



Analysis of the Level of Awareness and Implementation of Sustainable Development Goals (SDGs) in MSMEs in Supporting Economic Growth

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Abstract

MSMEs play a vital role in the Indonesian economy, yet their awareness and implementation of the SDGs remain poorly understood. This study emphasizes the importance of understanding and implementing the SDGs to enhance sustainable economic progress for micro-enterprises. The method used was a qualitative case study, designed to gain in-depth insight into the real-world situations faced by micro-enterprises. Information was collected through semi-structured discussions with MSME stakeholders and relevant individuals. The findings indicate that understanding and implementation of the SDGs among micro-enterprises are suboptimal and still face various obstacles, influenced by a lack of knowledge, limited access to information, and a lack of resources. However, the implementation of SDG principles promises to improve business performance, enhance competitiveness, and facilitate economic growth for MSMEs if supported by education, mentoring, and the integration of sustainability principles into business management.

INTRODUCTION

According to Article 1 of Law No. 20 of 2008 concerning MSMEs, micro-enterprises are productive businesses owned by individuals or sole proprietorships that meet the criteria for micro-enterprises as stipulated in the law. According to Munthe et al. (2023), small businesses are independent productive economic enterprises run by individuals or business organizations and are not subsidiaries or branches of larger businesses, whether managed directly or indirectly by or part of medium or large businesses, that meet the criteria for small businesses according to the law. In addition to using online payment and sales methods, one way to develop the MSME industry is to increase innovation, creativity, adaptation, and skills of MSME actors by producing innovative and competitive goods so that their businesses can continue to grow (Nurlaila et al., 2022).

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Entrepreneurs in Tanjung Pura Regency are still relatively unaware of the SDGs. The concept of the SDGs has not been fully understood in their business operations because many entrepreneurs have never been contacted or provided with clear information about them. The level of awareness indicates how well micro-entrepreneurs understand, acknowledge, and realize the importance of the SDGs and the need to incorporate these concepts into their business operations. Their capacity to create jobs is a key factor contributing to the importance of MSMEs. MSMEs provide much-needed jobs in a world where unemployment is a major problem in many countries (Kaswinata et al., 2023). According to the latest data from the Ministry of Cooperatives and SMEs in 2024, Indonesia has more than 65 million MSMEs, or approximately 99% of all business units nationwide. Furthermore, MSMEs contribute more than 60% of the national GDP and employ approximately 97% of the Indonesian workforce.

Economic growth refers to increasing the capacity of small businesses to earn income, expand their operations, and improve welfare in a sustainable manner (Janah & Tampubolon, 2024). This study views economic growth not only as increased profits, but also encompasses aspects of business progress, efficiency, competitiveness, and a company's ability to survive and thrive while adhering to the principles of the SDGs. The SDGs represent a global benchmark implemented at the national and regional levels. Therefore, it is crucial for local governments to contribute to achieving the SDGs. Local governments have the resources and authority to innovate in public services and other policies (Dzulqarnain et al., 2024).

The SDGs form a global framework adopted by all United Nations member states in 2015, aiming to foster a fairer, more prosperous, and sustainable future for everyone on the planet by 2030. The framework includes 17 key goals and 169 specific targets addressing a range of systemic issues, from eradicating poverty and hunger to improving education and healthcare, and urgently addressing climate change. Unlike previous development initiatives, the SDGs uphold the crucial principle of “Leave No One Behind,” emphasizing that progress must be felt inclusively across all segments of society, without exception (Setiawan & Caroline, 2020).

However, the impact of these efforts depends heavily on micro-entrepreneurs' understanding of the importance of running their businesses sustainably and responsibly. Achieving these SDGs can transform Indonesia into a developed nation, capable of progress in all areas and efficiently implementing sustainable economic principles. This potential will enable Indonesia to fully realize its potential as a developed nation (Pangestu et al., 2021).

