

The Role of Rappo as A Social Entrepreneur for Implementing SDGs In Indonesia

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ABSTRACT

Gender and environmental issues are significant for development. Women are often marginalized, so gender inclusivity is obstructed. Then comes the problem of environmental pollution, mainly caused by the excessive use of plastic. To overcome this, contributions from various actors, including MSMEs are needed to carry out activities that implement the values of the SDGs, a United Nations program for achieving global peace and prosperity. Rappo then appeared as a social entrepreneur whose role was to embody these values through environmentally friendly products and empowering women. This study uses the concept of SDGs and local security networks, which focuses on gender equality and climate action to show the responsibilities and roles of Rappo. By using literature review and interviews, this research indicates that Rappo plays an active role in producing products and providing environmentally friendly education, including manufacturing recycled products, plastic smart cities, plastic waste donations, and beach clean-ups, a form of implementing the SDGs values. Rappo also builds partnerships with various communities, such as women and laundry business, to empower and facilitate access to plastic waste collection. The program implemented by Rappo has implications for economic growth and gender-inclusive decent work in Makassar, responsible production and consumption practices, and prevention of plastic pollution.

Keywords: *Climate Action, Woman Empowerment, SDGs, MSMEs, Local Security Networks*

INTRODUCTION

Sustainable development Goals become the main topic of the United Nations to solve many problems in the world. Following the Millennium Development Goals (MDGs), SDGs aim to create universal construction. There are 17 points of SDGs such as poverty, zero hunger, ensuring healthy, inclusive education, gender equality, water and sanitation, sustainable energy, inclusive economic growth, sustainable industrialization, reducing inequality, sustainable cities and human, sustainable consumption and production, climate action, conserve and sustainably use the oceans, sustainable ecosystems, inclusive societies for sustainable development, and revitalize the global partnership. Implementations of SDGs in Indonesia continue to evolve. Generally, SDGs in Indonesia focus on maintaining demography issues and growing a sustainable economy (Kementerian PPN, 2017). Otherwise, other aspects are still being rolled out, such as empowerment and environmental problems mainly caused by excessive plastic. Indonesia, as the country with the largest population in ASEAN, still has a low gender equality index compared to other ASEAN countries, where Indonesia ranks 7th with an average of 69.7 percent. This condition is exacerbated by the unequal level of gender equality between the western and eastern parts of Indonesia, where around 230 urban districts still have a low level of gender equality (Deputi Bidang Kesetaraan Gender, 2023). One of the gender problems can be seen in Makassar, where, although it has the third highest average gender equality index, around 78.32%, women's involvement in economic empowerment is still low, around 34.41% (Wahyuni, 2021). This shows that

women's involvement in economic empowerment still needs to improve in Makassar. Besides the issue of gender equality, there are other problems, such as climate change. Waste management is one case of concern for the climate change problem. Indonesia produces around 14.8 million tons of waste annually, dominated by food waste, 41.4% and 18.3% of which is plastic waste (SIPSN, 2022). Meanwhile, only 60.6% of waste can be managed, and 39.4% cannot. This is also felt in Makassar, with the problem of food waste at 58.42% and plastic waste at 21.51% (SIPSN, 2020). From these problems, the presence of Rappo as a form of social enterprise-based MSMEs makes issues of gender equality and plastic waste management the basis of its production activities.

Implementing the SDGs is not only about what the government did but also about citizens as participants, such as MSMEs. The United Nations Department of Economic and Social Affairs (UNDESA) said that MSMEs are essential in each SDG point. If we look at the issues of gender, economy, production and consumption patterns, and the problem of climate change, there are several roles that MSMEs can play. In point 5, which discusses gender, MSMEs can increase women's participation, especially in economic activities, to create gender equality. In point 8 regarding sustainable economic growth, MSMEs contribute to increasing the country's economy and GDP by creating jobs and potentially promoting decent work and entrepreneurship. In point 12 regarding production and consumption patterns, MSMEs can have an impact on promoting the procurement of goods and services and adopting sustainable business practices. In point 13 regarding handling climate problems, MSMEs can encourage communities and households to be resilient to the climate and contribute to the adaptation of an environmentally friendly economic sector (UNDESA, 2019).

