

## **COLLABORATION FOR SUSTAINABILITY: THE SYNERGY BETWEEN PERMAI MALAYSIA AND UMB JAKARTA IN BUILDING AN EMPOWERED COMMUNITY**

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### **ABSTRACT**

The Indonesian Community Association (PERMAI) in Malaysia serves as a platform for the Indonesian diaspora, actively contributing to social, educational, and cultural development. As a dynamic organization, PERMAI continuously seeks strategic partnerships to enhance the capacity and skills of its members. One of the key initiatives supporting sustainability efforts is its collaboration with Universitas Mercu Buana (UMB) Jakarta.

This partnership aims to strengthen the competencies of PERMAI members through training programs, seminars, and skill development in technology and entrepreneurship. With academic and non-academic programs supported by UMB Jakarta, PERMAI members gain access to quality education, improving their global competitiveness. Beyond professional skills enhancement, this initiative also instills sustainability values, including green economy principles, resource management, and responsible business practices.

In addition to education, the collaboration focuses on community empowerment through research and social engagement programs. Together, PERMAI and UMB Jakarta develop social-based projects designed to improve community welfare and promote ethical business practices. By integrating environmental awareness and sustainability into various initiatives, this collaboration contributes to creating a resilient, innovative, and sustainability-oriented community.

Through the synergy between PERMAI Malaysia and UMB Jakarta, the goal is to cultivate a diaspora generation that excels academically and professionally while demonstrating a strong commitment to environmental and social responsibility. This partnership aspires to create a future where Indonesian communities in Malaysia and beyond are not only equipped with the necessary skills to succeed but also actively engaged in fostering sustainable and inclusive development.

**Keywords:** Sustainability, Community Empowerment, Green Economy, Education Collaboration, Diaspora Development, Responsible Business, Skill Enhancement, Social Engagement

### **1. INTRODUCTION**

Economic and entrepreneurial development plays a crucial role in improving community welfare, particularly in developing countries where micro, small, and medium enterprises (MSMEs) contribute significantly to economic growth (World Bank, 2021). Empowering local communities through sustainable entrepreneurship is essential for fostering economic resilience and social inclusion. One such initiative is the Perkumpulan Masyarakat Indonesia (PERMAI) in Malaysia, which actively engages in various programs to support Indonesian expatriates and migrant workers in achieving financial independence through entrepreneurship.

### **BACKGROUND OF THE PARTNER ORGANIZATION**

PERMAI Malaysia is a non-governmental organization (NGO) that serves as a platform for Indonesian communities in Malaysia. Established to support the social, educational, and economic well-being of Indonesians living abroad, PERMAI provides various empowerment programs, including business training, skills development, and financial literacy initiatives. The organization collaborates with universities, businesses, and other institutions to enhance its impact, ensuring that members gain access to resources and opportunities that improve their socio-economic standing.

One of PERMAI's key partnerships is with Universitas Mercu Buana (UMB) Jakarta, which aims to integrate academic knowledge with practical entrepreneurial strategies. This collaboration seeks to enhance the skills of community members by providing training in business management, marketing, digital transformation, and sustainable entrepreneurship practices.

## OBJECTIVES OF THE INITIATIVE

The primary objectives of PERMAI's entrepreneurship and economic empowerment initiatives include:

1. Capacity Building – Providing training programs to enhance the entrepreneurial skills of members.
2. Financial Inclusion – Assisting individuals in accessing financial services, including microcredit and investment opportunities.
3. Market Expansion – Helping small businesses within the community to scale up and integrate into broader markets.
4. Sustainability and Innovation – Encouraging the adoption of environmentally friendly business practices and digital transformation.
5. Networking and Collaboration – Connecting members with business mentors, investors, and academic institutions to support their growth.

## ROLE IN THE ECONOMIC AND ENTREPRENEURIAL ECOSYSTEM

PERMAI Malaysia plays a significant role in the broader entrepreneurial ecosystem by acting as a bridge between informal sector entrepreneurs and formal economic institutions. Many Indonesian expatriates, particularly migrant workers, face challenges in accessing formal employment or business opportunities due to legal and economic barriers (Setiawan & Rachmawati, 2022). By offering structured training and business development support, PERMAI enables members to transition from informal economic activities to more sustainable and scalable business ventures.

