

Understanding Relevancy of Technological Trends in Environmental Conservation Efforts and Business Sustainability in Indonesia: A Systematic Review Study

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ABSTRACT

The goal of this project is to understand the relevance of technology trends in efforts to conserve the environment in running a sustainable business in Indonesia through a systematic review of publications on environmental and business themes. We use secondary data from some international journals from electronic search sources such as Google Scholar, ERIC Publications, Google Docs, etc. Next, we analyze through the first stage, understanding the theme of the study. Next, we use data coding, evaluate and interpret it in depth before pulling the findings data with validity and reliability elements. Based on the discussion of the findings data, we can conclude that the results include a correlation between digital trends in nature conservation by industrialists who are profitable and committed to maintaining environmental balance. These findings provide meaningful input to interested parties.

KEYWORD

Technology Trend, Environmental Conservation, Business Sustainability, and Systematic Review.

Introduction

The success and continuity of business activities are closely related to changes in the environment by technological trends. (Cantwell et al., 2010). Because basically, there are changes and advances in technology that bring benefits and have an impact on the natural surroundings, humans. Because technological advances not only add opportunities, but also increase the risk of business safety and even the safety of the environment and human life. It is clear that almost all business activities depend on technological advances to take advantage of technological advances to increase production activities or even produce new products that will automatically expand market opportunities and profits, but they are not necessarily sustainable. (Dunning, 2014). So, here is clear that the invention of new technology can create more new products and services faster, thus creating new marketing for business advancement. However, technological advances also increase production and increase the value of productivity and reduce costs out Wang et al., (2018).

Advances in technology have a positive impact on humans. However, it is clear that these advances' adverse effects also hurt humans and the environment, (Adner & Kapoor, 2010), Manullang, 2020) because uncontrolled depletion of resources is another negative impact of technology on a healthy and sustainable environment. (Kula, 2012); (Manullang, 2020; Manullang, 2020; Manullang, 2020). The most severe depletion of resources, such as the depletion of aquifers, logging and destruction of forest forests, illegal mining for fuel, minerals, pollution of water, air resources, soil erosion, and uncontrolled exploitation of environmental resources.

Suppose the exploitation of natural resources on a large scale without any control will damage the environment. (Gutti et al., 2012; Manullang, 2019; Manullang, 2020; Sudarmo, 2020) It states how exploitation of natural resources does not want to know its final impact. The exploitation perspective only thinks of temporary benefits without considering tomorrow's benefits or the concept of sustainability of the surrounding community and the balance of the natural environment. So if government prohibits the exploitation of nature, which prohibits that action, then it is okay if there are activities that explore Indonesia's natural products. (White, 2013; Manullang, 2021). Provided, according to Moldan et al., (2012) the result is to meet the needs of humanity and is carried out with due observance of applicable principles so as not to cause a balanced negative impact on environmental sustainability.

It is a commitment to each nation's component to think about utilizing technological advances in balanced environmental sustainability. (Fowler Jr, 2013). Because the commitment and discussion on the theme of Sustainable Development is not something new, both globally and nationally Holden et al., (2014) it is often found that it is accessible at the theoretical level but challenging to implement. So, thinking does not end there; therefore, the importance of studies and discussions that explain the need to understand the relevance between technological progress and business success and the sustainability of a healthy and well-informed environment is also essential in today's development efforts.

Therefore, it shows much confusion at the policy and concept level and has many symptoms in implementing or implementing order and the expected results in the field. Considering that at the Stockholm conference at the 1972 UN Conference on the Human Environment, as a concept, sustainable development, which implies a development that "pays attention" to and "considers" the environmental dimension in its implementation, has become a topic of discussion in recommending that development be carried out with pay attention to environmental factors. (Fulekar et al., 2014).