The implementation of SDGs by MSMEs does not only exist in Indonesia but also in other countries such as sub-Saharan Africa. In their article entitled *The Role of Micro, small and medium enterprises (MSMEs) to the sustainable development of sub-Saharan Africa and its Challenges: a systematic review of Evidence from Ethiopia*, Ebrahim Endris and Andualem Kassegn explain that MSMEs have made a significant contribution to the implementation SDGs in Ethiopia. Entrepreneurial activity is crucial to achieving the SDGs, especially SDG 1 on eradicating poverty, SDG 8 on promoting sustainable and inclusive economic growth, and SDG 10 on reducing inequality within and between countries. With the existence of MSMEs, it can absorb more than 49% of workers in five countries in sub-Saharan Africa, and around 80% of jobs come from informal businesses in Tanzania. Endris and Andualem said the main problems that prevented MSMEs from significantly contributing to the country were limited funds, a lack of business skills, an unsupportive business environment, and a high level of informality. This problem is exacerbated by the COVID-19 pandemic, which has caused two-thirds of MSMEs to experience a crisis, and one-fifth of SMEs must close permanently (Endris & Kassegn, 2022).

Shanti Ike Wardani and Ika Rachmawati have discussed the role of MSMEs in Indonesia in their article entitled *The Role of Micro, Small and Medium Enterprises (MSMEs) in Promoting SDGs in Blitar*. In their writing, Wardani and Rachmawati explained that the proportion of MSMEs is significant in Indonesia, around 99.99%. However, this did not impact the promotion of SDGs in Blitar City. This is caused by the average business actor having difficulty helping a business due to limited capital,

promotional facilities, and infrastructure. Another obstacle is the need for knowledge in utilizing digital media in business promotion. In addition, the lack of people's purchasing power also exacerbated the condition of MSMEs in Blitar. This paper only shows how much influence MSMEs have on the SDGs in Blitar City. The author has not explained the position of MSMEs and how far they have been involved in pushing for the implementation of the SDGs in Blitar City (Wardani & Rachmawati, 2022).

Some of the literature above shows that there needs to be more specific research on the role of MSMEs in more detail. The report from UNDESA only shows the classification of possible involvement of MSMEs in implementing SDGs. Meanwhile, research from Wardani and Rachmawati only shows the condition of MSMEs in general in an area. Likewise, the research conducted by Endris and Kassegn only looked at the implementation of the SDGs that were successfully achieved from an area and what problems were the obstacles to implementing these SDGs. Therefore, the author wants to present a different view by examining the problem in detail in several interconnected scopes. In order to see how far Rappo plays and implements the SDGs values, this paper analyzes the extent of Rappo's participation in realizing development and benefits for the people's welfare. The presence of Rappo as one of the MSMEs also shows the involvement of actors other than the state in achieving the SDGs goals, especially on women's empowerment, the economy, and the environment. This paper consists of several parts: introduction, methods, results, and discussion, and concludes with conclusions.

METHOD

This research uses qualitative methods in literature studies and interviews as data collection techniques. Analysis of data derived from literature, news, documents and related websites, elaborated with the concepts used. This study uses the concept of Jan Terpstra, which explains the model of local security networks. Several elements are the criteria for a local security network, including views of the objectives, structure, participation, scope, and intervention method. Apart from these elements, the local security network model is formed based on two fundamental dimensions, which are seen from who is involved, and the dominating orientation of the network is whether it is preventive or reactive. Thus, the model of the local security network can be formed from the following chart:

	Network with citizen also among participants		Institution-only networks	
Preventive/proactive	I.	Participatory networks	II.	Preventive institutional networks
Reactive	III.	Mixed enforcement networks	IV.	Reactive institutional networks

Source: Terpstra, 2005

Table I. Four Security Network Models

The security network model above shows differences from each model based on who and for what purpose the network was formed. The participatory network model shows that the community has an important role. The main goal of this model is prevention. This network emphasizes forms of communication rather than instrumental

aspects, so activation, empowerment, and community are essential concepts in this network. On the other hand, the mixed enforcement networks model also involves the community but has a reactive objective. This network does not only involve citizens but also involves monitoring instruments assisted by institutions such as law enforcement. Furthermore, the preventive institutional networks model aims to prevent problems that will occur. Prevention can be social and situational and does not involve the role of society in it. Meanwhile, the reactive institutional networks model also only involves the participation of institutions closely related to judicial institutions to solve problems that occur. In this paper, Rappo is then classified as one of the representations of the participatory networks model, which will be further elaborated on in the results and discussion.

RESULTS AND DISCUSSION

A. History of Rappo

Social enterprise can be interpreted as a form of business that seeks to balance social and economic values (Dacin et al., 2011). The presence forms of social enterprise in society is inseparable from concern for overcoming various social problems that often shackle community development. In addition, the assumption that the greater the ratio of ecological considerations, the higher the eco-efficiency of the processes or practices that take place makes the business transform towards sustainable values (Martinuzzi & Schönherr, 2019). Rappo becomes a social enterprise that moves forward to realize community development. Rappo emerged as a social enterprise that tries to answer two main problems that currently threaten society's security and welfare, namely environmental pollution and gender inequality. In its activities, Rappo focuses on business profits and on how to transform the business in line with sustainability and broad benefits for the community especially women in coastal areas (Rappo, 2020).