Furthermore, PERMAI's initiatives align with global sustainability goals, particularly the United Nations Sustainable Development Goals (SDGs), such as Goal 8 (Decent Work and Economic Growth) and Goal 9 (Industry, Innovation, and Infrastructure) (United Nations, 2022). By equipping community members with entrepreneurial skills, PERMAI contributes to poverty reduction, economic resilience, and social empowerment within the Indonesian diaspora in Malaysia.

The collaboration between PERMAI Malaysia and UMB Jakarta highlights the importance of integrating academic research with community development programs, ensuring that economic initiatives are backed by robust theoretical frameworks and practical applications. This partnership serves as a model for other expatriate communities seeking to improve their socio-economic conditions through structured and sustainable entrepreneurship.

## EXISTING CONDITIONS

### BUSINESS PROFILE AND SUSTAINABILITY ASPECTS

PERMAI Malaysia operates as a non-governmental organization (NGO) dedicated to empowering Indonesian communities in Malaysia. The organization provides business training, education programs, and entrepreneurship support, particularly for migrant workers and students.

From a sustainability perspective, PERMAI emphasizes social sustainability by focusing on skill development, workforce empowerment, and financial independence for the Indonesian diaspora. By fostering economic resilience, PERMAI indirectly contributes to the United Nations Sustainable Development Goals (SDGs), particularly:

SDG 4: Quality Education (by providing access to training and learning programs)

SDG 8: Decent Work and Economic Growth (by equipping members with entrepreneurial skills)

SDG 12: Responsible Consumption and Production (by promoting sustainable business practices)

## OPERATIONAL SCOPE AND SUSTAINABILITY INTEGRATION

Upstream Activities: PERMAI collaborates with Universitas Mercu Buana (UMB) Jakarta to design training programs that incorporate sustainable business practices. The organization provides financial literacy training, emphasizing the importance of ethical investment and responsible financial management. Initiatives are designed to align with circular economy principles, ensuring that small businesses minimize waste and maximize resource efficiency.

## FINANCIAL CONDITION AND SUSTAINABILITY CHALLENGES

By integrating green financing strategies, such as corporate social responsibility (CSR) funding and microfinance support, PERMAI aims to ensure that its economic initiatives are sustainable and have long-term impact.

## RESOURCES & CAPABILITIES AND SUSTAINABILITY READINESS

Human Resources: PERMAI's team consists of volunteers, professionals, and academics, primarily from the Indonesian expatriate community. While passionate, the reliance on volunteers poses a sustainability challenge in terms of long-term program continuity.

Market Position and Sustainability Competitiveness PERMAI serves a niche market of Indonesian migrants, differentiating itself from other community organizations through its education and entrepreneurship focus.

## 2. METHOD

The community service activity team previously held discussions with LPPM and the faculty regarding the preparation of activities on Pulau Pinang Malaysia, then the discussion continued by involving NGO Permai and University Sains Malaysia to find out the condition of the activity participants and the problems and solutions expected. After knowing the targets and targeted solutions, adjustments were made from the Universitas Mercu Buana lecturer team and the LPPM team to prepare for departure and the needs needed in community service activities in Pulau Pinang Malaysia. The time, place, number of teams and theme of the activity were also discussed in the discussion so that each lecturer had prepared their respective duties before the activity was carried out.

