



Integrating Sustainable Development Goals into Coffee Shop Operations: Insights from Kedai Kosim, Indonesia

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Article Information	ABSTRACT
Received : 1 Desember 2024 Accepted : 15 Desember 2024 Published : 31 Desember 2024	The integration of Sustainable Development Goals (SDGs) into small business operations remains a significant challenge, particularly for coffee shop entrepreneurs in developing countries like Indonesia. This study aims to explore how SDGs, specifically SDG 12 (Responsible Consumption and Production), SDG 13 (Climate Action), and SDG 8 (Decent Work and Economic Growth), are integrated into the operations of Kedai Kosim, a coffee shop in Tulungagung, Indonesia. Using a qualitative autoethnographic approach, the researcher immersed themselves in the business's operations to analyze sustainability practices. The findings reveal that Kedai Kosim successfully incorporates sustainability into its daily operations by reducing waste, implementing energy-efficient technologies, and fostering local economic growth through fair trade practices. Despite initial challenges, such as high upfront costs for sustainable technologies, the business benefits from enhanced customer loyalty and long-term cost savings. The study highlights the potential for small businesses to contribute to sustainable development, offering practical insights for other coffee entrepreneurs and policymakers. Future research should explore the quantitative impacts of SDG integration and investigate the role of technology in supporting sustainable practices.
Keywords: SDGs SME Operations Sustainability Management Entrepreneurship	
Informasi Artikel	ABSTRAK
Kata Kunci: SDGs UMKM Operations Sustainability Management Entrepreneurship	Integrasi Pembangunan Berkelanjutan (SDGs) ke dalam operasional UMKM masih menjadi tantangan besar, khususnya bagi pengusaha kedai kopi di negara berkembang seperti Indonesia. Penelitian ini bertujuan untuk mengeksplorasi bagaimana SDGs, khususnya SDG 12 (Konsumsi dan Produksi yang Bertanggung Jawab), SDG 13 (Aksi Iklim), dan SDG 8 (Pekerjaan yang Layak dan Pertumbuhan Ekonomi), diintegrasikan ke dalam operasional Kedai Kosim, sebuah kedai kopi di Tulungagung, Indonesia. Dengan menggunakan metode kualitatif melalui pendekatan autoetnografi, peneliti membenamkan diri dalam operasi bisnis untuk menganalisis praktik keberlanjutan. Temuannya mengungkapkan bahwa Kedai Kosim berhasil memasukkan praktik berkelanjutan ke dalam operasional sehari-harinya dengan mengurangi limbah, menerapkan teknologi hemat energi, dan mendorong pertumbuhan ekonomi lokal melalui praktik perdagangan yang adil. Meskipun terdapat tantangan awal, seperti biaya awal yang tinggi untuk teknologi berkelanjutan, bisnis ini mendapatkan manfaat dari peningkatan loyalitas pelanggan dan penghematan biaya jangka panjang. Studi ini menyoroti potensi usaha kecil untuk berkontribusi terhadap pembangunan berkelanjutan, menawarkan wawasan praktis bagi pengusaha kopi dan pembuat kebijakan lainnya. Penelitian di masa depan harus mengeksplorasi dampak kuantitatif integrasi SDG dan menyelidiki peran teknologi dalam mendukung praktik berkelanjutan.

Introduction

Sustainability has emerged as a critical pillar for global business operations, driven by the growing urgency of addressing environmental, social, and economic challenges. The United Nations' Sustainable Development Goals (SDGs) have provided a comprehensive framework for organizations to align their strategies with broader societal objectives (Domingo-Posada et al., 2024). This paradigm shift has resonated across industries, including the coffee sector, where sustainability is not only a moral imperative but also a strategic advantage in enhancing operational efficiency, brand value, and customer loyalty. As one of the world's leading coffee producers, Indonesia holds a pivotal role in advancing sustainable practices within this industry. However, despite the sector's economic significance, the integration of sustainability principles into the operational management of small and medium enterprises (SMEs) in the coffee industry remains underexplored. This gap highlights the need for empirical research to understand how sustainability-driven operations can be practically implemented in the context of coffee entrepreneurship.

