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# Optimizing Sustainable Hr Management Practices: Catalyst For Achieving SDGs Through Empowering Coastal Communities In Indragiri Hilir Regency

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## Abstract

Indragiri Hilir Regency, as a coastal area, faces challenges in achieving the Sustainable Development Goals (SDGs), especially in poverty alleviation (SDG 1), food security (SDG 2), decent work and economic growth (SDG 8), and marine ecosystem preservation (SDG 14). Key problems include low labor skills, lack of access to economic resources, and degradation of coastal environments. The research population includes coastal communities and business actors in Indragiri Hilir, with samples determined using the purposive sampling method. Data were collected through questionnaires and analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) model. The results of the study show that sustainable human resource practices have a significant effect on the empowerment of coastal communities and the achievement of the SDGs. In addition, the empowerment of coastal communities also contributes to the achievement of the SDGs, albeit with a smaller influence. The model used has proven to be valid and reliable, strengthening the role of sustainable human resources in improving the welfare of coastal communities. The practical implications of this study emphasize the importance of collaboration between governments, the private sector, and society in implementing sustainability-based policies. Skills training programs, access to financing for coastal MSMEs, and sustainable natural resource management are strategic steps to support the achievement of the SDGs in Indragiri Hilir.

**Keywords :** *SDGs, Sustainable HR Management, Empowerment of Coastal Communities*

## INTRODUCTION

The *Sustainable Development Goals* (SDGs) are a global commitment to create a more sustainable and inclusive future for all. In Indonesia, the implementation of the SDGs has become an integral part of the national development plan, including in coastal areas that have great potential as well as complex development challenges [1]. Indragiri Hilir Regency in Riau Province, with its geographical characteristics dominated by coastal and river areas, faces unique challenges in efforts to achieve SDGs particularly related to poverty alleviation (SDG 1), food security (SDG 2), decent work and economic growth (SDG 8), and marine ecosystem preservation (SDG 14).

Sustainable HR Management is a pattern of human resource management strategies and practices that aim to achieve the organization's current goals with the simultaneous regeneration of the human resources used and the environment of the company's relationship with the resources and the society in which the organization operates [2]. An approach to human resource management that explicitly aims to produce positive outcomes [3]. Development and implementation of human resource management systems and activities that promote economic, social, and environmental sustainability [4]. The process of aligning HR management practices with organizational sustainability strategies [5]. Individual and organizational capacity development in a way that maximizes the creation of social, economic, and environmental value for all stakeholders [6]. Sustainable Human Resources encompasses HR management practices that consider three pillars of sustainability such as the social dimension, the ecological dimension, and the economic dimension [7].

Sustainable development through the achievement of the SDGs is development that meets current needs without sacrificing the capabilities of future generations [14]. The realization of an inclusive, sustainable, and resilient world transformation [15]. The process of fulfilling sustainable development targets [16]. The global vision becomes tangible implementation through effective governance at the global, national, and local levels, which includes coherent institutions, integrated policies, and effective monitoring mechanisms [11]. Implementation of policies and actions that maximize synergies and minimize trade-offs between sustainable development goals, which require an integrative and systemic approach to development [12]. Success in integrating sustainable development principles into national and local development strategies and policies, characterized by measurable progress in interrelated economic, social, and environmental indicators [13].

Coastal community empowerment is a process that enables coastal communities to identify and meet needs. A series of socio-economic and political processes that enhance the adaptive capacity and resilience of coastal communities in sustainably managing natural resources and building livelihoods resilient to environmental and market changes. Systematic efforts to increase community participation, capacity, access to resources, and influence in the management of coastal and marine resources [14]. Transformative processes that enable coastal communities to address structural vulnerabilities, build resilience to climate change and disasters, and develop community-based resource management solutions that combine local and scientific knowledge [15].

Several previous studies have shown that green skills training in agricultural workers is positively correlated with the achievement of SDG 2 (Food Security) and SDG 8 (Decent Work). Companies that implement environmental performance-based reward systems have succeeded in reducing waste (supporting SDG 12) [16]. Digital literacy of fishers increases productivity (SDG 8) and marine resource management (SDG 14) [17]. Sustainable fisheries management in Indragiri Hilir contributes to SDG 14 (Marine Ecosystems) and SDG 1 (Poverty Alleviation).