### 3.2. Implementation Method

The method of this Community Service activity is carried out through :

Socialization: which will explain Capacity Building – Providing training programs to enhance the entrepreneurial skills of members. Financial Inclusion – Assisting individuals in accessing financial services, including microcredit and investment opportunities. Market Expansion – Helping small businesses within the community to scale up and integrate into broader markets. Sustainability and Innovation – Encouraging the adoption of environmentally friendly business practices and digital transformation. Networking and Collaboration – Connecting members with business mentors, investors, and academic institutions to support their growth. Malaysia - Sustainable sourcing

- Choose suppliers who prioritize eco-friendly materials
- Increase use of recycled or upcycled products
- Waste reduction
  - Implement a comprehensive recycling program
  - Minimize single-use plastics in daily operations
- Energy efficiency
  - Invest in energy-saving technologies and appliances
  - Encourage staff to adopt conservation practices, such as turning off lights and equipment when not in use
- Community engagement
  - Support local environmental initiatives and organizations
  - Foster a culture of sustainability among employees through workshops and training in Penang City, Malaysia.

### 3.4. Evaluation Method

Activity evaluation is a process for collecting data and information needed in this community service activity. The evaluation of this activity is more focused on reviewing the participants' understanding of entrepreneurial skills of members. Financial Inclusion – Assisting individuals in accessing financial services, including microcredit and investment opportunities. Market Expansion – Helping small businesses within the community to scale up and integrate into broader markets. Sustainability and Innovation – Encouraging the adoption of environmentally friendly

business practices and digital transformation. Networking and Collaboration – Connecting members with business mentors, investors, and academic institutions to support their growth. Malaysia - Sustainable sourcing

### **3. RESULTS AND DISCUSSION**

This international joint community service have done by lecturer from Universitas Mercu Buana, and team of Pertumbuhan Masyarakat Indonesia (PERMAI) Pulau Pinang Malaysia, also supported by University Sains Malaysia at Pulau Pinang Malaysia. This activity is carried out with the following details:

Day	: Sunday
Date	: April 27. 2025
Time	: 09.00 (Penang times) until finished
Location	: Yayasan An-Nahdoh Pulau Pinang, Malaysia
Participant	: 33 (room A)

Figure 3. Activity of PKM



Instagram

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lin\_oktris

lin\_oktris Pengabdian Masyarakat Universitas Mercu Buana, dengan Universitas Sains Malaysia dan Permai (Pekerja Migran Indonesia). Pulau Penang 26, 27 & 28 April 2025 @

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This activity consists of several sessions as follows:

First Session, Opening and Welcoming from Mrs. Dr. Erna Setiary, SE. M.Si. as Vice-Chancellor Universitas Mercu Buana, Dr. Anees as representative of University Sains Malaysia, and also Representative of PERMAI

Second session, explanation of sustainability Indonesia – Malaysia specifically income abroad of employee and freelancer, the treaty has provided direction on how to process of international withholding sustainability for domestic synergy who work and earn income abroad, or vice versa.

Third session, namely discussions and questions and answers between the implementers and participants about the topics that were socialized.

#### Discussion

The participants of this Community Service activity are Indonesian citizens who live, work and trade in Pulau Pinang Malaysia and also Malaysian citizens who have income from Indonesia. The majority of participants do not know and do not understand about Collaboration for Sustainability: The Synergy Between PERMAI Malaysia and UMB Jakarta in Building an Empowered Community In the PKM activity, it was found that the majority of participants did not know about the Indonesia - Malaysia sustainability, and did not understand the process of Collaboration for Sustainability: The Synergy Between PERMAI Malaysia and UMB Jakarta in Building an Empowered Community

