

THESIS
VERIFICATION AND EXPLORATION OF GREEN
BUSINESS-BASED HANDICRAFT PRODUCT INNOVATION
AT PURNAMA SHOP CENTRAL LOMBOK



POLITEKNIK NEGERI BALI

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BADUNG
2025

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TOURISM BUSINESS PLANNING STUDY PROGRAM
APPLIED MASTER PROGRAM
TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2025

THESIS

Prepared As One of the Requirement to Obtain
The Master's Degree in Applied Tourism (M.Tr. Par)
Tourism Planning Study Program, Applied Master Program
at Tourism Department, Bali State Polytechnic



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PREFACE

By giving thanks to God Almighty for His blessings bestowed on the author so that the author can complete the preparation of the thesis entitled: " Verification and Exploration of Green Business-Based Handicraft Product Innovation At Purnama Shop Central Lombok "

This thesis was written to meet one of the requirements to achieve an Applied Master's degree in the S II Tourism Planning Study Program, Bali State Polytechnic. During the writing of this scientific paper, there have been many obstacles and difficulties thanks to the guidance and direction from the supervisor and assistance from various parties so that difficulties and obstacles can be overcome. Therefore, through this opportunity, I would like to express my gratitude, especially to the honorable:

1. I Nyoman Abdi, S.E., M.e Com, as the Director of the Politeknik Negeri Bali who has given the author the opportunity to study at the Bali State Polytechnic as a provision for the writer for a better future and career.
2. Dr. Ni Nym Sri Astuti, SST.Par., M.Par as the head of the Department of Tourism of the Politeknik Negeri Bali who has provided the opportunity to study at the Department of Tourism of the Bali State Polytechnic and his direction in the preparation of a thesis.
3. Dr. Dra. Ni Gst Nym Suci Murni, M.Par, as Head of Tourism Department at Politeknik Negeri Bali which also helps to provide smoothness and input for writers.

4. Prof Dr. I Made Darma Oka, SST.Par., M.Par As Supervisor I who patiently provides guidance, direction and very meaningful inputs so that this thesis can be completed.
5. Prof. Drs. Gede Ginaya, M.Si As a Supervisor II who has provided direction and assistance to the author during the process of preparing this thesis.
6. Abdul Qadir Jaelani as the Marketing and Public Relations Manager of Purnama Shop Central Lombok who has allowed the author to conduct research.
7. My parents who have helped and prayed a lot for the smooth preparation of the thesis to the writer.

May God Almighty always give him protection, the author with all humility hopes for constructive input and suggestions so that they can be better.