[18].Community-based mangrove conservation programs support SDG 13 (Climate Change) and SDG 15 (Terrestrial Ecosystems). Coastal ecotourism creates jobs (SDG 8) while preserving biodiversity (SDG 14) [19].Empowerment of women fishermen to increase food security (SDG 2) and sustainable fisheries management (SDG 14), Community-based climate adaptation training reduces coastal vulnerability (SDG 13) and poverty (SDG 1), Access to fintech increases the income of coastal MSMEs (SDG 8) and local innovation (SDG 9) [20].

Previous research has discussed various strategies for achieving the SDGs separately, but has not integrated the role of sustainable human resource management in the systematic empowerment of coastal communities. Optimizing human resource management can support poverty alleviation (SDG 1) through skills training and fintech access for coastal MSMEs. Food security (SDG 2) is strengthened by sustainable fisheries techniques and environmentally friendly technologies. Decent work & economic growth (SDG 8) can be achieved with fishers' digital literacy, ecotourism, and sustainability-based incentives. The preservation of marine ecosystems (SDG 14) is supported through community-based conservation and sustainable fisheries practices [21]. The purpose of this study is to analyze how the optimization of sustainable human resource management can be a catalyst in empowering coastal communities to support the achievement of SDG 1 (Poverty Alleviation), SDG 2 (Food Security), SDG 8 (Decent Work & Economic Growth), and SDG 14 (Marine Ecosystem Conservation) in Indragiri Hilir Regency.

### **Problem Formulation**

How to Optimize Sustainable HR Management Practices: Catalyst for Achieving SDGs Through Empowerment of Coastal Communities in Indragiri Hilir Regency?

### **METHOD**

This study uses a quantitative approach with a survey method to examine the relationship between sustainable human resource management and the achievement of SDGs in coastal communities of Indragiri Hilir Regency. The data will be analyzed using Structural Equation Modeling (SEM) with SmartPLS, which allows simultaneous testing of relationships between latent variables [22].

The population in this study is the coastal community of Indragiri Hilir Regency who work in the fisheries, agriculture, and ecotourism sectors. The sampling technique used purposive sampling, with the number of samples determined based on 10 times the number of indicators in the study [23]. There are 11 indicators, thus the minimum sample number used is 110 respondents. However, to ensure the representativeness and accuracy of the data, the sample count was increased to 150 respondents [24].

Data analysis was carried out using SmartPLS to test the validity, reliability, and relationships between variables in the research model. Data were collected through a structured questionnaire with a Likert scale to measure the research variables [25]. This research instrument is designed to measure three main variables, namely:

1. Sustainable human resource (HR) management practices include Sustainability-Oriented Recruitment, Training Related to Eco-Friendly Practices, Employee Development with a Focus on Environmental Awareness, and Sustainability-Based Performance Evaluation [26].
2. The achievement of the Sustainable Development Goals (SDGs) covers various aspects in accordance with the 17 goals that have been set. Each goal, such as SDG 1 (Poverty Alleviation), SDG 2 (Food Security), SDG 8 (Decent Work and Economic Growth), and SDG 14 (Conservation of Marine Ecosystems), has specific indicators to measure progress in the social, economic, and environmental fields [27].

- Coastal community empowerment can be measured through Knowledge Enhancement, Skills Enhancement, Participation in Government Programs [28]

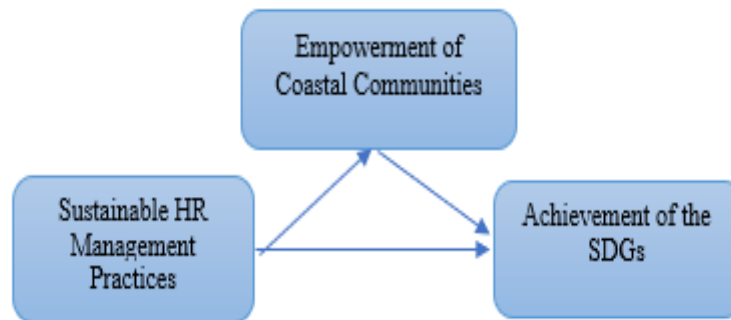


Figure 1. Frame of Mind Model

## RESULT AND DISCUSSION

The results of this study aim to analyze the optimization of sustainable human resource management can be a catalyst in empowering coastal communities to support the achievement of SDG 1 (Poverty Alleviation), SDG 2 (Food Security), SDG 8 (Decent Work & Economic Growth), and SDG 14 (Marine Ecosystem Conservation) in Indragiri Hilir Regency.