In the Indonesian economy, small businesses, known as MSMEs, are crucial for job creation. MSMEs are expected to grow and help stimulate the economy, despite their current slow growth. Furthermore, these small businesses need to innovate and utilize digital technology to reach more customers, which will help increase demand (S. Nasution & Silalahi, 2022). MSMEs, which include micro, small, and medium enterprises (MSMEs), are a key component of Indonesia's economic growth. Continued support for these businesses is crucial to ensure they can overcome challenges and move toward more advanced, independent, and influential economic growth (Marliyah et al., 2022). Many MSMEs are run by individuals from the lower-middle class, and they offer these communities the opportunity to develop their own businesses (Putri et al., 2023).

One of the main obstacles preventing micro-enterprises from fully contributing to sustainable economic growth is limited knowledge, access to information, and resources. To boost the local economy, the government has initiated initiatives focused on developing MSMEs. This development is a collaborative effort between the community and the government. Therefore, both

parties play a crucial role in accelerating MSME growth (Lubis & Salsabila, 2024).

In Tanjung Pura Regency, understanding how awareness and practice of the SDGs impact micro-enterprise growth is crucial. This study aims to provide better insight into how awareness and implementation of the SDGs can improve the performance and growth of these small businesses. The findings are also intended to guide the government and other stakeholders in creating policies and programs that empower micro-enterprises for sustainable economic development (Taasiringan & Ambiyar, 2025).

Most research on micro-enterprise economic growth has focused on traditional factors such as funding, access to financial services, product innovation, and government support. However, sustainability-related factors, such as the SDGs, are often overlooked as factors influencing business growth, particularly for micro-enterprises. Furthermore, many studies focus on broader economic issues or simply explain how the SDGs are implemented without assessing their impact on business growth. Furthermore, awareness and implementation of the SDGs among micro-enterprise owners remain relatively low and underexplored. This study aims to address this gap by comprehensively examining how awareness and implementation of the SDGs influence the economic growth of micro-enterprises.

Although micro-entrepreneurs in Tanjung Pura Regency may not yet fully understand the theoretical concepts of the SDGs, some of their business methods do reflect the principles of sustainable development. Research conducted at various facilities, including a rice mill, a tamarind factory, a bamboo factory, a chip factory, and a chicken egg factory, has demonstrated the indirect application of sustainability values. This observation suggests that compliance with the SDGs in micro-enterprises remains largely implicit or unintentional.

This research is crucial in providing an empirical overview of how understanding and implementing SDG principles can promote economic sustainability in the micro-enterprise sector, which plays a crucial role in the national economy. These findings are expected to inform the development of SDG-focused mentoring programs aimed at strengthening MSMEs.

The Role of Micro, Small, and Medium Enterprises (MSMEs) in the SDGs Goal of Poverty Reduction in Demak City (Umah et al., 2025) shows that MSMEs play an important role in reducing poverty through job creation and increasing community income, but still face obstacles in financing, infrastructure, and business competition. Furthermore, the Implementation of Sustainable Development Goals (SDGs), Goal 8 on Micro Business Actors in Padas Village, Karangnom District, and Bonyokan Village, Jatinom District, Klaten Regency (Handoyo et al., 2023), shows that the implementation of SDGs Goal 8 has not been effective due to the low understanding of micro business actors and stakeholders regarding SDGs indicators. Finally, Analysis of the Influence of MSMEs on Economic Growth in Improving Finance and Health Status in Indonesia (Agustin et al., 2022) shows that MSMEs have a significant influence on economic growth, increasing labor absorption, and supporting the achievement of SDGs and improving public health. However, these studies generally focus on the implementation of SDG policies, business development strategies, or general sustainability practices. Studies specifically analyzing MSMEs' awareness of the SDGs, the implementation of SDG principles in business activities, and their implications for economic growth in the local context are still relatively limited.