Rappo's establishment was motivated by concern for people with a middle to lower economy, especially women affected by the covid-19 pandemic. In order to provide a solution to this problem, Rappo then initiated the formation of a social enterprise engaged in environmentally friendly products by utilizing single-use plastic waste to be reprocessed into various valuable products. The various products that Rappo has produced through plastic waste include wristlets, mini sling bags, laptop sleeves, tote bags, backpacks, and shopper bags (Rappo, 2020). The various products produced from single-use plastic waste show that Rappo is developing business ideas that align with sustainability's value. As we all know, today's environmental and social scale requires developing business innovations oriented toward economic, social, and environmental benefits (Dasgupta, 2021). Directly, the activities and innovations carried out by Rappo have represented the development of these innovations. Furthermore, Rappo can even be seen as an essential agent in encouraging community participation in development, fulfilling human security, and implementing SDGs values in development practices.

B. Rappo as Participatory Network

Rappo is directly an agent that embodies local security network practices. Local security network is not limited to fulfilling public security but also aims to encourage various development values (Terpstra, 2008). The emergence of Rappo through its

various roles to fulfill the SDGs can represent the embodiment of being a local security network that seeks to prevent various problems through motivation in encouraging community involvement. Rappo is a form of network that can foster an understanding of the importance of sustainable development. The local security network practice carried out by Rappo is a participatory network model that is more communicative than instrumental. Rappo prioritizes collaboration and discussion with the community to determine the problems and solutions. With these considerations in mind, the participatory network model implemented by Rappo seeks to collaborate various community activities as a form of empowerment that focuses on social needs and values.

Most of the local security network results from a bottom-up approach that prioritizes the direct participation of the community (Terpstra, 2008). This is illustrated by Rappo's activities, which primarily involve the active participation of the community, especially women. With a bottom-up approach, Rappo can make more relevant assessments of the community's current conditions. Through this assessment, the actions taken by Rappo can answer many problems that hindered development and were not resolved only through top-down policies. With an open participation model, Rappo will rely heavily on community social cohesion. Rappo, as a participatory network, has succeeded in establishing connectivity to connect the participation of people in overcoming the problems that occur. We can see tangible evidence through parties who stated benefits from Rappo, including Grandma Hasnah, the oldest participant in the program run by Rappo. She said Rappo encouraged her to recycle plastic waste and benefit the community. Other women, including Mrs. Ruhiyani, Mrs. Ainun, Mrs. Malawati, and more, expressed the benefit of Rappo's presence as a social business. Thus, Rappo has succeeded in being a participatory network that makes the community a referent object and provides direct opportunities for the community to be directly involved in development processes and efforts. In the future, it is not limited to a preventive model but can transform into a reactive form.

C. Rappo as Agent to Implement SDGs

The first issue that prompted the establishment of Rappo was the plastic waste problem. According to UNEP, Indonesia produces around 3.2 million plastic waste yearly (Ministry of Environment and Forestry, 2020). In Makassar, according to SIPSN report, the waste generated reaches 363,800.57 tons per year, and 21.51% is plastic waste (SIPSN, 2020). If there is no effort to overcome it, this problem can grow and threaten environmental security. Plastic waste is a significant pollutant in marine ecosystems, impacting biodiversity, ecosystem function, and biogeochemical cycles (Rochman, 2020). The second issue that concerns Rappo is gender inequality. The Economic World Forum reports that Indonesia is ranked 85th based on the gender gap index (World Economic Forum, 2019). In Makassar, BPS noted that the Gender Empowerment Index only reached 77.61 in 2020 and has decreased to 76.59 in 2021 (Badan Pusat Statistik, 2020). The data represents that gender inequality is still a polemic that has not been fully resolved. Therefore, Rappo, as a form of social enterprise, plays a role in overcoming environmental issues and gender inequality. On the environmental aspect, Rappo has two significant roles: product production and environmentally friendly

business innovation. Then for the aspect of gender inequality, Rappo plays a role in encouraging women's involvement and becoming an educational medium.

Rappo's role as an agent that produces environmentally friendly products is reflected in the various products they launch, ranging from shopping bags and sling bags to wallet products, all of which come from recycled materials and take sustainability into account. Rappo also stated its commitment to producing products that various groups can enjoy. Therefore, Rappo's products can produce a transition between the consumption and use of plastic in society, which was previously segmented on the use of single-use plastics, to switch to the use of environmentally friendly bags. Rappo runs production according to the values of SDG no. 12, which aims to produce environmentally friendly and sustainable products and consumption. Based on the interviews conducted, it can be said that Rappo is maximizing its role in providing added value to plastic waste so that the resulting recycled products can be widely accepted. The presence of Rappo's products has the potential to reduce the environmental impact of plastic waste accumulation, which will significantly have implications for people's consumption patterns.