Sustainability has become a cornerstone of contemporary business practices, reflecting the growing recognition of environmental, social, and economic imperatives in a rapidly changing global landscape (Anitha, 2024). The adoption of the United Nations' Sustainable Development Goals (SDGs) has further solidified this trend by providing a universal framework to address critical challenges such as climate change, inequality, and resource depletion (Markkanen & Anger-Kraavi, 2019). These goals are increasingly influencing organizational strategies across various sectors, including agriculture and food production, where sustainability is both a strategic necessity and a competitive advantage. Within the global coffee industry, the integration of sustainability principles into operational management is paramount, given the sector's environmental footprint and socio-economic impact on millions of livelihoods.

Indonesia, as one of the largest coffee producers globally, is uniquely positioned to lead sustainability initiatives in this sector. With its rich biodiversity and cultural heritage, Indonesia's coffee industry contributes significantly to the national economy, supporting approximately 1.7 million households (Ulya et al., 2023). However, despite its importance, the industry faces persistent challenges, including deforestation, fluctuating market prices, and limited access to resources for small-scale coffee entrepreneurs. Addressing these challenges requires a paradigm shift toward sustainability-driven operations, which emphasize resource efficiency, social equity, and environmental stewardship. This aligns with global efforts to create more resilient and inclusive value chains (Labuschagne et al., 2005).

Small and medium enterprises (SMEs), particularly in coffee entrepreneurship, play a crucial role in advancing sustainability at the grassroots level. Unlike large-scale corporations, SMEs often operate within local contexts, making them vital actors in implementing sustainable practices tailored to specific community needs (DiBella et al., 2023). However, the adoption of sustainability principles by coffee entrepreneurs, particularly in developing countries, is often hindered by financial constraints, limited technical expertise, and inadequate institutional support (Bro et al., 2019). These barriers underscore the importance of studying how SMEs integrate sustainability into their operational management and what factors influence the success of such initiatives.

Despite its critical relevance, research on sustainability-driven operations in coffee entrepreneurship remains limited, particularly in the context of developing economies like Indonesia. Existing studies primarily focus on sustainability at the macro level, often overlooking the operational nuances faced by individual coffee entrepreneurs. For instance, while extensive literature explores the role of sustainability certifications (e.g., Fair Trade, Rainforest Alliance), less attention is given to how small businesses incorporate broader SDG principles into their daily operations. This gap represents a significant opportunity to investigate the strategies employed by coffee entrepreneurs in balancing economic viability with environmental and social goals (Ramawati et al., 2024; Utami et al., 2024).

Kedai Kosim, a growing coffee business in Indonesia, offers a compelling case for examining sustainability-driven operations in coffee entrepreneurship. With its unique business model and commitment to local community engagement, Kedai Kosim demonstrates the potential for SMEs to align their operations with SDG objectives while maintaining profitability. By analyzing Kedai Kosim's practices, this study seeks to

bridge the gap in the literature, providing practical insights into how sustainability can be operationalized in the coffee sector. Furthermore, it contributes to a deeper understanding of the challenges and opportunities faced by coffeepreneurs in implementing sustainable practices, offering valuable lessons for policymakers, industry stakeholders, and academic researchers.

This study aims to address these critical gaps by exploring the operationalization of SDG principles within Kedai Kosim's business practices. It highlights how sustainability-driven operations can serve as a blueprint for other coffeepreneurs seeking to enhance their resilience and competitiveness in an increasingly sustainability-focused global market. By doing so, the study not only enriches the academic discourse on sustainability and operations management but also provides actionable recommendations for advancing sustainable coffee entrepreneurship in Indonesia and beyond.

Problem Statement

The integration of sustainability principles into operational management has become a critical area of focus for businesses seeking to align with the United Nations' Sustainable Development Goals (SDGs). However, while large multinational corporations often have the resources and infrastructure to implement sustainability initiatives, small and medium enterprises (SMEs) face unique challenges in adopting these practices. This disparity is particularly pronounced in developing countries, where limited access to funding, technical expertise, and institutional support often hinders the operationalization of sustainability (Castellani et al., 2024; Gomes et al., 2023; Palau-Pinyana et al., 2024).

In the coffee industry, these challenges are magnified due to the sector's environmental sensitivity and socio-economic complexity. Coffee production is closely tied to issues such as deforestation, water use, and carbon emissions, making sustainable practices essential for long-term viability (Calvillo-Arriola & Sotelo-Navarro, 2024). At the same time, coffee entrepreneurs must navigate volatile market conditions, limited economies of scale, and fluctuating consumer preferences. Despite these challenges, SMEs in the coffee sector hold significant potential to drive grassroots-level sustainability by fostering local economic development and promoting environmentally responsible practices (Bracken et al., 2023; Stofya, 2023).

