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Business World and Alternative Solutions on Achieving Sustainable Development Objectives 1st Wahyudin Maguni IAIN Kendari Southeast Sulawesi, Indonesia wmaguni@yahoo.com 2nd Husain Insawan IAIN Kendari Southeast Sulawesi, Indonesia 3rd Herman IAIN Kendari Southeast Sulawesi, Indonesia 4th Rusding Muhalling IAIN Kendari Southeast Sulawesi, Indonesia Abstract -- Being aware of their vast and important role in society, the business world must be more involved than ever and should be a solution in realizing Sustainable Development Business (SDGs)," said Managing Director, President Office, Sinar Mas, Gandi Sulistiyanto, at the opening of Indonesia Global Compact Forum (IGCN) 2017 held at Plaza Simas, Jakarta, this morning, October 17, 2017. By 2050, the human population is projected to reach 9 billion.

This certainly raises the question of how to meet the needs of human food later. Moreover, the main problems facing the global economy today include poverty, access to affordable health care, clean drinking water, inequality, unemployment and climate change. In response to this condition, the United Nations Global Compact promotes awareness and commitment of the business world in support of the realization of the Sustainable Development Goals by 2030.

This action is done through the alignment of business strategies and operations in accordance with the universal principles of human rights, labor, environment and anti-corruption, and take actions that advance the goals of society. Although aware that the business world must play a big role in every process, furthermore, Sulistiyanto said that Achievement of Sustainable Development Objectives can not be done alone.

All parties must be involved, shoulder to shoulder and ensure that nothing is left behind [3] Indonesia Global Compact Network (IGCN) Forum 2017 is a platform that provides stakeholders the opportunity to gain a variety of perspectives from UN Global Compact members in various sectors on how they implement responsible practices and develop innovative solutions to support the achievement of Sustainable Development Objectives. Keyword Alternative, business world solution and sustainable economic development I.

INTRODUCTION The personal selling approach used for sale should be a About Indonesia Global Compact Network (IGCN) Indonesia Global Compact Network (IGCN) is the Local Network of the United Nations Global Compact, the world's largest network of ideas for

corporate sustainability. A call on companies to equate strategy and operations with the universal principles of human rights, labor, the environment, and anti-corruption, and take action that can advance the goals of society [2].

Definitions

Sustainable development

Sustainable development is a translation of English, sustainable development.

One of the factors that must be faced in achieving sustainable development is how to improve environmental destruction without sacrificing the need for economic development and social justice [4]. For some people, sustainable development is closely linked to economic growth and how to find ways to advance the economy over the long term, without depleting natural capital. But for some others, the concept of "economic growth" itself is problematic, because the resources of the earth itself are limited.

Scope and Definition

Sustainable development not only concentrates on environmental issues. More broadly, sustainable development encompasses three policy areas: economic development, social development and environmental protection. The UN documents, especially the World Summit 2005 results documents mention the three dimensions are interlinked and a pillar of incentives for sustainable development.

Scheme of sustainable development:

at the confluence of three preoccupations.

The sustainable development scheme: at the intersection of the three pillars, the Universal Declaration of Cultural Diversity (UNESCO, 2001) further explores the concept of sustainable development by stating that "... cultural diversity is important to humans as the importance of biodiversity to nature". Thus "development is not only understood as economic development, but also as a tool for achieving intellectual, emotional, moral, and spiritual satisfaction". In this view, cultural diversity is the fourth policy of the scope of sustainable development policy.

Green development is generally distinguished from sustainable development, where Green development places greater emphasis on environmental sustainability above economic and cultural considerations. Supporters of Sustainable Development argue that this concept provides a context for overall sustainability in which the current thinking of Green Development is difficult to achieve.

For example, building factories with cutting-edge processing technologies that require

high maintenance costs are difficult to sustain in areas with limited financial resources. Some other researchers see social and environmental challenges as opportunities for development activities. This is evident in the concept of business sustainability that is linking this global need as an opportunity for private companies to provide innovative and entrepreneurial solutions. This view is now taught in several business schools, one of which is conducted at the Center for Sustainable Global Enterprise at Cornell University.

Economic Development in the Concept of Sustainable Development

Sustainable development is a development process (land, city, business, community, etc.) principled to meet current needs without compromising the needs of future generations, (According to Brundtland Report from the UN, (1987)[5] .Sustainable development is a translation of English, sustainable development One of the factors that must be faced to achieve sustainable development is how to improve environmental destruction without sacrificing the need for economic development and social justice.

Sustainable environmental friendly development is a conscious and planned effort that integrates the environment, including resources, into the development process to ensure the capabilities, welfare, and quality of life of present and future generations. The Role Of The Environment In The Economy Often development does not care about the environment; the consequences of such development can damage the environment. Environment and natural resources are regarded as God's gifts, so that they are quite abundant and can always be re-created.

