understanding of the potential of sustainable entrepreneurial businesses, especially at K's Eco Bag. This approach was chosen to detail the various complex and contextual aspects involved in this business.

### Research design

The research design used is a case study. This method was chosen because case studies allow researchers to investigate business phenomena in depth, providing in-depth insight into the factors that can influence the success and sustainability of the K's Eco Bag business.

### Research subject

This research involved the business owner of K's Eco Bag. It is hoped that their participation can provide more detailed and varied insights regarding important aspects in developing this business.

### Data collection

Data will be obtained through in-depth interviews with business owners, participant observation at production locations, as well as analysis of related documents such as financial reports and marketing strategies. This combined approach is expected to provide rich and in-depth data.

### Data analysis

Data analysis will use an inductive approach, allowing findings to emerge naturally from the data without being limited by previous conceptual frameworks. Thematic coding will be applied to identify patterns, relationships and key findings from the data. By explaining the research approach, design and procedures in detail, it is hoped that this research can provide an in-depth and contextual understanding of the application of SWOT in improving sustainable entrepreneurship and the sustainability of the K's Eco Bag business.

## RESULTS AND DISCUSSION

### Product Profile

#### “K's Eco Bag”



Figure 1. K'S Eco Bags Product Logo

K'S Eco Bag bags are local bags made entirely from recycled plastic with the aim of reducing plastic waste while increasing economic potential for the community. Bags have uses for everyday needs, even now bags have become a fashion item.

This program started in 2017, Devi Kurniawan discovered a market need for alternative lifestyle solutions that cared more about the environment. He visited several villages in Indonesia and met directly with housewives and farmers. Through this interaction, Devi discovered that many of them had the skills to make bags from recycled plastic. Over time, in 2020, K's Eco Bags gained additional expertise and a new outlook with the arrival of Erni Febriana as product manager. Erni, who has experience in sustainable fashion, was instrumental in creating K's Eco Bags which are not only practical but also have a prominent visual appeal, which is crucial in product development and business strategy. To enhance its

commitment to sustainability, K's Eco Bags partners with Fairatmos, an organization focused on carbon emission reduction initiatives. By adopting recycling as the main principle of its production, K's Eco Bags illustrates the potential of recycled plastic as a quality alternative raw material. In the production process, they ensure that each bag has excellent durability and quality, while maintaining an attractive design.

### **SWOT Analysis as Business Feasibility**

To start a business successfully, it is important to evaluate your capabilities and competitive environment using a SWOT analysis as a guide.

#### **Strength (Strength)**

I am sure that K's Eco Bag will be accepted by the public because this bag has strong resistance and really supports the environment. This bag can be used repeatedly. The hand bags produced by K's Eco Bag are made from raw materials from recycled plastic waste which are processed into hand bags that can be reused. In the manufacturing process, it can be ensured that each bag has superior durability and quality, while still maintaining an attractive design aesthetic (Pambudi & Chalik, 2022).

#### **Weakness**

Firstly, woven plastic bags often look less luxurious or elegant than synthetic leather bags. This can be an important factor for consumers who are looking for fashion accessories with a more exclusive look. Second, woven bags are sometimes less flexible and can feel uncomfortable if worn for a long time, especially if the design is stiff. Third, plastic materials tend to fade quickly and look worn after prolonged use. Plastic webbing can also lose its original shape if repeatedly subjected to heavy loads. Fourth, woven bag designs are more limited to traditional shapes and styles. Apart from that, the variety of colors and shapes is also more limited. Fifth, plastic materials tend to fade quickly and look worn after prolonged use. Plastic woven bags can also lose their original shape if repeatedly subjected to heavy loads.

#### **Opportunities**

K's Eco Bag has opportunities such as, firstly, the trend of consumers who care about the environment: the development of consumer trends that are increasingly paying attention to environmental sustainability. and looking for environmentally friendly products can open up business opportunities (Fitri et al., 2021). Second, limited natural resources: limited natural resources and increasing prices of raw materials can encourage public interest in products made from recycled raw materials (Winih, 2023). Third, technological innovation: technological advances in recycling processes and weaving techniques can increase product efficiency and quality, while reducing production costs.