Kedai Kosim, a growing coffee enterprise in Indonesia, represents a microcosm of these broader challenges and opportunities. Operating in a highly competitive market, Kedai Kosim has made notable strides in integrating community-focused initiatives into its business model. However, the extent to which the enterprise incorporates SDG principles into its operational management remains unclear. Moreover, there is a lack of systematic documentation and analysis of the specific strategies employed by Kedai Kosim to balance sustainability with profitability.

This lack of clarity reflects a broader gap in the literature. While numerous studies have explored the role of sustainability certifications and corporate social responsibility (CSR) in the coffee industry, relatively little attention has been given to how SMEs operationalize sustainability in their day-to-day activities (Purwoko et al., 2023; Yudawisastra et al., 2023). This gap is particularly significant in the context of developing countries like Indonesia, where coffee entrepreneurship plays a vital role in local economies but is often constrained by systemic barriers (Hamid et al., 2023).

Addressing this issue is crucial for both academic and practical reasons. From an academic perspective, understanding how SMEs like Kedai Kosim integrate sustainability into their operations contributes to the broader discourse on sustainable business practices and SDG implementation. From a practical standpoint, this research can offer actionable insights for coffeepreneurs seeking to enhance their sustainability efforts while maintaining economic competitiveness. Given the urgency of global sustainability challenges and the critical role of SMEs in addressing these issues, this study seeks to illuminate a pathway for operationalizing sustainability in coffee entrepreneurship, using Kedai Kosim as a case study.

Novelty and Research Justification

The novelty of this research lies in its comprehensive examination of sustainability-driven operations management within the context of small and medium enterprises (SMEs) in the coffee sector, with Kedai Kosim

in Indonesia as a case study. While sustainability has been widely studied in the broader context of corporate social responsibility (CSR) and supply chain certifications, this study provides unique contributions by addressing the following underexplored dimensions:

1. Focus on Operational Sustainability in SMEs:

Unlike most existing studies that focus on sustainability initiatives by large-scale corporations or macro-level supply chains, this research shifts the focus to SMEs, particularly coffee entrepreneurs, who operate in resource-constrained environments. By exploring the day-to-day operational strategies employed by Kedai Kosim, this study offers a granular understanding of how sustainability principles are integrated into business practices at the micro-enterprise level.

2. Integration of SDG Principles in Coffee Entrepreneurship:

This study bridges the gap between theoretical frameworks of the Sustainable Development Goals (SDGs) and their practical implementation in the context of coffee entrepreneurship. It provides empirical evidence on how specific SDG principles—such as responsible consumption and production (SDG 12) and climate action (SDG 13)—can be operationalized within a small business framework.

3. Localized Approach in a Developing Economy Context:

Most existing research on sustainability in the coffee sector has been conducted in developed countries or focuses on global supply chains. This study contributes a localized perspective by situating its analysis within Indonesia, one of the world's largest coffee producers. It highlights the unique socio-economic and cultural factors influencing sustainability practices in developing economies, offering insights that are often overlooked in global analyses.

4. Operational Framework for Sustainability-Driven Coffeepreneurship:

This research develops a practical framework that outlines how SMEs in the coffee sector can balance sustainability objectives with profitability. By identifying key operational strategies employed by Kedai Kosim, the study provides a replicable model for other coffee entrepreneurs, contributing actionable insights to both academic literature and industry practice.

5. Interdisciplinary Contribution:

This study intersects the fields of operations management, sustainability science, and entrepreneurship, enriching the academic discourse across these domains. It advances the understanding of how SMEs can contribute to global sustainability goals while addressing local economic and environmental challenges.

Significance and Urgency

This research addresses a critical gap in the existing literature by focusing on the operationalization of sustainability within SMEs in the coffee sector. Given the increasing urgency of global sustainability challenges, including climate change and resource scarcity, the study provides timely and practical insights that can inform both policy and practice. It offers a pathway for SMEs to enhance their resilience, competitiveness, and contribution to global sustainability efforts, serving as a valuable resource for coffee entrepreneurs, industry stakeholders, and policymakers.

By combining theoretical rigor with practical relevance, this study contributes to advancing sustainable entrepreneurship in developing economies, offering new perspectives that are both innovative and impactful.