Likewise, the Stockholm Conference discusses environmental problems and their solutions so that development can be carried out by considering the environment's carrying capacity. (Du Plessis, 2012). The environment is the essential element of the balance of nature and everything around humans and is interrelated that is an area covered with dense trees and other living plants. This includes nature reserves, protection forests, and production forests. Forests are the earth's lungs, so forests are a vital function for the earth because they are part of one integrated ecosystem in their natural environment. The most worrying environmental problem is the deforestation that occurs in forest areas in Indonesia, resulting from the frequent occurrence of forest fires in Indonesia which until today have not been appropriately resolved and sustainably. (Meyfroidt & Lambin, 2011).

A healthy and balanced living environment is the essential element of the balance of nature and everything around humans. Forest is an area covered with dense trees and other living plants. (Stigsdotter et al., 2017). This includes nature reserves, protected forests, and production forests. Forests are the earth's lungs, so forests are a vital function for the earth because they are part of an ecosystem that integrates with other natural environments. Therefore, the most worrying environmental problem is deforestation in forest areas in Indonesia. (Vegas-Vilarrúbia et al., 2011). One of the reasons is the frequent occurrence of human treatment such as forest burning in Indonesia, which has not been resolved sustainably and adequately. This is due to the lack of relevance between environmental policymakers and citizens' behavior, including the field industry.

Based on Scheba & Mustalahti, (2015) report, data obtained from previous research on fire and damage control programs' success shows that all respondents (90%) never received additional knowledge about traditional skills provided information about early warning reports. In many countries with good natural resources. This is evidence of the authority's failure as an environmental responsibility to all individual citizens and companies. As many as 90% of respondents have never understood how to carry out their duties and have never received a routine field supervision schedule. Mokhtar et al., (2016) note the application of environmental policy accounting and organizational characteristics. This is data from publicly traded Malaysian companies. As many as 70% of respondents have never received the facilities and infrastructure. Thus it can be seen that there is still a lack of availability of sources of innovation and knowledge conveyed to the public, especially members of the fire suppression squad about forest fire control, even though the available media has the potential to disseminate information.

Findings of Sufia et al., (2016) noted that local wisdom is in preserving the environment. They indicated that external factors related to participation in forest fire prevention consisted of extension workers and the social environment with the support of community leaders, the role of groups, information media, and state officials' role. Creating a digital-based Karhutla Center portal and interactive discussion communication as an innovation and knowledge enhancer conveyed to the broader community. All society elements can more easily access freely to find all information related to forest fire prevention and control. Also, this portal will contain and synergize programs launched by the government through the Ministry of Environment and Forestry in the agenda of Preventing and Overcoming Forest and Land Fires (KARHUTLA). In this case, Wibowo, (2019) research on forest and land fire management to improve the community's economy is very feasible.

The community can learn and increase community knowledge to protect and preserve the forest environment and

foster public awareness in protecting and preserving the environment and preventing and overcoming forest fires. The Karhutla Center portal will also provide a unique online feature-based forum for all elements of society, especially academics, practitioners, and the young generation who have creative ideas and ideas in protecting and preserving the environment to interact with users or visit other portals. (Murwani & Winarno, 2015). So that web users are connected to other web users so that users and visitors of this portal can interact with each other and do not rule out discussions to share knowledge and experiences directly in the field or can build community networks in the field where there will be. A joint movement to prevent and control forest and land fires. Khambali, (2017) in a study of disaster management governance is a good strategy.

Developing Business and Protecting Environment

The truth in the field shows that numerous organizations spotlight expanding organization benefits by boosting business methodologies; they accept that they can do anything with expanded benefits, including holding clients. (Suryati, 2015). This is not altogether off-base since that reason ought not to snare a huge organization benefit does not imply that the organization will keep going long on the off chance that it does not think about ecological and social parts of a spot. (Supadi & Sudana, 2018). In this time of data innovation, an item and business association are checked by clients and the item's population. The development of individuals' comprehension of corporate administration's significance, natural issues, and harmless to the ecosystem items is the worry of present-day culture. (Aqmala, 2013). Items that clients and society love are insufficient, that the item has an incentive for clients and how the organization treats representatives, the climate, and items that help nature protection. If the organization needs to be cherished by clients and the organization is practical as long as possible, corporate social responsibility (CSR) should be remembered for the business methodology. (Sari, 2012).