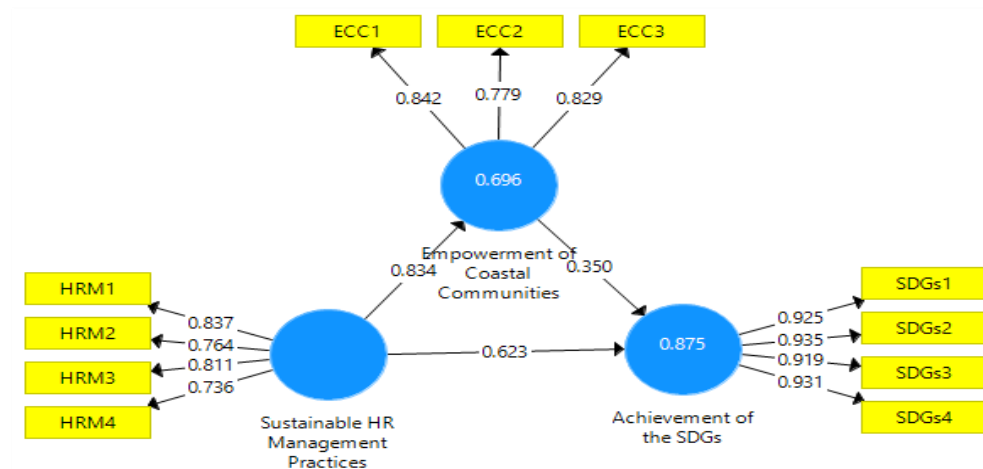


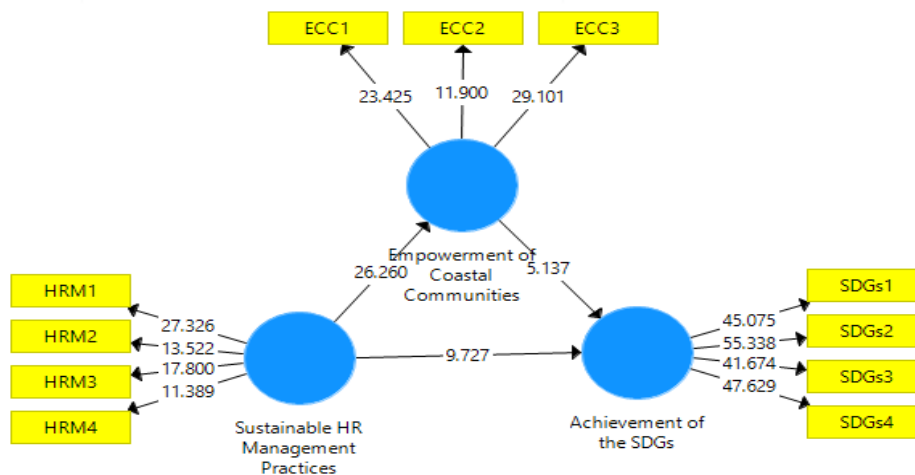
Figure 2. Outer Model Analysis Algorithm

Table 1. Outer Analysis of Research Variables

	Achievement of the SDGs	Empowerment of Coastal Communities	Sustainable HR Management Practices	Nilai Cross Loading	Composite Reliability	Nilai Construct Reliability	Average Variance Extracted (AVE)	Cronbach's Alpha
ECC1		0,842						
ECC2		0,779		Valid	0,857	Reliabel	0,860	0,798
ECC3		0,829						
HRM1			0,837					
HRM2			0,764					
HRM3			0,811					

HRM4	0,736	Valid	0,867	Reliabel	0,667	0,756
SDGs1	0,925	Valid	0,961	Reliabel	0,860	0,946
SDGs2	0,935					
SDGs3	0,919					
SDGs4	0,931					

Sustainable HR Management Practices have a positive influence on the Empowerment of Coastal Communities (loading factor 0.834) and Achievement of the SDGs (loading factor 0.623). In addition, the Empowerment of Coastal Communities also contributes to the Achievement of the SDGs with a loading factor of 0.350. From the reliability results, the Composite Reliability value for all variables is above 0.85, indicating that the indicators used are quite consistent. Cronbach's Alpha value was also above 0.667, which means the research instrument has good reliability. Meanwhile, an AVE value of more than 0.5 indicates that the indicator has adequate convergent validity [29]. This model shows that sustainable HR management practices play an important role in empowering coastal communities, ultimately contributing to the achievement of the SDGs [30].