#### **Threats**

First, tight competition with genuine and synthetic leather bags. Genuine leather bags are often considered more luxurious and of higher quality than plastic bags. Consumers who are looking for premium products tend to prefer genuine leather because of its elegant appearance and durability. Meanwhile, synthetic leather has come a long way in terms of quality and appearance, often very similar to real leather. This provides a cheaper but still elegant alternative for consumers. Second, limited resources. The availability of adequate and good quality used plastic raw materials can be a challenge in running the K's Eco Bag business. If the raw materials are not enough or the quality is low, bag production can be hampered or even stopped (Winih, 2023). Third, dependence on the market. K's Eco Bag business is very dependent on market demand. If the market does not show enough interest in

this product, the business could experience a decline in revenue. Fourth, dependence on raw material prices. Dependence on the price of used plastic raw materials can be a threat. If raw material prices rise, production costs will also rise, which can affect business revenues.

### **Implications with Sustainable Entrepreneurship**

Sustainable entrepreneurship combines economic, social and environmental aspects evenly in all operational phases, with the aim of achieving long-term profits while providing a positive impact on society and the environment (Istiqomah et al., 2023). This creates strong synergies by integrating innovation, economic growth and social responsibility. Sustainable business practices are key in reducing negative impacts on the environment by accepting environmentally friendly production and consumption models. In addition, the focus on community welfare produces positive impacts by increasing access to employment, education and basic services. (Rustyawati & Siswoyo, 2023).

K's Eco Bag provides various positive impacts for sustainable entrepreneurship. Making K's Eco Bags from recycled plastic can increase public awareness about the importance of sustainable plastic waste management. By converting plastic waste into valuable products such as K's Eco Bag, people can play an active role in reducing environmental pollution and earning a more stable income. Apart from that, this sustainable business can also improve people's skills in processing waste and develop creativity to produce environmentally friendly products.

As a brand from Indonesia, K's Eco Bag reflects the country's great potential in integrating innovation, traditional craftsmanship and commitment to sustainability. With diverse community skills and a wealth of natural resources, the solutions presented by K's Eco Bag illustrate how innovation and sustainability can come together to create products that have a positive impact on society and the environment.

### **K'S Eco Bag Business Challenges and Opportunities**

K's Eco Bag faces several challenges, namely: first, higher production costs because bioplastics, which are used as the basic material to make recycled bags, produce goods with higher production costs than conventional plastics. This can be a challenge for companies looking to start a recycling business. Second, market limitations: even though bioplastics are more environmentally friendly, the market for products using this material is still limited, making it difficult for companies to find customers who are ready to use recycled products. Third, limited access to raw materials: raw materials such as plastic bottles, paper and cans must be obtained from renewable sources. This limited access can be an obstacle in the production of recycled products.

On the other hand, K's Eco Bag also has business opportunities, namely: first, increasing environmental awareness: public awareness about the importance of preserving the environment and reducing the use of single-use plastic is increasing, which can increase demand for environmentally friendly products such as recycled bags. Second, great business potential: the recycling business has great potential, especially if companies can find ways to reduce production costs and increase efficiency, making it very profitable. Third, the need for more sustainable solutions: people are increasingly looking for more sustainable and environmentally friendly alternatives for their daily needs, and recycling bags can be one of the effective and sustainable solutions.

### **CONCLUSION**

K's Eco Bag has great potential for development because this product is considered superior and has collaborated with organizations that aim to reduce the amount of carbon emissions. This product is the result of local production with raw materials from plastic waste, so the production of K's Eco Bags participates in efforts to reduce the carbon impact.

This makes every bag produced not only environmentally friendly in terms of the material, but also the manufacturing process. The raw materials used are also environmentally friendly and have economic value.

SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) used in sustainable entrepreneurial development for K's Eco Bag recycled plastic bags can help this business optimize its strengths and opportunities, as well as overcome emerging weaknesses and threats. By understanding these aspects, entrepreneurs can formulate effective strategies to advance their business. Such strategies may include developing more innovative products, improving product quality, emphasizing environmental stewardship, and improving customer service. With this approach, businesses can increase profitability and long-term sustainability.

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