The acts of supportable organizations, for example, Unilever organizations, have prevailed with regards to implanting manageability into their center business; numerous different organizations battle to carry out corporate maintainability systems. (Ariantika, 2018). Undoubtedly, each organization presents a remarkable case and requires a thorough survey of its technique, activities, and targets for progressing reasonable practices. There is no single way to embrace manageability; however, fundamental advances can effectively coordinate supportability into business techniques. Raising manageable corporate mindfulness about manageability benefits is a fundamental initial step before making a guide. (Probosiwi, 2016). Some advancements can be accounted for on this issue as an ever-increasing number of chiefs or CEOs understand the advantages of executing a manageable organization. Corporate maintainability requests a broad perspective on the issues and impacts and a working comprehension of what the organization does and how to do it. Implanting supportability implies consolidating the two through a progression of solid strides; here are some after approaches to make a cutting edge, manageable, and long haul organization. (Kurniullah et al., 2021).

Set Business Objectives and Responsibilities

When major natural, social, and authoritative issues have been distinguished and responsibility procedures for each accomplice bunch have been settled, endeavors ought to be aimed at decreasing mischief and mishandling holes around these issues fixated on ordinary practice. Lambert et al., (2012) said that authoritative acknowledgment is a pledge to manageability by applying distinctive plans of action to react to administration and maintainability. Regardless of whether it is driven by reduced costs, progress, or increased monetary implementation, the responsibilities and objectives of support should be defined. For Wal-Mart, most of its maintenance responsibilities and objectives center on using environmentally friendly power and implementing energy productivity. Tate et al., (2010) activities in the vicinity have brought Wal-Mart recognition of the largest green power plant in the US and have generated an investment fund of over USD 500 million each year. Large organizations focus on the total change of their business; small organizations set goals and responsibilities according to their activity level. Activities center on reducing costs from energy use and waste of boards, such as local friendly exercises, such as environmental improvement efforts, and deliberate missions is an essential part of the study. (Massy, 2016).

Draw in with Partners

Depending on the business line due to any business organization's influence, it can differ between counterparts in the term B2B cooperation. In general, organizations attract the most persuasive meetings, maintaining comfortable

connections and solid exchanges. (Tan & Ludwig, 2016). Nonetheless, commitment can occur at multiple levels and must react to the assumptions of both players. The various levels and techniques for commitment benefit the organization and partners and can be turned into more maintainable practices. Samuelson, (2021) noted that the new rules of Business play were to creating real value in a dynamic and challenging World. So, Procter and Gamble have taken advantage of leveraging its closest worldwide network by finding elective uses for its waste materials, delivering, and leveraging environmental networks to become a slogan in a viable business.

Comprehend the Maintainability of the Business

As an initial step, it is fundamental to portray what upkeep means for every organization's region and recognizes its advantages from manageability. From business decisions, growing new items or administrations to changing buying works out, the board has a specific driving job in these options. For instance, Coca-Cola is an exertion that centers speculative decisions around conveying limit and ecological viewpoints with bundling designs and the effect on nature. Ridwan, (2017) examines how healthy products, natural advertisements, green brands on consumer decisions among students. He added that while considering consumer decisions on product selectors, which are closely related to environmental understanding and insight.

