

The concept of Triple Bottom Line Planetary Dimensions in Learning at Beauty Courses and Training Institutions

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Abstract

Beauty courses and training institutions are one of the non-formal educational institutions that provide lifelong education for the development of a person's skills in the field of beauty. The institute provides output of graduates who are competent in the beauty industry. Learning that is carried out by the institution usually produces plastic waste and contains chemicals. This encourages the institution to apply the planetary dimension of the triple bottom line to sustain the institution in the future. The purpose of this research is to find out the application of the concept of the planet dimension of the triple bottom line in learning at courses and beauty institutions. This research uses a qualitative case study method with data sources coming from observation, interviews and documentation studies. The data analysis used is mills and huberman's and data validation uses triangulation of time, sources and techniques. This study found that the concept of the triple bottom line planet is applied through the components of the learning system in the form of methods and strategies.

Keywords: Concept of planet, beauty courses and training institutions, learning systems.

1. Introduction

Education should become a tool for the community to self-educating and stepping up their social economic status. In Indonesia, education is divided into 3 sections, 1. Formal, 2. Non Formal, 3. Informal. In some case, non-formal education could be the way for a better future generations and equitable education for all. This is because non-formal education is an education organized for community members who need educational services that function as a substitute, supplement, and / or complement to formal education. Sudjana (2006) says non-formal education works in systematic ways, which include components, objectives and processes. In addition, Sudjana also reveals that in non-formal education there are several principles such as: 1) the principle of need, 2) the principle of relevance and community development, 3) the principle of future insight, 3) the principle of lifelong education (Silalahi et al. 2023). In non-formal education, there are types of education such as vocational education, skills education and work training, equivalency education, literacy education etc. In the implementation of non-formal education, there are several types of education. In its implementation, non-formal education has its own institutions such as courses and training institutions.

Courses and training institutions or abbreviated as LKP are institutions that are organized both individuals, groups and communities with the aim of providing functional skills and life skills for self-development both to get a job, try independently to continue to higher education (Triyana 2012). Education at courses and beauty institutions is much more concise, flexible and tailored to the needs of learning citizens so that the results obtained can be used

in accordance with the objectives of learning. One of the courses and beauty institutions that exist in the community is the beauty course and training institution. This institution is engaged in beauty with programs such as, Skin Beauty, Hair Beauty, Bridal Makeup and Solus Per Aqua (SPA). In its practice, LKP Beauty both in terms of learning and side businesses such as salons must produce waste, the dominant of which is plastic waste and water waste. Plastic and water waste that not getting separated and processed could causing problem for the environment in the future. This is caused by the nature of plastic that hard to decompose in natural way and the water waste (including the chemicals substances that used in washing process like shampoo, straightener solutions etc) that causing water pollution which is dangerous for the living organism on the river.

Prevention and policies on the use, disposal and management of waste both of the plastic waste type, general waste and waste containing chemicals can be one of the things done by LKP Beauty as an act of environmental awareness. This act of caring for the environment will not only affect the lives of creatures living around LKP but also how LKP can survive for a long time. This is related to the concept of sustainability in which there is a 3P concept, namely, Planet, People and Profit.

Sustainability here is defined as the ability of an organization or institution to survive and work in the long term (Robertson 2021). In sustainability itself, there is a building concept that is most often used, namely John Elkington's Triple Bottom Line concept. This concept carries the involvement of organizations or institutions or companies in their surroundings such as how the organization affects the environment, social and economy. These three things are critical to be applied in every organization or institution because these three concepts carry their own role for the benefit of the organization or institution. One of them is the benefit of organizations or institutions that care for the environment and the issue will get an image from the community that organizations and institutions are concerned with the environment they live in (Miller, 2020).

One institution that can implement this planet dimension is a beauty course and training institution. This is because beauty courses and training institutions use many products that are packaged using plastic or foil, which are materials that are difficult to decompose. In addition, beauty courses and training institutions use chemicals for their lessons such as chemicals used in hair perm, hair straightener and hair coloring. The water used to rinse after practicing using these materials is included in waste with chemicals. So that in its disposal requires its own handling.

A learning system that is in accordance with the conditions and needs of the community can also make a course and training institution sustainable. The learning system consists of several components, one of which is learning methods and strategies. Appropriate learning methods and strategies can produce appropriate and desired learning outputs. This includes learning methods and strategies that discuss environmental issues. According to Stenger (2022), it is said that highly educated people or people who are exposed to better education are usually more aware of environmental issues that occur not only around them. Educational exposure both formal and non-formal also influences both directly and indirectly in the emergence of environment friendly behavior.

One of the courses and training institutions that has the ability to sustain is the Putri Ayu course and training institution or LKP Putri Ayu. LKP Putri Ayu has been established since 1989

and has produced more than 3000 graduates who work both domestically and abroad. Putri ayu beauty courses and training institute has its own learning system that is adjusted to the needs and circumstances of the surrounding environment. Where one of the policies in learning without realizing it has involved the planetary or environmental dimension. The purpose of this study is to understand the planet concept in the triple bottom line theory in learning in course and training institutions, especially the Putri Ayu beauty course and training institution located in Depok City, West Java.