Development that meets the demands of the present generation without compromising the ability of future generations to meet their own needs is considered sustainable development (A. M. Nasution et al., 2024). To create an inclusive, sustainable, and resilient future for people and the planet, sustainable development requires a collective effort. According to the Central Bureau of Statistics (2021),

sustainable development can be achieved by aligning economic growth, social inclusion, and environmental protection.

To enable them to adapt to economic and technological changes, the SDGs also support strengthening innovation and business growth. Improving product quality, using basic technology, and improving production and marketing systems are some of the ways micro-enterprises can implement SDG principles (Purwaamijaya et al., 2025). These actions are crucial for increasing the competitiveness of micro-enterprises and enabling them to make a greater contribution to economic growth. Furthermore, sustainable development seeks to reduce social and economic disparities. Micro-enterprises are crucial for increasing access to the economy for low-income populations and groups, particularly those lacking access to capital and technology. Micro-enterprises have the potential to reduce economic disparities and contribute to income equality in society through effective and sustainable business administration (Khoiriyah & Pratama, 2025).

The SDGs highlight the need to create good jobs and support inclusive economic growth for all. This point emphasizes the need for sustainable economic growth that includes everyone, especially the poor or those at risk of being treated unfairly in the economy. In this regard, small businesses are expected not only to survive but also to thrive and contribute to economic growth. If small business owners understand these principles, it will influence the way they run their businesses, including managing employees, increasing productivity, and planning for the future (Kadeni & Srijani, 2020). In recent years, the focus of the business world is no longer limited to profit and growth alone, but also to long-term business sustainability. Sustainable development means finding ways to grow our economy while being fair to everyone and protecting the environment. The SDGs demonstrate the importance of this balance. Small businesses play a crucial role in achieving this goal because their activities directly impact the social and economic situation of the community. Furthermore, economic growth needs to consider environmental and social factors. To continue developing sustainably, we need to use resources wisely and efficiently while also paying attention to the environment and society. This is in accordance with the idea of Sustainable Development (Ponto, 2023).

Beyond social and economic factors, the SDGs also highlight the need for responsible production and consumption practices. For small businesses, this means using materials wisely, managing waste properly, and considering how their production impacts the environment. In Indonesia, these ideas are beginning to be incorporated into state regulations to help reduce natural resource use, curb pollution, and find a balance between generating revenue and protecting the environment. Small and medium enterprises can significantly contribute to achieving these goals. For example, by using natural resources wisely and reducing waste, small and medium enterprises can generate more revenue and help protect the environment (Dwitasari & Sisdianto, 2025).

The SDGs focus on three key development areas: social, economic, and environmental. Economically, this plan will work best if the private sector and small businesses participate. We need to focus on economic growth while also being responsible for production and protecting the environment. Integrating the SDGs into national plans and business approaches is not only the right thing to do; it's also the smart move. This helps protect resources and ensures a good quality of life for future generations in a changing world (Firdaus, 2022).

Small businesses are implementing various practical practices, including energy efficiency, waste minimization, and the use of more sustainable raw materials in their production. These measures help them meet growing customer demand for environmentally friendly options. These changes help streamline operations and also create greater customer confidence and loyalty. This suggests that incorporating

environmentally friendly practices into business plans is crucial for small and medium-sized businesses seeking to gain a long-term competitive advantage (Setyawan et al., 2022).

MSMEs are productive businesses owned by individuals or sole proprietorships, and they meet specific criteria to be classified as micro, small, or medium enterprises. Small and medium enterprises (SMEs) are crucial to a country's economy. They help create numerous jobs, help people earn more money, and help alleviate poverty. Furthermore, MSMEs help local economies grow because they can continue operating even during difficult economic times and adapt to new market changes. Therefore, MSMEs are not only crucial to the local economy but also play a key role in supporting long-term economic growth (Al Farisi & Fasa, 2022).