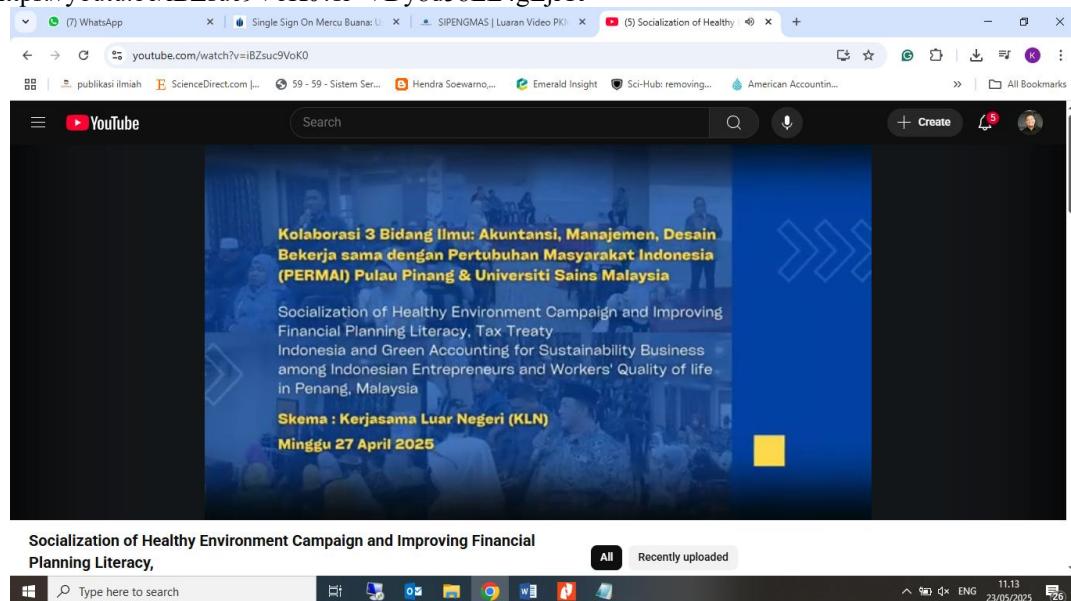
With this socialisation, participants know more about Collaboration for Sustainability: The Synergy Between PERMAI Malaysia and UMB Jakarta in Building an Empowered Community . However, participants will begin to communicate and coordinate with their families in Indonesia to ask the Collaboration for Sustainability: The Synergy Between PERMAI Malaysia and UMB Jakarta in Building an Empowered Community

Also explain the future development opportunities. Articles can be strengthened with relevant documentation related to services or goods as outputs, or the main focus of activities. Documentation can be in the form of pictures of the application or implementation process, pictures of product prototypes, tables, graphs, and so on.

#### 4. OUT PUT

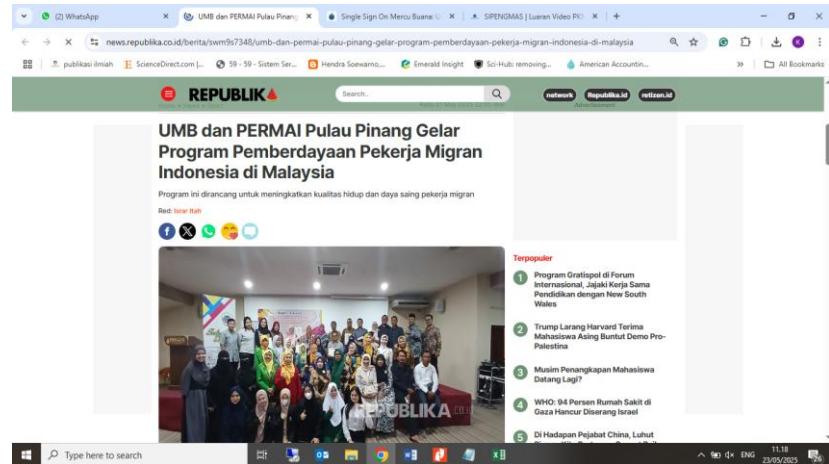
Community Service activities of the Overseas Cooperation scheme on the topic of “Collaboration for Sustainability: The Synergy Between PERMAI Malaysia and UMB Jakarta in Building an Empowered Community ” has had the following outcomes:

- 1) Video Publication, PKM activities have been published on the LPPM UMB youtube account with the link <https://youtu.be/iBZsuc9VoK0?si=VDy8d58LL4gLjiCJ>



- 2) Media Massa Publication, this PKM activity has been published in media mass with link :

Link 1 : <https://news.republika.co.id/berita/swm9s7348/umb-dan-permai-pulau-pinang-gelar-program-pemberdayaan-pekerja-migran-indonesia-di-malaysia>



Link 2 : <https://mediaindonesia.com/humaniora/774422/universitas-mercu-buana-gelar-program-pemberdayaan-pekerja-migran-indonesia-di-malaysia>



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