1.1 Theoretical Foundation and Literature Review

1.1.1 Learning System at the Beauty Course and Training Institute

Courses and training institutions are institutions engaged in non-formal education under the auspices of the Ministry of Education and Culture. According to Triyana, (2012) courses and training institutions are present to provide opportunities for the community to gain skills and knowledge in order to obtain employment, develop their abilities to try to be independent. The main purpose of courses and training institutions is to improve the ability of learning citizens. The types of courses that exist in Indonesia itself are diverse but often are language courses, computer courses, automotive courses, and beauty courses..

Beauty courses and training institutions themselves are engaged in beauty such as skin beauty, hair beauty, bridal makeup, solus per aqua. With the continued development of the beauty industry, the demand for beauty experts is increasing. Beauty courses and training institutions are here to fulfill this demand. Because one of the outputs produced by beauty courses and training institutions is the birth of experts in the field of beauty who are able to work well. As an institution, beauty courses and training institutions have their own system. Both the managerial system and the learning system are at the root of educational institutions.

The learning system according to Pribadi (2011: 30) is an arrangement of organized concepts where the components are connected so that they work together and can realize the expected goals. Components that exist in the learning system such as:

1) Learning citizens, defined as community members who seek to develop their abilities through learning pathways (Pongpalilu et al. 2023). Learning must pay attention to the background of learning citizens because the level of ability and understanding of learning citizens is different.

2) Learning objectives, defined as the activity of determining what the desired end result of learning activities is.

3) Learning method, defined as the method used by the instructor to deliver learning materials to learning citizens using the basic principles of education (Sueni 2019). Commonly used learning methods such as lectures, demonstrations, practices, group work and so on.

4) Learning media, defined as tools used by instructors to explain material both physically and non-physically to learning citizens so that learning citizens are able to understand the material properly (Nurfadhillah, 2021) Commonly used learning media such as visual, audiovisual, and audio media.

5) Learning strategies, defined as tools or assistance used to help learning citizens achieve their goals (Herlina et al. 2022).

6) Evaluation, defined as the activity of providing information to make decisions on an activity. Evaluation is divided into two, namely, learning evaluation and learning outcomes evaluation (Sudjana 2006).

7) Feedback, according to Windarsih in Eliza (2019), is one way that instructors can use to help citizens learn to understand learning materials.

1.1.2 Concept of Planet on Triple Bottom Line

The Triple Bottom Line was first introduced to the public in 1997 by John Elkington where the main focus of this concept consists of 3Ps namely Planet, People and Profit (Dainienė and Dagilienė 2015). These three dimensions are interrelated and are commonly known as corporate social responsibility (CSR). The People or social dimension itself conceptualizes how organizations or institutions are able to benefit the surrounding community either with social activities such as charity activities to scholarships (Shim et al. 2021). This people dimension not only pays attention to how the impact on the surrounding community but also the impact on workers (Fernandes 2024). The profit or economic dimension centers on how organizations or institutions can get as much profit as possible without sacrificing the surrounding and institutions or organizations are able to be involved in the surrounding economy such as creating jobs and helping to end poverty.

In the planet dimension, the main focus of this dimension is the impact of activities carried out by organizations or institutions on ecosystems, land, air, water. 3R (Recycle, Reduce, Reuse) is one of the movements included in the planetary or environmental dimension. At the most basic level, things that organizations or institutions can do such as using renewable energy, reducing energy use, disposing of chemicals safely, and adopting environmentally friendly policies (Slaper and Hall 2011). According to Slaper and Hall, moderate water use can also be one of the steps taken by organizations or institutions in preventing environmental damage. Water sanitation in organizations or institutions is also important to pay attention to according to Mariana in Ayu and Rosalina (2021), which states that sanitation is an effort to control human physical environmental factors that affect or may be affected, to the detriment of physical development, health and survival.

Education about the environment is also one of the things that is incorporated in the planetary dimension. The implementation of environmental education can be done by providing learning about environmental awareness, existing issues and what can be done to maintain environmental sustainability (Nyika and Mwema 2021). Environmental education also brings benefits to many people including the community such as strengthening the community, students and teachers feel empowered, responsible action for better environment et cetera (Ahmed 2022).

2. Method

2.1. Research Method

The research method used in this research is a qualitative research method with the type of research in the form of a case study. The selection of case studies was chosen because the purpose of this research is to describe the concept of the planetary dimension of the triple bottom line on learning conducted at the Putri Ayu Beauty Course and Training Institute in Depok, West Java. The case studied is the sustainability owned by Putri Ayu Beauty Course and Training Institute and its relationship with the learning in the beauty course and training institute.

Data collection technique is a way to get field data as true as possible, ways that can be used such as observation, interviews and documentation studies (Sugiyono 2016). Researchers used 3 data collection techniques, namely observation which was carried out for some time, interviews with 7 informants, and documentation studies both documents, articles to news related to research. Researchers conducted observations at the Putri Ayu Beauty Course and Training Institute 5 times and interviews 7 times.