Badung, 6 August 2025

Dzulham Pratama Julistiono S

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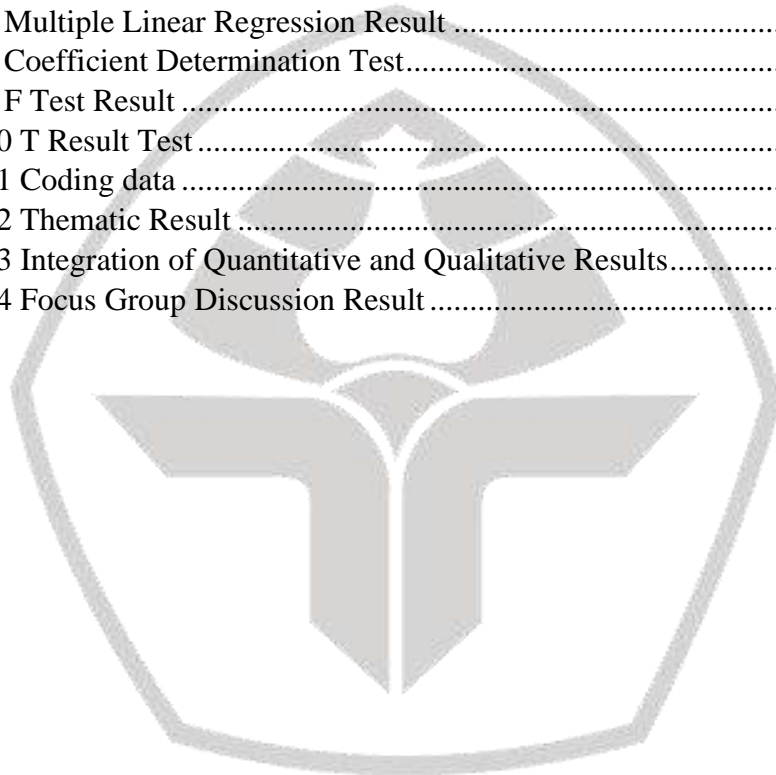
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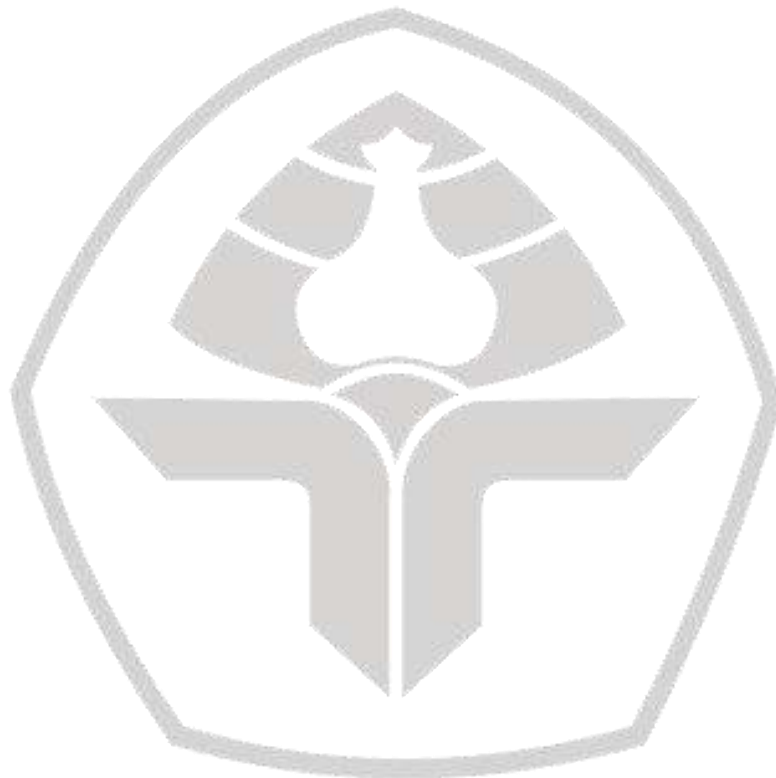
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ABSTRACT

This research aims to verify and explore green business-based handicraft product innovations in Purnama Shop Central Lombok. The research method uses a mixed method with a sequential explanatory design. The quantitative stage was carried out through the distribution of questionnaires to 80 customers and analyzed with multiple linear regression to see the influence of green inputs, green processes, green products, and green marketing on customer experience. The qualitative stage is carried out through in-depth interviews, observations, and focus group discussions with owners, managers, academics, customers, and the media, then analyzed through reduction, coding, categorization, and thematization. The results of the study show that the implementation of green business has a positive impact on product quality, customer trust, and market competitiveness. The use of natural raw materials, environmentally friendly processes, and sustainable packaging is considered to increase the functional and symbolic value of the product. The integration of green innovation with marketing strategies also drives market expansion and strengthens brand positioning. This research produces a green business-based handicraft innovation model that combines ecological responsibility, cultural preservation, and business sustainability. This research enriches the study of green business and handicraft innovation in SMEs, while practically providing guidance for business actors, policy makers, and educational institutions in implementing sustainable strategies.