Also, the events and area of new creation crops, the carrying capacity of water resources have now been included as the central point of choice for the world's millennials. Track progress, convey, and satisfy many groups; business people, employees, and the environment. Finally, it is imperative to prepare a framework that acts as each goal. Characterizing key implementation markers to meet different objectives will allow identification zones for development and gather relevant information to track technological progress, benefits, environmental safety, and sustainability. (Pangkey et al., 2012). Business measurements and markers are additionally significant to organization declarations and correspondence works out. Inside, data openness adds center to issues and exercises and propel specialist responsibility around help. From good ways, data assortment is fundamental for the obligation framework to respond to accomplice suspicions and interests and concede to declaration rules. Finally, organization upkeep needs to adjust to business improvement and see the executives as a huge chance. These devices are just the start of cooperation that can eventually change the whole organization's business framework into a business method that can keep up business maintainability and a stable climate. (Zokaei et al., 2013).

Fabricate a Framework in Business

Whenever goals are set, explicit frameworks and specific cycles need to guide the implementation of any environmentally oriented business activity. (Maon et al., 2009). Throughout the planning, defined cycles and approaches should be considered, and a balance of resources should support joint efforts between regions. Now, assuming leadership responsibility is fundamental. Selecting good management as the primary driver of carrying capacity and creating a model for advantageous representative commitment is also a practice that is acceptable to all areas. Unilever's supportable living arrangement was dispatched in 2010; this ten-year executive plan has gained colossal headway in its initial two years. (Riyanto, 2019). By creating a large, environmentally sound, and extensive maintenance system, Unilever uses its various brands to target various social issues, use balanced resources in practical innovation, and change buyer behavior, consumer benefits, and environmental sustainability. Wu & Pagell, (2011) added that business manager needs a balancing priority and interest in increasingly decision in sustainable product chain management in futurism concept.

Method

As previously mentioned, this study aims to gain a deep understanding of the relevance of technology and innovation trends in protecting and protecting the environment that has business and sustainability in Indonesia by reviewing more than 50 international ecology paper publications from various applications in the global context. To get an understanding of the variables above, we take several practical steps. Before examining several secondary data papers, we must first understand with certainty the objectives and problems of this study. The next stage is the process of coding data, evaluating and interpreting data critically so that we get valid and reliable findings. All data we search electronically on data sources such as Google scholar, ERIC-based data, and other electronic sources. Because this study is a review in a descriptive design, we follow the guidelines on the descriptive analysis review work paper, such as Loeb et al., (2017).

Findings

This section will present the findings from a review of scientific publications on the theme of environment and economic sustainability. As discussed above, this study aims specifically at finding a proper understanding of technological trends in environmental conservation efforts and their relation to the continuity of business in Indonesia through a review of publications.

The finding and understanding of environmental issues and their relevance and suitability was carried out by Himes-Cornell et al., (2018). They discovered how environmental policies and administration classed as digitizing on a blue forest protection project were deliberately assessed from assessments of salt marshes, seaweed beds, and mangroves. Their findings have raised how the coastal environment provides various life-supporting administrations, from which benefits to people can be determined. Given the wide geographic circulation and inclusion, there is a need to focus on safeguards. They understand the importance of human awareness in caring for this environment by prioritizing all developments. Given the recent spotlight on environmental blue carbon in conservation worldwide, there are zones where research on the evaluation and assessment of blue forest biological systems can be scaled up, the authors say. These investigations address these issues, which require priority and emphasis on extending the benefits of biological systems and the protection of nature which are of vital importance.

Likewise, the findings of Dauvergne & Lister, (2012) on large brand management projects through governance possibilities and natural boundary points were objective evidence. The maintenance of the enormous brand is transforming the power relationships in stock chains around the world. Content creators argue that while organizations are making ecological additions, this progress has been limited. The significant brand endorsement will not in itself determine the problem of changing ecology around the world. More down-to-earth country guidelines supported promotion, and more conscientious individual industrialism are expected to achieve more innovative and 'total' global ecological progress, they said.