Researchers used Miles and Huberman's data analysis which divided data analysis into 3 parts, namely: data reduction, data display and conclusion drawing and testing. There are three data validations used by researchers, namely source triangulation (informants with different positions), triangulation techniques (observation, interviews and documentation studies), time triangulation (different times of observation and interviews such as morning, afternoon, evening).

3. Results and Discussion

3.1 Result

3.1.1 Learning Methods at Putri Ayu Beauty Course and Training Institute

The learning methods used at the Putri Ayu beauty course and training institute itself vary in type with the use tailored to the teaching needs. The learning methods used include lecture, practice, group work, demonstration etc. These learning methods are not only used separately but can also be combined with each other. These learning methods are not only used separately but can also be combined with each other. Such as the use of lecture and demonstration learning methods when explaining a material.

The material that uses this lecture method is one of them is about learning beauty waste management generated from learning. The instructor will teach about the types of waste that exist in the beauty industry, handling waste that has chemical content and how to maintain the cleanliness and sanitation of the workplace. In addition, lectures are also used to explain the beauty products used and how to use them so that products containing chemicals do not pollute the surrounding environment.

3.1.2 Learning Strategy at Putri Ayu Beauty Course and Training Institute

The learning strategy in the Putri Ayu beauty training and course institution itself is repetitive. This is done by repeating the same material for 1 week of learning time so that learners can get used to the material discussed and they have muscle memory. Then after repeating for about 2 months the learners will repeat all the learning from the beginning in the 3rd month, the material repeated is the material that will be tested for the competency test at

the end of the learning. In addition to repetition, the Putri Ayu Beauty Course and Training Institute also provides 2 instructors and 1 assistant instructor to teach in 1 class so that students who experience difficulties can be handled immediately.

Habituation-based learning is also carried out at the Putri Ayu Beauty Course and Training Institute where one of them is the habituation to tidy up and sort out the garbage produced during learning and dispose of it in their respective trash cans because the Putri Ayu Beauty Course and Training Institute has a policy to provide 1 trash can for 1 learning citizen.

3.1.3 Planetary Dimension at Putri Ayu Beauty Course and Training Institute

In the planetary or environmental dimension of the Putri Ayu beauty course and training institution has its own policies such as providing 1 trash can for 1 learning citizen where each learning citizen will be accustomed to choosing the waste generated from that day's learning. Waste selection is also integrated with learning where learners are required to select waste according to their category and this is included in the daily assessment of students which will be accumulated at the end of learning. Learning about waste segregation and management is also carried out at the Putri Ayu beauty course and training institution. The instructor provides material about which waste can be mixed with other waste and waste that requires special handling to household waste.

In addition, the courses and training institutions also have special drains for waste water contaminated with chemicals such as return water from hair washing. The waste water will then be processed in a special water reservoir which later after the waste water process can be channeled to the nearest river so that it does not pass through the public sewer. The process was explained by one of the staff of the management of the Putri Ayu beauty course and training institution who said "the waste water we produce is not flowed into the public sewer but we flow it into the reservoir and then processed and only discharged into the nearest river after processing". This is done by the institution to prevent environmental pollution, especially from water waste, which as we know for beauty classes related to hair, hair washing activities will be needed. The courses and training institutions do this because they realize that the remaining water from washing hair is likely to be mixed with chemicals in the product and has the potential to damage the environment if not handled properly.

3.2 Discussion

One of the learning methods used in courses and training institutions is the lecture method where the instructor will provide direction in learning for students to learn and understand. In addition, the learning methods owned by Putri Ayu beauty courses and training institutions are demonstrations, group work and practice. This is in accordance with what Sueni (2019) said about the learning method is the method used by the instructor to convey learning material. This lecture method is also used in providing learning about waste management generated both household waste and beauty waste from learning and salons. With the lecture learning method, there is an effort from the course and beauty institution to provide awareness and change actions regarding environmental awareness such as not littering. Simple actions but have an impact into the future, this is in accordance with what Stenger (2022) said about environmental concerns not necessarily immediately followed by change, but effort is needed so that change occurs. Learning about the types of waste produced

and how to dispose of or process them is included in environmental education. This is in accordance with what is said by Nyika and Mwema (2021) who say that education about the environment includes learning about awareness of environmental issues, introduction to types of waste and so on.

The learning strategy owned by the Putri Ayu beauty course and training institute which carries out habituation to sort and dispose of waste in the space provided and the policy of 1 learner 1 trash can is also in accordance with what Shim (2021) said about creating policies that do not harm the environment and prevent further environmental damage.

4. Conclusion

The concept of the planetary or environmental dimension in the triple bottom line itself focuses on how an organization or institution can create policies that are environmentally friendly and prevent further environmental damage. The Putri Ayu Beauty Course and Training Institute has successfully implemented the planetary dimension at its institution by using the lecture method to provide learning about the waste generated in learning and learning strategies that familiarize learning citizens to sort and dispose of waste when finished learning as well as a policy of providing 1 trash can for 1 learning citizen.

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