But with the growing economic development, especially in developing countries such as Indonesia, more and more natural resources are being extracted or depleted from nature, so that the availability of both the renewable and non-renewable natural resources. Furthermore, with the development of all sectors in the economy, especially the industries that process the natural resources, be it agriculture or processing industry, it is feared that the development itself will someday be stagnated because there is no more natural resources that can be excavated or existing natural resources is getting worse . As a result of population growth and economic development, the rate of use and depletion of natural substances is always exponential.

Industry and Externalities in Sustainable Development Externality is the existence of positive or negative impacts arising and received by others as a result of the activities of

a party or an economic agent. Recent developments show that many large companies are forced to include the cost of waste treatment to reduce pollution (negative externalities) into the calculation of production costs and simultaneously the price of the products it produces.

This latter trend occurs because the Government has begun to actively issue regulations and sanctions against industries that produce waste in the form of revocation of business licenses and other legal sanctions. Principles of Sustainable Development According to Barrow (1999) sustainable development is based on the following points [6]: ?

Preservation of ecological integrity ? A combination of development and environmental conservation ? Adoption of internationalist views (interdependence) ? Preservation is utilized ? Paying attention to equality across generations, groups, and species ?

Application of science technology and environmental knowledge to the implementation of development around the world ? Continued economic growth ? Adopt a long-term view of development Factors inhibiting the occurrence of Sustainable Development ?

Controversy between countries ? Difficulty in changing human behavior in interacting and exploiting its environment ? Slow development policies The Indonesian economy in sustainable development One of the important problems faced in economic development is how to deal with trade-offs between the fulfillment of development needs on the one hand and the preservation of the environment on the other.

The development of a resource-based economy that does not pay attention to environmental sustainability will eventually has a negative impact on the environment it self, since essentially natural resources and the environment have limited carrying capacity. The concept of sustainable development has long been a concern of experts. However, the term sustainability has only emerged over the past few decades, although attention to sustainability has begun since Malthus in 1798.

The purpose of development is essentially to improve the welfare and prosperity of society. Whereas "Sustainable development is development that meets the needs of the current generation without compromising the ability of future generations to meet their needs". To achieve these objectives required implementation strategy, among which there are four things to note namely; equity, participation, diversity, integration, and long-term perspectives followed by an ideal approach.

Sustainable development covers various aspects of life; ecological, economic, socio-cultural, The role of the population in sustainable development is very important because the population or society is an important part or a central point in sustainable development. The role of the true inhabitants is as the subject and object of sustainable development. Large populations with rapid growth, but low quality, will slow the achievement of ideal conditions between the quantity and quality of the population with the carrying capacity of nature and the increasingly limited capacity of the environment.

Understanding Sustainable Development This sustainable development is certainly inseparable from the development economy which can be interpreted as part of economics that studies how human efforts or a nation to improve its standard of living through increasing national income per capita, income retribution and eliminate poverty. While the definition of economic development is the efforts of how humans or a nation trying to improve its standard of living to a better level with a more equitable distribution of income without poverty and ignorance for the nation.

The sustainability of development can be defined in the broad sense that future generations must be in a position no worse than the present generation [7]. According to the Brundtland Report of the United Nations, sustainable development is a process of development (land, city, business, community, etc.) principled "to meet present needs without compromising the needs of future generations". One of the factors that must be faced in achieving sustainable development is how to improve environmental destruction without sacrificing the need for economic development and social justice.

The Universal Declaration of Cultural Diversity (UNESCO, 2001) "development is not only understood as economic development, but also as a tool for achieving intellectual, emotional, moral, and spiritual satisfaction".[8] Sustainable development does not just concentrate on environmental issues. More broadly, sustainable development encompasses three areas of policy: economic development, social development and environmental protection (hereinafter referred to as the 3 Pillars of Sustainable Development) [9].

Thus the notion of sustainable development is development to meet the needs of the present without compromising the ability of future generations to meet their needs. political, and defense and security sustainability. Development undertaken by not

degrading the capacity of future generations, despite the depletion of natural resource reserves and the deterioration of the environment, but these circumstances can be replaced by other resources both human and capital resources.

Therefore, to ensure sustainable economic growth, a balance between development policy and environmental policy should be sought, so that an economic development policy that will ensure long-term human well-being improvements will be achieved. Development should be directed towards clear objectives such as: ? Create a climate that stimulates industrial development in developing countries to shift the pressure of development from natural forestry or land resources to the use of science and technology.

? Develop an international trade system to encourage exports of goods and services to be processed to gain increased value and reduce the pressure on nature as a source of raw materials. ? Develop environmental tourism, ie tourism activities to areas that have typical environmental characteristics to encourage the emergence of the nature of the environment and love the environment.