Gomezelj, (2016) noted that an orderly audit of examination on development in cordiality and the travel industry. This paper recognizes 152 distributed papers that address the significant endeavors in growing the assemblage of exploration on advancement in accommodation and the travel industry. The significance of advancement for business and provincial seriousness and achievement has been perceived by the two analysts and professionals. The point of this paper was to unite the earlier examination with as of now existing models that might be utilized in additional exploration. By presenting new hypothetical thoughts and hypothetical models, more subjective and inductive exploration would assist with animating further work, the creators contend. The creators propose extra examinations with the point of hypothesis advancement to additional the hypothesis of development in the travel industry. They presume that more exploration is expected to additional our comprehension of the key topics that describe the travel industry development research field and the potential for advancement in the travel industry to be advantageous to the economy and the economy. Waligo et al., (2013) wrote that the significant coordinated effort among heterogeneous partners is fundamental for accomplishing maintainability. Ten key social elements to empower a successful cooperation framework for supportable agri-food production network the executives are recognized. The discoveries from this investigation can be utilized as a rule for future exploration in Agri-Food Supply Chain coordinated effort. It will assist with displaying and measure joint effort execution all the more successfully and effectively, says the investigation. The examination depended on an efficient audit of existing writing through the focal points of resource dependency theory and content analysis. Hansen et al., (2015) examined the trend of sustainability in global palm oil companies. They see how the growth of commercial palm oil companies in Asia and this expansion in Africa and Latin America results in a continued increase in demand for palm oil. They found concerns about the risks associated with forest destruction and the extinction of various biological plants. They suggest a holistic way of working to study the sustainability of palm oil products to achieve an understanding of the various impacts and prioritize collaboration between practitioners and universities. They conclude that it is currently in a period of imbalance in the environmental impact assessment strategy because the company focuses on different technical issues with environmental sustainability. This should be the priority raised by the consequences over the production of oil companies. Their study proposes an alternative framework for dealing with natural imbalances caused by palm oil companies.

Hahn & Kühnen, (2013) researched the determinants of manageability revealing through a survey of results, patterns, hypothesis, and openings in a growing field of examination. Since the finish of the 1990s, manageability announcing

has become an inexorably applicable subject in business and the scholarly community. Writing is as yet restricted in amount and no significant audits of the most recent advancements have so far been introduced. This paper examines 178 papers from diaries related to industry, the board, and bookkeeping that date from 1999 to 2011. They elucidate the factors that influence the range, degree, and quality of announcing.

Cetas & Yasué, (2017) examines and understand the encouragement and success of protecting debt-protected areas. Many studies have connected psychological analysis to the motivational element in the spirit of environmental protection. This study is prepared to leverage at least one way that, with internal encouragement, is three times more likely to achieve environmental, economic, or ecological objectives. Many successful projects use fines due to motivation from within the local community. Instead of making use of a relatively small number of protection policy measures, conservationists will be more successful who emphasize how specific incentives, relevant to other contexts, can better engage local communities to conserve the environment. The researchers concluded that the current focus on social equality and local communities' vision is the right step to protect and save the remaining biodiversity.

Jaafar et al., (2015) noted that the impression of youthful neighborhood occupants toward supportable protection programs through a contextual analysis of the lenggong world cultural heritage site. This paper analyzes the connections between the impression of youthful neighborhood inhabitants with respect to the travel industry improvement and protection endeavors. It likewise inquires as to whether contribution in exercises to help the world heritage site goes about as a middle person of their insights and their feeling of having a place. Having positive insights positively affected youthful inhabitants' association in advancing and supporting the Lenggong WHS, the investigation found. Discoveries may be pertinent to neighborhood specialists needing to build the contribution of nearby occupants, specifically youth, in supporting and advancing the situation with the WHS and in upgrading their vibe of having a place.