Keywords: Green business, Handicraft innovation, Small Medium Enterprise

CHAPTER I

INTRODUCTION

1.1 Background

Lombok is famous as one of the traditional arts and culture centers in Indonesia that has great potential in the handicraft industry. A variety of handicraft products such as pottery, songket weaving, bamboo weaving, and pearl crafts are not only cultural heritage that preserves local wisdom, but also make a significant contribution to the economic growth of the local community (Jailani et al., 2023). With abundant natural resources and rich cultural wealth, the handicraft sector in Lombok has a great opportunity to become the main base in local economic development while strengthening the region's cultural identity. To remain competitive and relevant at the national and international levels, it certainly requires strategic support that includes training, product innovation, sustainable marketing, and more focused collaboration between sectors.

This development can be seen in the data on the number of handicraft businesses in Central Lombok in 2023 reaching 19,248 business units. This figure reflects rapid development while illustrating the great potential to develop handicrafts as a sustainable and inclusive creative economy sector. The handicraft sector has the capacity to become an environmentally friendly industry thanks to the use of natural materials and traditional methods that are low in energy. Innovations such as the use of natural products and sustainable design can increase global appeal without sacrificing local culture (Oyekunle & Sirayi, 2018). Therefore,

the development of handicrafts is not only aimed at economic gain, but also increases the social and environmental resilience of local communities.

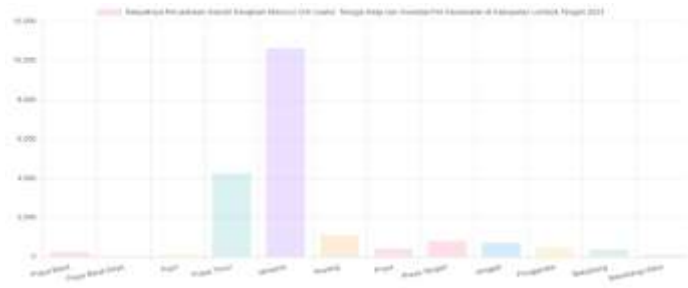


Figure 1. 1 Number of Craft Business in Central Lombok in 2023
Source: BPS Lombok Tengah, 2025

In the midst of these developments, there is a global trend that increasingly requires business actors to adapt to environmental and sustainability issues, especially in the European, North American, and East Asian markets that increasingly pay attention to environmentally friendly aspects in choosing products. This makes the concept of green business even more relevant to be integrated into the business strategy of creative industry players. Sustainable business practices not only lower the potential for environmental damage, but also result in a competitive advantage with energy efficiency, cost savings, and increased productivity (Utomo et al., 2022). Green business emphasizes the use of sustainable raw materials, environmentally friendly production processes and marketing strategies that prioritize sustainability values. In the context of handicrafts, the potential for the application of this concept is huge considering that most raw materials come from nature, the production process tends to be manual with low energy consumption, and product design can highlight ecological messages.

In this case, Small and Medium Enterprises (SMEs) are a very important element to discuss because they are the foundation of the Indonesian economy. SMEs function as job creators, regional economic drivers, and preservers of traditional culture. However, SMEs often encounter limitations in terms of access to technology, resources, and understanding of sustainable business practices. While large companies are usually quicker to adopt environmentally friendly business strategies, SMEs need practical guidance and policy support to implement these principles. Thus, the development of sustainable business models in SMEs has strategic importance, both in terms of social, economic, and environmental aspects.

The implementation of this green-based program can be seen from the 4 green business criteria listed in the 2023 green business guide journal, namely first, green input, which is environmentally friendly materials used as a source of raw materials for a product, second, green process, which is a method and method of production that reduces negative impacts on the environment and prioritizes environmental sustainability, Third, Green Products, which are products that do not pollute the environment, do not waste resources or can be recycled, and fourth, Green Marketing, which is a marketing program that includes various kinds of environment-based marketing that includes company policies, marketing practices and procedures

Purnama Shop in Central Lombok is a clear example of SMEs that strive to implement environmentally friendly practices by utilizing natural raw materials such as rattan, bamboo, shellfish waste, and other natural fibers. In addition to

involving local communities, this initiative also utilizes local wisdom in the design and production stages. This approach also supports environmental conservation while helping the local community's economy. Despite having this potential, business success does not only depend on the quality of environmentally friendly products, but also on the ability of business actors to expand market reach (market expansion). Market expansion is an important key for handicraft businesses to survive and develop in the midst of increasingly fierce competition. This strategy includes efforts to expand the customer base through increased market penetration, entering new markets, developing new products, or diversifying. In other words, market expansion is not only focused on selling more products in the same region, but also opening up opportunities in new segments and locations, both at the national and international levels.