? Endeavoring the international community to replant tropical forests and establishing selective logging systems in exploiting production forests. ? Seek the development of biodiversity in indigenous forest areas and beyond to maintain the survival of plants and animals, creating superior seeds of future sources of medicines, food and industry. The Nature of Sustainable Development Development is essentially an environmental change, that is, reducing environmental risks or and enlarging environmental benefits.

For centuries our ancestors changed the forests into settlements and agriculture. Sustainable development that is environmentally sound can not be separated from human development itself. Man is the subject as well as the object of development. Environmentally sound development is a gradual effort to improve quality by taking into account environmental factors. Environmentally sound development is known as Sustainable development.

Sustainable development includes the synergy of three aspects namely, economic, social and cultural in development. Social aspect, it means human-dimensional development in terms of interaction, interrelation and interdependency. Economic aspect, A systematic

and planned way of view of activities in the framework of improving the welfare, quality of life and environment of humankind without diminishing access and opportunity to future generations to enjoy and use it. The cultural aspect of sustainable development is also to maintain cultural sustainability.

Indicators of Successful Development Usage indicators and development variables may differ for each Country. In poorer countries, the size of progress and development may still be around basic needs such as electricity entering villages, rural health services, and low staple food prices. Conversely, in countries that have been able to meet these needs, development indicators will shift to secondary and tertiary factors A number of economic indicators that can be used by international institutions include: a. Per Capita income. Per capita income, both in GNP and GDP.

This indicator is a part of human welfare that can be measured, so it can describe the welfare and prosperity of the community including the equitable access to economic resources. b. Economic Structure. It has been assumed that increased per capita income will reflect the structural transformation in the economic and social classes. The development of the industrial sector and the improvement of the wage rate will increase the demand for industrial goods, which will be followed by the development of investment and the expansion of labor. c. Urbanization.

Urbanization can be interpreted as an increasing proportion of people living in urban areas compared to rural areas. In industrialized countries, most of the population lives in urban areas, while in developing countries the largest proportion live in rural areas. Based on this phenomenon, urbanization is used as one of the indicators of development. d. Savings Rate. The development of the manufacturing sector/ industry during the industrialization stage requires investment and capital.

In a society that has high productivity, this business capital can be collected through savings, both private and government. e. Quality of Life Index. IKH or Physical Quality of Life Index is used to measure people's prosperity and prosperity. This index is calculated based on: ? The average life expectancy, ? Infant mortality rate, ? Literacy rate. In this index, the median survival rate and infant mortality will be able to describe the nutritional status of the child and the mother, the health status, and the family environment directly associated with the family welfare.

Education measured by literacy rates, can illustrate the number of people who have access to education as a result of development. Therefore, this index is considered the best for measuring human quality as a result of development. In this index, the median survival rate and infant mortality will be able to describe the nutritional status of the child and the mother, the health status, and the family environment directly associated with the family welfare.

Education measured by literacy rates, can illustrate the number of people who have access to education as a result of development. Therefore, this index is considered the best for measuring human quality as a result of development. f. Human Development Index (Human Development Index). The basic idea underlying the making of this index is the importance of paying attention to the quality of human resources. Development should be aimed at human resource development. g. Economic Growth. Economic growth is considered an important factor in human life.

This index is made by combining three components, (1) average life expectancy at birth, (2) average attainment of primary, junior and senior high school education, (3) income per capita. Human development is closely related to the enhancement of human capabilities that can be summarized in the improvement of knowledge, attitudes and skills, in addition to the health of all family members and the environment [10].

The Concept of Sustainable Development It is acknowledged that the concept of sustainability is a simple yet complex concept, so that the meaning of sustainability is very multidimensional and multi-interpretation. According to Heal. This concept of sustainability at least contains two dimensions: First is the dimension of time because sustainability is nothing else about what will happen in the future. Second is the dimension of interaction between economic system and natural resource system and environment.

The assumption of sustainability at least lies in the three basic axioms: ? Present and future treatments that place positive value in the long run. ? Recognize that environmental assets contribute to the economy ? Knowing the constraints arising from the implications of environmental assets. This concept is still considered very normative so that operational aspects of the concept of sustainability is also experiencing many

obstacles. Perman et al. (1997) tried to elaborate further on this concept of sustainability by proposing five alternative definitions: ? A condition is said to be sustainable if the community's utility does not decrease over time and consumption does not decrease over time (non- declining consumption).

? Sustainability is a condition where natural resources are managed in such a way as to maintain future production opportunities. ? Sustainability is a condition where natural capital stocks are not reduced over time (no declining). ? Sustainability is a condition where natural resources are managed to maintain the production of natural resource services, and (5) sustainability is the condition of equilibrium and resilience of the ecosystem.