Research Method

Research Design

This study employs a qualitative research design with an autoethnographic approach to explore the integration of sustainability-driven practices into the operations of Kedai Kosim, an SME in Indonesia's coffee industry. Autoethnography, as a method, allows the researcher to engage deeply with personal experiences while situating them within broader socio-cultural and organizational contexts (Gearity, 2024; Orel, 2024; P. Olobia, 2023). This approach is particularly suited for examining nuanced processes of sustainability integration, as it

provides rich, contextualized insights into the practices, challenges, and opportunities encountered in aligning operations with the Sustainable Development Goals (SDGs).

Research Procedure

The research was conducted in three phases:

1. **Exploratory Phase:**

This phase involved an initial review of relevant literature to identify key frameworks and best practices for integrating SDGs into business operations, particularly within the coffee sector. The literature review provided the theoretical foundation for designing the research and framing the study's objectives.

2. **Immersive Phase:**

The researcher immersed themselves in the operations of Kedai Kosim, documenting real-time practices, decision-making processes, and stakeholder interactions through participant observation, reflective journaling, and semi-structured interviews. This phase leveraged the researcher's insider perspective to uncover the operationalization of sustainability principles at a granular level.

3. **Analytical Phase:**

The data collected were analyzed using thematic coding to identify patterns and themes related to sustainability integration. This phase included iterative cycles of data reduction, categorization, and interpretation to ensure validity and reliability.

Integrating SDGs to Kedai Kosim Operations

The study examines how Kedai Kosim operationalizes key SDG principles, such as:

- **SDG 12 (Responsible Consumption and Production):** Implementation of waste management systems, resource efficiency practices, and sustainable sourcing policies.
- **SDG 13 (Climate Action):** Adoption of energy-efficient technologies and strategies to reduce carbon emissions in day-to-day operations.
- **SDG 8 (Decent Work and Economic Growth):** Ensuring fair wages, fostering inclusive workplace practices, and supporting local suppliers.

The integration of these principles is assessed through the alignment of business practices with sustainability metrics, emphasizing both qualitative and quantitative indicators of progress.

Primary Data Collection

The primary data collection methods included:

1. **Participant Observation:** The researcher participated in daily operational activities at Kedai Kosim, documenting sustainability practices and their impact on business outcomes.
2. **Reflective Journaling:** Detailed accounts of experiences and observations were recorded, providing a basis for critical reflection and thematic analysis.
3. **Semi-Structured Interviews:** Interviews were conducted with key stakeholders, including the owner, employees, suppliers, and customers, to gather diverse perspectives on sustainability integration.
4. **Document Analysis:** Internal documents, operational reports, and marketing materials were analyzed to corroborate findings and triangulate data.

Literature Review

The literature review focused on recent publications in high-impact journals, including those indexed in Scopus Q1, to provide a robust theoretical foundation. Key areas of focus included sustainability in SME operations (Bamidele Micheal Omowole et al., 2024), the application of SDG principles in business practices (Huovinen, 2022; Van Tulder & Van Mil, 2022), and the role of autoethnography in organizational research (Gearity, 2024; McGregor, 2023; Orel, 2024; P. Olobia, 2023). The review also examined case studies and empirical research on sustainability in the coffee industry, highlighting best practices and gaps in the existing literature.

Results

The findings of this study provide a comprehensive understanding of how sustainability principles, specifically the SDGs, are integrated into the operations of Kedai Kosim, a coffee shop business in Tulungagung, Indonesia. Using an autoethnographic approach, the researcher was able to immerse themselves in the day-to-day activities of the business, providing an insider perspective on the practical application of SDGs within a small-scale entrepreneurial context.

Key Findings:

1. Integration of SDGs into Daily Operations:

SDG 12 (Responsible Consumption and Production): Kedai Kosim has implemented several key initiatives aimed at minimizing waste and promoting responsible consumption. These include the use of locally sourced materials, reducing packaging waste, and recycling coffee grounds for compost. Moreover, the coffee shop has developed an in-house waste management system that encourages staff and customers to reduce, reuse, and recycle.

SDG 13 (Climate Action): The coffee shop has made substantial efforts to reduce its carbon footprint. These efforts include the installation of energy-efficient appliances and the adoption of sustainable energy sources, such as solar panels, to power part of the operations. Furthermore, Kedai Kosim prioritizes sourcing coffee beans from local, environmentally conscious farmers, supporting sustainable agricultural practices.