Efforts to implement green business at Purnama Shop Central Lombok still encounter various obstacles. One of the main problems is that the lack of support and appropriate policies from the government or related agencies is also a barrier. Training on environmentally friendly production methods, certification of sustainable raw materials or tax incentives for green business people is still not evenly distributed. Many artisans in rural areas have not had access to enough information and support to make their business systems more environmentally friendly.

This phenomenon confirms the existence of a significant research gap. In general, the literature on green business is still dominated by studies of large industrial or manufacturing sectors, with a focus on buildings, energy, or

multinational corporations. Meanwhile, studies that specifically raise the application of green business to traditional handicraft SMEs in developing regions such as Lombok are still very limited. The integration of the green business concept with market expansion strategies has not been explored in depth. In fact, market expansion strategies have a strategic role in improving business sustainability, especially for SMEs that face limited resources and marketing networks.

Various previous studies have revealed challenges in the implementation of environmentally friendly businesses. Cheng et al. (2014) revealed that the view of profit encourages the implementation of green business in the service sector, while the view of risk is a barrier for the manufacturing sector. The study of Dangelico & Pujari (2010) emphasizes that large initial investments are a major obstacle especially in developing countries. In addition, L.R. Rupasinghe et al. (2023) stated that research on green business is still more focused on the large industrial or building sector, while studies on SMEs, especially in the field of traditional crafts in Indonesia, are still very minimal. Actually, SMEs play an important role in supporting sustainable development through cultural preservation and strengthening the local economy. A model relevant to the local context is needed to support SMEs in implementing green business practices effectively.

Although the idea of sustainable business has been widely analyzed in large industrial sectors, in-depth research on its application to SMEs focusing on traditional crafts in developing regions such as Indonesia is still relatively small. The lack of literature on the implementation of sustainable business strategies that are in accordance with local social, cultural, and economic characteristics results in

research gaps that must be filled. In fact, SMEs play an important role in supporting sustainable development by preserving culture and empowering the community's economy.

The combination of green business and market development strategies can provide a significant competitive advantage for handicraft businesses. By prioritizing local ecological, social, and cultural values, while utilizing a structured market expansion strategy, business actors can increase product attractiveness in the eyes of consumers, expand market reach, and create economic sustainability. This research is important to explore how handicraft SMEs can incorporate sustainable business principles in their production processes and marketing strategies. The novelty of this research lies in the combination of a green business approach and the expansion of the SME market in one applicable model. This research is expected to produce practical guidelines for SMEs in implementing green businesses that not only minimize environmental impact but also increase competitiveness in the international market.

1.2 Problem Formulation

From the background description above, the formulation of the problem in this study is

- a. What are verifiable impacts of green business-based handicraft product innovation at Purnama Shop Central Lombok?
- b. How is the integration of green business principles and innovation handicraft products developed for market acceptance at Purnama Shop Central Lombok?

- c. How is the model of green business-based handicraft product innovation at Purnama Shop Central Lombok?

1.3 Research Objectives

The purpose of this research is to find answers to the problems raised, through the development of handicraft innovation as a green business in Purnama Shop Central Lombok and increase activities that aim to get the following results:

1.3.1 General Objective

To find out and analyze the development of green business in handicraft businesses to increase environmentally friendly innovations at Purnama Shop Central Lombok.

1.3.2 Specific Objective

- a. To analyse verifiable impacts of green business-based handicraft product innovation at Purnama Shop Central Lombok.
- b. To analyse the integration of green business principles and innovation handicraft products developed for market acceptance at Purnama Shop Central Lombok.
- c. To create a model for the development of handicraft innovation as a green business at Purnama Shop Central Lombok.