Saberi et al., (2019) researched the internet blockchain and its relation to managing a sustainable and profitable chain of goods entry. Blockchain technology is a distributed digital bookkeeping system that improves openness, recordability, and safety is prioritized. This technology ensures that many international supply chain pattern processes are lightened. After technology supports businesses with a supply chain pattern of goods that is still ongoing at an early stage, it must be acknowledged. This study offers propositions and direction for future management that can add a mindset in managing obstacles and digital blockchain applications in managing the entry patterns of goods oil products to understand the various impacts and prioritize collaboration between practitioners and universities. They conclude that it is currently in a period of imbalance in the environmental impact assessment strategy because it focuses on different technical issues with environmental sustainability. This should be the priority raised by the consequences over the production of oil companies. Their study proposes an alternative framework for dealing with natural imbalances caused by palm oil companies.

Draper et al., (2011) proved that exploratory investigations of the importance of defensible practices in measuring water pollution collection locations and performances. The study evaluates the importance of proper practice in performing offices. Women value more programs that capture natural waste separately for soil fertilization. Significant differences were found between the degree of importance of outsiders and affiliated meeting organizers in water assets, energy capability, and reuse. The length of time is a certified meeting planner was not identified with the importance of carrying capacity training.

Discussion

This study's findings have understood us that there are several models of using technology to protect and preserve the environment. The findings have confirmed a high relevance between technological advances, divided into several terms such as digitization, software, and virtualization. The findings of the publications we examined through Google Scholar search and others that we can categorize in several uses of technology to protect the environment in many companies and industries.

Protect tropical rainforests from deforestation, which has put the world's carbon emissions at risk. The prevention effort is a rainforest connection using Google's open-source machine learning platform, which is an effort to prevent illegal logging in various tropical rainforests throughout Indonesia and even in several other countries. They do this

by placing the telephone application on top of the forest area to record sounds in the forest and then train the machine learning system to recognize a chainsaw's sound. The police guarding the forest get instant notifications when illegal loggers try to cut trees illegally. Other findings include implementing environmental policies and administration, which are classified as digitization in a blue forest protection project that is deliberately assessed from an assessment of salt marshes, seaweed beds, and mangroves. Another highly relevant and effective way is to digitize the earth's heartbeat to provide a map depicting actual and estimated sea-level rise. An interactive data visualization tells us to dive into the ocean and see the effects of rising temperatures. Track and reduce carbon emissions. Using an environmental insight explorer, governments can access and act on new climate data sets. This tool, the result of Google's collaboration with the Global Covenant of Mayors for Climate & Energy (GCA), is being used in more than 120 cities worldwide.

Summary of findings of project efforts to help protect marine species with cloud computing, among others, Oceana and sky truth. In 2016 Google launched Global Fishing Watch. The platform seeks to raise awareness of the fishing industry and promote environmentally friendly policies through transparency. (Glicksman et al., 2017).

The Implications and Limitations

The findings of the study of technological trends to saving the environment and sustainable business activities have provided a more profound understanding than before. Although on the other hand, we are faced with two main ways of the presence of technology on this earth; air, water, and land pollution, which results in a decrease in the quality of environmental resources. Air pollution occurs when toxic or excessive amounts of gases such as carbon dioxide, carbon monoxide, sulfur dioxide, nitric oxide, and methane are introduced into the earth's atmosphere. However, technology also has many things that have a good impact on the health and balance of the environment, including using environmentally friendly materials, conserving water, and recycling. Technological innovations and trends also can damage the environment if uncontrolled, but if used appropriately and developing sustainable technology and business, they can also alleviate solving environmental problems created by technology and innovation. York & Venkataraman, (2010) also studied this model solution where they noted that the entrepreneur–environment nexus through intense uncertainty, innovation, and allocation.

Conclusion

Thus we can conclude that this study has answered our question where is the search for a match between innovation and technological trends in efforts to save the environment and business activities with a view to sustainability through the analysis of current data from various publications on the environment, technology, and business sustainability in various world contexts. The findings, among others, are clear that technology helps human efforts improve environmental protection. However, none of the solutions are concurrently profitable in all ways. In essence, these findings have confirmed that technology has damaged and has also helped save the earth, especially saving the environment in a balanced and selective manner.

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