SDG 8 (Decent Work and Economic Growth): Kedai Kosim is committed to providing fair wages, maintaining a positive work environment, and offering opportunities for skills development. The business also supports local coffee farmers by establishing direct relationships with them, ensuring they receive fair prices for their beans. This relationship exemplifies the integration of economic sustainability into the coffee shop's operational model.

2. Operational Practices and Challenges:

The integration of SDGs has led to some operational challenges, particularly in balancing sustainability goals with profitability. For instance, while sustainable sourcing and waste management contribute to long-term environmental benefits, they require initial financial investments that can strain the business's resources. Additionally, managing the logistics of sustainable practices, such as coordinating with local suppliers and implementing energy-efficient technologies, requires ongoing effort and adaptation.

Despite these challenges, Kedai Kosim's commitment to sustainability has led to enhanced brand loyalty, with customers showing increasing support for the coffee shop's green initiatives. Customers appreciate the business's efforts to align with their values, particularly in terms of supporting local communities and protecting the environment.

3. Role of the Researcher (Autoethnography):

Through autoethnographic reflection, the researcher was able to observe and engage directly with the operational challenges faced by Kedai Kosim. Personal reflections on the integration of SDGs allowed for a deeper understanding of the complexities involved in implementing sustainable practices in a small business setting. The researcher's role as an insider also facilitated more open communication with employees, suppliers, and customers, enriching the data collected.

Contextualizing Findings with Literature:

The findings align with existing literature on sustainability in small businesses, which emphasizes the importance of adopting local, context-specific strategies to meet global sustainability goals (Gopal, 2024). The integration of SDGs into small businesses, particularly in developing economies, has been shown to present unique challenges related to resource constraints and market access (Moiceanu & Anghel, 2024). However, as seen in the case of Kedai Kosim, these challenges can be mitigated through innovative, localized approaches that balance profitability with sustainability.

The study's findings also resonate with the growing body of research that explores the role of small businesses in contributing to sustainable development. As noted by Ayalu et al (2022), small businesses often play a critical role in local economies by fostering employment, supporting local supply chains, and promoting community-based sustainability practices. Kedai Kosim's approach exemplifies these contributions, demonstrating the potential for small-scale entrepreneurs to be agents of change in achieving the SDGs.

Discussion

Interpretation of Findings

The integration of the Sustainable Development Goals (SDGs) into the operations of Kedai Kosim reveals a dynamic and multifaceted approach to sustainability within a small business context. By analyzing the findings through an autoethnographic lens, this study provides valuable insights into how a coffee shop business in Indonesia operationalizes key SDGs, namely SDG 12 (Responsible Consumption and Production), SDG 13 (Climate Action), and SDG 8 (Decent Work and Economic Growth). The results indicate that Kedai Kosim's implementation of sustainability principles is not merely a reactive measure to external pressures, but rather a proactive, integrated approach that permeates all levels of business operations.

In terms of **SDG 12**, Kedai Kosim's commitment to waste reduction and resource efficiency aligns closely with the broader global narrative on sustainable consumption. The shop's use of locally sourced materials and waste management initiatives, including composting coffee grounds and recycling, directly reflects the growing recognition that sustainable practices must be embedded within every facet of production and consumption. This integration of sustainability practices within day-to-day operations mirrors findings from existing research that emphasizes the role of SMEs in driving sustainable consumption patterns (Ify Igbokwe, 2024). However, the challenges associated with financing sustainable practices—especially in the early stages—are also apparent, as initial investments in waste management systems and sustainable sourcing often require significant capital outlay, which may limit the scalability of such initiatives for other small businesses.

SDG 13 (Climate Action), on the other hand, highlights Kedai Kosim's investment in energy-efficient technologies, such as solar panels, which is an innovative approach for a small business operating in a resource-constrained environment. This aligns with the research by Bariar and Monga (2024), who note that small businesses in emerging markets often have unique opportunities to implement low-cost, high-impact sustainability initiatives. By reducing reliance on non-renewable energy sources, Kedai Kosim not only contributes to climate action but also reduces long-term operational costs. The integration of climate-conscious strategies at the operational level signifies an important shift in the way small businesses can influence broader environmental outcomes.