1.4 Research Benefit

1.4.1 Theoritical Benefit

Theoretically, the results of this research can increase knowledge about the development of handicraft innovation as a green business in Purnama Shop Central Lombok

1.4.2 Practical Benefit

a. For Student

This research will add knowledge and insight for students about exploration and verification of handicrafts innovation based on green business at Purnama Shop Central Lombok.

b. For Politeknik Negeri Bali

This research is expected to add library references at the Bali State Polytechnic and can be used as a study material for Bali State Polytechnic students regarding exploration and verification of handicrafts innovation based on green business at Purnama Shop Central Lombok.

c. For Researched Company/Industry/Business

The company can know and implement the right business strategies and policies in maximizing exploration and verification of handicrafts innovation based on green business in the company so that the company can continue to compete and be successful in running its business.

CHAPTER VI

CLOSING

6.1 Conclusion

Based on the findings of the research with a Mixed Method approach that uses an Explanatory Sequential design, several important conclusions can be drawn regarding the implementation of handicraft product innovations that focus on green business at Purnama Shop, Central Lombok. This study focuses on the verification and exploration of the real effects caused by the application of sustainability principles in handicraft businesses, from both quantitative and qualitative perspectives.

The results of the quantitative analysis from the questionnaire showed that most customers gave a good assessment of the environmentally friendly business indicators implemented by Purnama Shop. The aspects of green inputs, green processes, green products, and green marketing have been proven to show high validity and reliability as determinants of customer satisfaction. The results of this study show that the implementation of sustainable business principles has been carried out consistently and has made a great contribution to increasing product competitiveness.

The results of qualitative research obtained through in-depth interviews and focus group discussions corroborated the quantitative findings. Customers stated that they felt a distinctive and different experience when buying items from Purnama Shop. For them, goods are not only functional objects, but also tools to show concern for the environment and support for the local creative economy. The

stories told by the informant reveal three clear dimensions of customer experience, namely functional satisfaction, emotional satisfaction and social satisfaction.

This research produces a model for the development of green business-based handicraft innovations that can be a practical reference for similar MSMEs. This model emphasizes the importance of integrating sustainability values with market development strategies so that businesses are not only profit-oriented, but also pay attention to social (people) and environmental (planet) aspects. In other words, Purnama Shop has succeeded in presenting a real practice of the triple bottom line concept in the context of the handicraft business.

This study concludes that the application of green business-based product innovation not only increases competitiveness and customer satisfaction, but also makes a broader contribution to the preservation of local culture, community empowerment, and environmental sustainability. Thus, Purnama Shop can be an example of best practice in the implementation of green business in the creative economy sector, especially traditional handicrafts.

6.2 Recommendation

Based on the findings and conclusions of the research, a number of strategic recommendations can be submitted aimed at increasing the effectiveness of the implementation of green business based on handicraft innovation in Purnama Shop and in other similar MSME sectors:

1. Purnama Shop must continue to innovate by combining the richness of local culture and world design trends. Innovation is not only seen in the aesthetic

aspect, but also in the use of environmentally friendly and more varied materials such as the use of organic waste or recycling. This will increase the attractiveness of goods and reinforce differentiation in the global market.

2. Purnama Shop must expand marketing access through international e-commerce platforms. This move could create wider export opportunities, especially to European, American, and East Asian markets that pay close attention to environmentally friendly products.
3. Continuous training in the areas of design, continuous production, quality management, and digital marketing is required for all employees. Therefore, the quality of goods and services can be well maintained, as well as support business continuity in the long term.
4. It is recommended that Purnama Shop increase cooperation networks with educational institutions, creative communities, environmental institutions, and local governments. This collaboration can encourage collaborative innovation, expand the distribution network, and strengthen Purnama Shop's position as a business actor that adheres to sustainable business principles.
5. Although environmentally friendly business practices have been implemented, strengthening measures are still needed, such as the use of renewable energy in the production process, the implementation of zero-waste packaging, and circular economy programs by recycling production waste. This will further affirm Purnama Shop's position as a pioneer in sustainable industry.

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