Sustainable Development Strategies From various concepts that can be formulated the basic principles of each element of sustainable development. In this case there are four components that need to be considered namely equity, participation, diversity, integration, and long-term perspective. Sustainable development strategies include [11]:

1. Development that Ensures Equity and Social Justice The prevalence of women's roles and opportunities, the prevalence of the economy achieved by the balance of welfare distribution. But equity is not directly achievable.

The ethical dimension of sustainable development is comprehensive, the income gap between rich and poor countries is widening, although equity in many countries has increased. Another ethical aspect that needs to be a concern for sustainable development is the prospect of future generations that can not be compromised with the activities of today's generation. This means the development of the present generation needs to consider future generations to meet their needs. 2.

Development that Appreciates (Diversity) Maintenance of biodiversity is a prerequisite to ensuring that natural resources are always available sustainably for the present and the future. Biodiversity is also the basis for the balance of ecosystems. Maintaining cultural diversity will encourage equitable treatment of everyone and make knowledge of the traditions of different societies understandable. 3. Development Using an Integrative Approach Sustainable development puts the relationship between humans and nature.

Humans affect nature in a useful or destructive way. Only by making use of the notion of

the connectivity of the relationship between the natural system and the social system. By using this understanding then the implementation of development more integrative is the concept of implementation of development that can be possible. This is a major institutional challenge. 4.

Development that Demands Long-Term Perspective Society tends to assess the present more than the future, the implications sustainable development is a challenge underlying this assessment. Sustainable development requires different assessments to be carried out with normal assumption in discounting procedure. Long-term perceptions are perspectives of sustainable development. Until now the short-term framework dominates the minds of economic decision-makers, therefore it needs to be considered.

? Meet the needs of the present without compromising the needs of future generations and linking that economic development must be balanced with environmental conservation. ? The implemented development does not occur or is able to minimize environmental damage and pollution, taking into account the physical environment and its social environment. ? Development carried out fundamental to the values of humanity as well as pay attention to moral or values in embraced in society. The development carried out is able to expand the field and employment opportunities.

? The implemented development should have fundamental and ideal nature as well as short and long term. The development should be guided always to maintain economic, political, social and cultural stability and national security [1]. Barriers to Sustainable Development in Indonesia Of course there are still obstacles in realizing sustainable development. They are population problems, poverty issues, environmental quality issues and security and order issues.

Population Issues Population Problems (Quantity and Quality): A development can be successful if it is supported by the subject of development, is a population with adequate quality and quantity [12]. Quantity of Population Problems in Indonesia The number of residents in Indonesia is ranked fourth largest after China, India, and the United States. The problem in population density is its uneven distribution.

The composition of the population provides consequences for the following: Provision of health facilities, Provision of educational facilities for school-aged children, Provision of

employment for the working population and provision of other social facilities that support the development of young people. Problem of Quality of Population in Indonesia ? Health Level: Health condition in Indonesia is still no progress. Compared to other countries Indonesia still lags far behind. Such conditions occur because of the low health services.

The existing health services still do not meet the needs of the entire population. ? Education level: The progression of education in Indonesia can be seen from the school year and the literacy rate of the population. ? The number of Indonesians is still low. That is, the average level of education in Indonesia is still at the level of basic education. The literacy rate of a person is said to be literate if the person can read or not illiterate. Progress of literacy rate in Indonesia is low.

? Income level per capita is the average income of a country's population in one year. Revenue per capita generally describes the prosperity of a State. The Problem of Poverty Poverty is one example of the injustice experienced by a group (pre prosperous society). This injustice is evident from the unfulfilled need to survive in good health, the difficulty of getting access to public services (healthy sanitation, clean water, waste management) of healthy homes, educational services and so on. Unfairness is also evident from the lack of access to ownership of the land rights they inhabit.

As a result of all this, it is difficult for them to gain access to a good and stable job. The injustice caused the poor to remain poor and threaten the sustainable development process. Environmental damage, poor or slum settlement conditions within an area show that the area is in an unsustainable process [13]. Today the problem of poverty is an urgent problem faced in Indonesia.

The most straightforward and visible part of the face of poverty is the condition of the millions of people living in slums and squatter settlements. This slum condition shows the serious problems of socioeconomic, politic, and environment that lead to the condition of poverty. Environmental Quality Issues Development is done to improve the welfare and quality of human life. On the other hand, increasing development will have a negative impact, such as the risk of pollution and environmental destruction, resulting in the destruction of basic ecosystem structures and functions that support life.

This damage will ultimately become a burden that actually decreases the quality of human life, so that what is the purpose of development will be in vain. Security and Order Issues This problem is exacerbated by the problem of order because it is not the discipline of society. This is clearly reflected among others in the discipline of traffic. There is also a growing public demonstration of government-led development policies, especially in big cities.

This can happen due to various things such as lack of socialization from the government, lack of involvement of community participation in development, lack of understanding of community rights and responsibilities in development and so on. REFERENCES [1]

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