Finally, **SDG 8** reflects Kedai Kosim's efforts to promote economic sustainability through fair wages, community engagement, and support for local suppliers. By creating a business model that emphasizes equitable economic relationships and supports local farmers, Kedai Kosim is not only contributing to the local economy but also fostering long-term, sustainable business practices. This resonates with the growing body of literature suggesting that sustainable businesses must embrace not only environmental considerations but also social and economic dimensions of sustainability (Stoica, 2024). Kedai Kosim's success in creating a sustainable business model that supports local economies while providing decent work for its employees sets an important precedent for other small businesses in the coffee sector.

Conclusion and Recommendations

Conclusion

This study has demonstrated how a small-scale coffee shop business, specifically Kedai Kosim in Tulungagung, Indonesia, has successfully integrated the Sustainable Development Goals (SDGs) into its operations. Through an autoethnographic approach, this research provides valuable insights into the practicalities and challenges of implementing sustainability practices within the context of small business entrepreneurship. The key findings suggest that Kedai Kosim has adopted a comprehensive approach to sustainability, encompassing **SDG 12 (Responsible Consumption and Production)**, **SDG 13 (Climate**

Action), and SDG 8 (Decent Work and Economic Growth), in a manner that not only aligns with global sustainability frameworks but also meets the unique challenges faced by small businesses in emerging markets.

The integration of SDG-driven strategies, such as waste reduction, energy efficiency, and local economic empowerment, highlights the potential for small businesses to contribute meaningfully to sustainable development. Despite the inherent challenges, such as initial investment costs and the complexities of managing sustainable supply chains, Kedai Kosim's experience underscores the possibility for small enterprises to become significant actors in achieving the SDGs. Furthermore, the findings highlight that the business's commitment to sustainability has not only created value for the local community but also contributed to the long-term financial resilience of the business itself.

Recommendations for Practice

Based on the findings of this study, several recommendations are put forward for small business owners, particularly in the coffee industry, who seek to integrate SDGs into their operations:

1. **Embrace Local Sourcing and Circular Economy Principles:**

Small businesses, especially in the coffee sector, should explore opportunities for sourcing locally, reducing waste, and implementing circular economy models. Kedai Kosim's efforts to minimize waste through recycling and composting offer a practical blueprint for other coffeepreneurs aiming to reduce their environmental footprint while supporting local economies.

2. **Adopt Energy-Efficient Technologies:**

The implementation of energy-efficient practices, such as solar panels and low-energy equipment, is a cost-effective strategy for small businesses to mitigate environmental impact and reduce operational costs in the long run. Small businesses should explore the use of renewable energy sources and low-cost sustainable technologies that align with global climate action goals.

3. **Foster Fair Trade and Local Community Engagement:**

The emphasis on fair trade and local supplier relationships should be a priority for businesses aiming to meet SDG 8. Small enterprises should consider building partnerships with local suppliers and ensure that employees are provided with fair wages and opportunities for growth. Creating a business model that benefits the local community can enhance brand loyalty and customer support.

Suggestions for Future Research

While this study contributes valuable insights into the integration of SDGs within small business operations, several avenues remain unexplored. Future research could benefit from:

1. **Quantitative Research on the Impact of SDG Integration:**

A quantitative approach could provide more concrete evidence of the financial and operational impacts of SDG integration. Measuring sustainability performance through metrics such as cost savings, profitability, and customer retention would help assess the tangible benefits of adopting sustainable practices in small businesses.

2. **Comparative Studies Across Different Regions:**

Comparative research across different regions or countries would provide a more comprehensive understanding of how local contexts influence the adoption of sustainability practices. This would be particularly relevant for exploring how businesses in different socio-economic environments implement and benefit from SDG-driven operations.

3. **Exploration of Technology's Role in Sustainability:**

Future studies could examine the role of digitalization and technology in facilitating sustainable business practices. The use of apps, data analytics, and other digital tools could be explored as a way to enhance operational efficiency and sustainability in small enterprises.

Social and Ethical Implications

Finally, this study emphasizes the social and ethical responsibilities of small businesses in contributing to sustainable development. Kedai Kosim's efforts demonstrate that even small businesses can make a significant impact on local communities by prioritizing sustainable practices. This research calls for greater policy support for small businesses, including financial incentives, access to sustainable technologies, and capacity-building programs. It is crucial for policymakers to create an enabling environment that allows small enterprises to thrive while contributing to the broader social and environmental goals of the SDGs.

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