METHODS

This research uses a qualitative method with a case study design to explore in-depth the level of awareness of MSMEs regarding the Sustainable Development Goals (SDGs), the implementation of SDG principles, and their effectiveness in developing small and medium enterprises. Qualitative methods were chosen because this research aims to gain a deep understanding of the phenomena involved, particularly in terms of awareness and actual implementation of SDGs by business actors. This research is descriptive qualitative. Qualitative research methods are approaches used to study natural situations and objects, with researchers playing a central role as the primary tool for collecting information (Imsar in Siregar et al., 2023:53). This method allows researchers to see more in-depth details about the experiences, views, and knowledge of people involved in the business that cannot be captured using only numbers. Furthermore, a qualitative approach offers greater flexibility in identifying factors that influence how business actors behave and make decisions regarding implementing sustainability practices, leading to more detailed and contextually relevant research findings.

Semi-structured interviews were conducted with business owners from Tanjung Pura Regency, the research location, due to its diverse MSMEs operating in the processing sector, such as morning milling, tamarind processing, spice crafts, chip production, and egg processing. The interviews aimed to gather details about their personal experiences, challenges they faced, and the types of support or empowerment programs they had participated in. An interview guide was developed using the research problem and objectives to maintain consistency in the data collection process (Mirosea et al., 2024).

The collected data was then analyzed using a method called qualitative descriptive analysis. The analysis process includes data reduction, data presentation, drawing conclusions, and checking the results. Data was reduced to select and concentrate information that was important for the research objectives, and the data was presented in a clear and organized manner to help people understand how the findings were interrelated. Conclusions were drawn step by step by assessing the consistency and order of the results obtained from the field data.

Furthermore, this method is effective for analyzing business actors' strategies and experiences in dealing with various conditions, as it allows researchers to observe phenomena directly through interactions with respondents. Qualitative approaches are widely used in MSME research to gain a deeper understanding of survival strategies, business management, and decision-making processes (Salwah et al., 2025).

RESULT AND DISCUSSION

Interviews with micro-business owners in Tanjung Pura Regency clearly show that awareness of the SDGs remains relatively low. The study covered five small businesses: a rice mill, a tamarind processing plant, a bamboo processing unit, a chip production facility, and a poultry egg processing plant. Most of the informants from these five businesses stated that they were not yet fully aware of the SDGs and had not received any information about the concept of sustainable development. This suggests that dissemination of information about the Sustainable Development Goals to small business owners remains ineffective.

According to interviews with five small business owners in Tanjung Pura Regency on Thursday, April 23, 2026, it appears that most people are unfamiliar with the SDGs. At a bamboo factory, the business owner said he had never heard of the term SDGs before. Owners of a rice factory and a tamarind factory also expressed similar concerns, saying they had never heard of the SDGs before. Meanwhile, the owner of a chicken egg factory said he had heard of the term SDGs but was still unsure what the concept actually means or what its purpose is. Unlike other respondents, the owner of a chip factory acknowledged that the SDGs are goals set by the government. However, his understanding was still rudimentary, and he did not demonstrate a clear application of SDG ideas in his business.

The interviews revealed that most micro-business owners had not received sufficient information or support about the SDGs. Despite this, each factory had implemented various practices aligned with sustainable development principles. These included collaborating with local communities, using materials from local suppliers, maintaining high product quality, and managing waste in a manner that was feasible for their business. However, these practices were implemented due to the company's operational needs, not because they knew or understood the SDGs. This suggests a gap still exists between sustainable development policies and micro-business owners' understanding of the subject. Therefore, more comprehensive outreach and mentoring is crucial to enable small business owners, such as those operating bamboo factories, chicken egg factories, rice factories, tamarind factories, and chip factories, to better understand and implement the SDGs in their operations.

This low level of awareness not only reflects the limited information available to business actors but also indicates the suboptimal role of the government and relevant institutions in providing education and support regarding the importance of implementing the SDGs in the MSME sector. MSMEs hold a strategic position as drivers of the community economy and should be a crucial part of supporting the achievement of the SDGs. However, research findings indicate that the SDG concept has not yet been integrated into daily business activities across the various business sectors studied.

