



PENGUATAN KONSEP GREEN ACCOUNTING BAGI PENGRAJIN SENTRA INDUSTRI GERABAH BUMIJAYA KABUPATEN SERANG

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Abstrak

Pengabdian ini bertujuan memberikan pengetahuan dan pemahaman tentang penerapan konseptual *green accounting* bagi pengrajin di Sentra Industri Gerabah Bumijaya. Kendati demikian, kendala utama yang masih dihadapi oleh para pengrajin adalah minimnya pengetahuan bagi para pengrajin dalam memproduksi Gerabah Bumijaya yang ramah lingkungan. Selama ini proses produksi Gerabah Bumijaya hanya fokus pada meraih keuntungan tanpa memperhatikan dampak lingkungan yang diciptakan. Metode pelaksanaan meliputi pelatihan dan pendampingan konseptual *green accounting* yang digelar pada tanggal 12 September 2024. Dalam pelatihan telah diberikan berbagai pengetahuan dan kompetensi tentang konsep *green accounting* yang meliputi pengukuran dampak lingkungan, sumber daya berkelanjutan, pengelolaan limbah, dan kesadaran tentang integrasi ekonomi sirkular. Keberhasilan dari kegiatan ini tampak dari meningkatnya pengetahuan dan pemahaman para pengrajin Gerabah Bumijaya tentang konsep daur ulang dan ramah lingkungan. Selain itu program ini telah berhasil memberikan pengetahuan baru tentang *green accounting* sehingga dapat memberikan nilai tambah dan data saing para pengrajin Gerabah Bumijaya di pasar global.

Kata kunci: *Green Accounting*; Sentra Industri; Gerabah Bumijaya

Abstract

his service aims to provide knowledge and understanding of the application of green accounting concepts for craftsmen at the Bumijaya Pottery Industry Center. However, the main obstacle still faced by the craftsmen is the lack of knowledge for the craftsmen in producing environmentally friendly Bumijaya Pottery. So far, the Bumijaya Pottery production process has only focused on gaining profit without paying attention to the environmental impact created. The implementation method includes training and mentoring on green accounting concepts which were held on 12th September 2024. In the training, various knowledge and competencies were provided about the concept of green accounting which includes measuring environmental impacts, sustainable resources, waste management, and awareness of circular economic integration. The success of this activity can be seen from the increasing knowledge and understanding of Bumijaya Pottery craftsmen about the concept of recycling and being environmentally friendly. In addition, this program has succeeded in providing new knowledge about green accounting so that it can provide added value and competitive data for Bumijaya Pottery craftsmen in the global market.

Keywords: *Green Accounting*; Industrial Center; Bumijaya Pottery

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