

GREEN ECONOMY AND SUSTAINABLE DEVELOPMENT IN INDONESIA: CONSIDERING DISASTER MANAGEMENT AND KNOWLEDGE MANAGERMENTS INTO ENTREPRENEURSHIP

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ABSTRACT

In the name of economy growth and improvement in human's living standard, entrepreneurship is becoming the head-light topic. Many of entrepreneur education and trainings are given to the society as a mean to transfer the skills, knowledge and attitude to become a successful entrepreneur. This global movement in entrepreneur has increased the consumption of natural and social resources all over the world. Without proper understanding of the potentials dangers towards the eco-sytem and nature, which are hidden in the gobal movement of entrepreneurship, then the existance of humans and healthy environment are at stake. It has created severe global effects, social casualities, imbalance in ecology and natural disasters. Add to this account, Indonesia has many of potential disasters, natural factors and/or non-natural factors and human factors.

This paper analyzes and emphasizes the importance of taking into account disaster management in Green-Eco and Social Entrepreneurship through a case study of Indonesia and supporting data from United Nations and BPS (Indonesian National Agency for Statistic). It describes the urgency to include disaster management into entrepreneurship, so that the potential casualities in socials and natural desasters can be reduced.

Keyword: economy growth, human's living standard, green-eco and social entrepreneurship, disaster management, sustainable development.

INTRODUCTION

Entrepreneur has been admitted as a strong influencing agent in economy development, so that the economic cycle run well with less market failures. Entrepreneurs use production factors, such as land, capital, and labour, to provide goods that are needed by the markets.

The adding numbers of entrepreneur will turn the economy wheel faster, as more goods are produced, more resources are used in the processes. At the same time, environmental