Then, Rappo also acts as an agent that enhances environmentally friendly business innovation. This role is carried out by strengthening concern for waste through business innovation involving collaboration with other actors with access to plastic waste. In this case, Rappo plays a role so that plastic waste not only accumulates and becomes pollution to the environment but can make raw material for products that can be processed in an environmentally friendly manner. To maximize this role, Rappo collaborates with several laundry businesses to collect waste, which one of the producers of plastic waste. Collaboration is also carried out directly with the community through a purchasing system through points. This means that Rappo also collects plastic waste from the community and, in return, will give points to people who exchange their plastic waste to use it as a medium of exchange for their daily needs. Rappo is significantly impacting the welfare of the surrounding community.

Rappo's efforts to utilize plastic waste as a product raw material will also have significant implications for fulfilling SDG no. 14 related to preventing marine pollution, which can harm marine ecosystems. As previously explained, plastic waste is one of the main contributors that threatens the marine ecosystem. This is because marine ecosystems have a significant role in mitigating climate change (Filho et al., 2019). Thus, Rappo's presence can be a driving force to minimize the damage. Through its various activities, Rappo even realized the fulfillment of SDG no. 13 related to climate action. Rappo also initiates various programs such as the plastic smart city program, which is a continuation of the World Wildlife Fund (WWF) initiative to reduce the use of plastic waste, and the beach clean-up program which aims to clean up the beach from pollution due to garbage (Rappo, 2020).

Rappo's role in overcoming gender problems is to become an agent that encourages women's empowerment. Rappo realizes that women are essential in development, so women's participation and collaboration with a significant impact are needed. Rappo supports sustainable development goals by achieving gender equality and empowering women. This goal is realized through Rappo's two prominent roles as a social enterprise that encourages the involvement of women independently and a

social enterprise that plays a role in providing development education to women. To encourage women's involvement as a form of empowerment, Rappo takes a gradual approach starting with an assessment to find potential parties. After this stage, Rappo encourages women's contributions by making them the main partners. Women who become partners with Rappo get opportunities to gain access to decent work and boost the economy.

Not only that, but Rappo also plays a role in providing education to women starting from the wage system and environmental education to skills improvement that can encourage women to be more productive in their participation. This role is a form of Rappo's commitment to assisting women in developing themselves and their skills. As a social enterprise, Rappo's role as an educational medium for women is inseparable from the concern that women are often marginalized and limited in their access to knowledge. For this reason, various reinforcements are needed to provide access to women. The implication is that the interventions carried out by Rappo can bring about changes, especially the mindset of coastal women who are no longer limited in gaining access to development but can become core players in achieving development itself.

Empowerment is interpreted as an indication of better change and development by expanding the process for the community to fulfill the opportunities they can run (Filho, 2021). Concerning Rappo, women's empowerment is a form of economic empowerment with the main focus on overcoming women's limited access to work and earning a decent income to support the economy. Economic empowerment realizes the fulfillment of SDGs goal no. 5 related to gender equality. Its primary practice is encouraging women to act in the face of various discriminations that weaken their economic position (Filho, 2021). Through economic empowerment, women will have equal access to men to fulfill their welfare. The implications will also relate to the fulfillment of SDG No. 8 related to economic growth. If women are released from the shackles of patriarchy, their economic access will be widely opened and produce higher productivity. The elaboration that can be drawn is that the previously inefficient economy due to the exclusion of women will increasingly grow with economic inclusiveness that is not limited to stereotypes or gender roles.

CONCLUSION

This paper concludes that sustainable development goals that have various goals for the welfare of society are often still segmented only on fulfilling economic interests and demographic issues, even though many other aspects are also crucial in fulfilling the SDGs, including environmental issues and women's empowerment. Rappo as a social enterprise is then present to answer this problem. The practice carried out by Rappo focuses on answering problems that occur in society, especially the problem of single-use plastics that continue accumulating and gender gaps. Rappo's initiative led to a local security network, a bottom-up approach to realizing development. The local security network resulting from Rappo's activities is a form of participatory network that focuses on involving community participation, including empowerment, activation, and community. In realizing the fulfillment of SDGs in Indonesia, Rappo has several roles divided into two aspects of the problem. In order to overcome environmental problems, Rappo plays a role in fulfilling the SDGs through the production of environmentally

friendly products and contributes to the birth of sustainable business innovations. As for gender issues, Rappo plays a role in efforts to involve women in the economic sector and provide education for developing women's capital. It is not surprising then that Rappo is not limited to just being an agent that produces recycled products through empowering women but is also active in carrying out many activities such as plastic smart cities and beach clean-ups as a form of strengthening networks between community participation in handling development issues.

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