Lack of awareness about the SDGs can make it difficult for small businesses to transition to more sustainable business practices. This situation can impact a business's future competitiveness, as the market increasingly shifts toward environmentally friendly products and processes that consider social responsibility. Therefore, greater efforts are needed, such as disseminating information, educating, and offering support to small businesses in Tanjung Pura Village, to help them better understand the SDGs and incorporate them into their daily operations.

Based on interviews, several factories studied have found ways to effectively manage their production waste, and this has helped them generate more revenue. The waste generated is not simply thrown away. Instead, it is reused and then sold, helping the businesses generate more revenue. For example, waste from production is converted into organic fertilizer or used as animal feed, such as for goats. These practices demonstrate how resources are used in a way that helps support a circular economy, which is part of the SDGs. In addition to helping reduce pollution, proper

waste management also brings financial benefits to both the company and the local area.

Businesses also take simple steps to maintain the cleanliness of their production areas by properly managing waste. Some business owners understand that if waste is not properly managed, it can cause unpleasant odors, pollution, and negatively impact the health of surrounding communities. Therefore, they try to utilize waste that still has value so as not to harm the environment. While this management style is traditional and simple, it demonstrates a fundamental understanding of the need to align economic activities with environmental protection.

Besides boosting the economy, waste management can also create new business opportunities for local communities. Converting waste into organic fertilizer or animal feed can add value and support local business growth. In the context of sustainable development, this practice demonstrates that waste doesn't have to be a useless component in manufacturing. Therefore, waste management is one way micro-enterprises can help support a sustainable and environmentally friendly economy.

Micro-enterprises in Tanjung Pura Regency face several operational challenges, including dependence on weather, raw material shortages, and a lack of new ideas. The operational challenges faced by micro-enterprises also indicate a lack of robust planning systems, particularly in predicting potential risks. Their reliance on a single source of raw materials and a single production method makes them unable to adapt easily to changes.

Micro-enterprises in Tanjung Pura Regency are still run traditionally without proper management systems. Survival strategies primarily focus on maintaining high product quality and ensuring loyal customers remain with the company. From a management perspective, this indicates that micro-enterprises are still struggling to survive, not yet moving towards greater growth. This suggests that business owners are more concerned with maintaining the smooth running of their businesses than developing them or generating new ideas, indicating that the companies are unable to create products or methods that add greater value.

Furthermore, micro-businesses struggle to react quickly to market changes due to a lack of strategic planning. In today's highly competitive world, relying solely on past experience is no longer sufficient. Therefore, it's crucial to shift to more modern business management practices, such as better planning and the use of technology. Lack of long-term planning means businesses lack a clear path for growth and development. In the long run, this can slow business growth and limit expansion opportunities. Therefore, starting with simple management steps like creating a business plan and clearly defining tasks is crucial.

Research shows that microbusiness owners' level of awareness of the SDGs and how well they implement them influences their business's economic growth. This low level of understanding hinders companies from using sustainability ideas to improve their business outcomes. However, business practices that adhere to SDG principles can offer significant potential. If more businesses understood the importance of the SDGs, they could use them to improve efficiency, generate new ideas, and remain competitive. Incorporating the SDGs into small business operations can help develop profitable business plans that benefit both society and the environment. So, the SDGs aren't just a big idea for the world; they can also help real businesses grow in a way that's good for the environment and the economy.

CONCLUSION

Based on the research results, the majority of micro-businesses in Tanjung Pura Village still have low levels of awareness of the Sustainable Development Goals (SDGs) due to limited socialization and access to information. Nevertheless, some businesses have indirectly implemented SDG principles, such as utilizing local labor, using raw materials from the surrounding environment, and managing waste to create economic value. The government and related institutions need to be involved in outreach, training, and mentoring efforts to help business leaders fully understand and implement sustainable development principles that can be integrated into business strategies by increasing business competitiveness and sustainability.

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