**Figure 3. Bootstrapping Analysis Inner Model**

**Table 2. Results of Inner Model Analysis**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Empowerment of Coastal Communities -> Achievement of the SDGs	0,350	0,349	0,068	5,137	<b>0,000</b>
Sustainable HR Management Practices -> Achievement of the SDGs	0,623	0,624	0,064	9,727	<b>0,000</b>
Sustainable HR Management Practices -> Empowerment of Coastal Communities	0,834	0,841	0,032	26,260	<b>0,000</b>



Sustainable HR Management Practices have a significant effect on the Empowerment of Coastal Communities with a coefficient value of 0.834 and a T-Statistic of 26.260 (p-value = 0.000), which means that this relationship is very strong. In addition, Sustainable HR Management Practices also have a significant influence on the Achievement of the SDGs with a coefficient of 0.623 and a T-Statistic of 9.727 (p-value = 0.000), showing that sustainable HR management practices directly contribute to the achievement of the SDGs. Empowerment of Coastal Communities has an effect on the Achievement of the SDGs with a coefficient of 0.350 and a T-Statistic of 5.137 (p-value = 0.000) [31]. This indicates that the empowerment of coastal communities is also an important factor in the achievement of the SDGs, although the impact is smaller than the direct impact of sustainable HR management practices. These results confirm that the optimization of sustainable human resource management can increase the empowerment of coastal communities and directly or indirectly support the achievement of the SDGs [32].

The results of the analysis showed that Sustainable HR Management Practices have a significant role in empowering coastal communities and supporting the achievement of the SDGs. From the analysis of the inner model, the relationship between Sustainable HR Management Practices and the Empowerment of Coastal Communities showed a strong influence with a coefficient of 0.834 and a T-Statistic of 26.260. This confirms that the implementation of sustainable HR management practices, such as green skills-based training, environmental performance-based reward systems, and inclusive human resource management, can improve the capacity and well-being of coastal communities [33].

Sustainable HR Management Practices also have a significant direct influence on the Achievement of the SDGs, with a coefficient value of 0.623 and a T-Statistic of 9.727. This shows that sustainability-based HR strategies can accelerate the achievement of sustainable development goals, especially in the aspects of decent work (SDG 8), poverty alleviation (SDG 1), and food security (SDG 2) [34].

The Empowerment of Coastal Communities also has an impact on the Achievement of the SDGs, albeit with a lower coefficient (0.350) and a T-Statistic of 5.137. This indicates that the empowerment of coastal communities contributes to the achievement of the SDGs, although the impact is not as strong as direct sustainable HR management practices. This can be explained by structural challenges, such as limited access to resources, technology, and markets for coastal communities, which may limit the direct impact of empowerment on the achievement of the SDGs.

From the analysis of the outer model, all indicators used in this study show good validity and reliability [35]. The Composite Reliability value for each construct is above 0.85, which indicates strong internal consistency. In addition, an Average Variance Extracted (AVE) value exceeding 0.5 indicates that the latent variable is able to explain most of the variability of its indicators well. Therefore, the model used in this study can be relied upon to explain the relationship between sustainable HR management practices, coastal community empowerment, and the achievement of the SDGs [36].

These findings reinforce the evidence that sustainable HR strategies not only contribute to building the capacity of coastal communities but also act as a catalyst in the achievement of the SDGs. Therefore, governments and relevant stakeholders need to strengthen the implementation of sustainable HR management practices by integrating coastal community empowerment programs to ensure a more optimal impact on the achievement of the SDGs in coastal areas, especially in Indragiri Hilir Regency.

### **Practical Implications**

The results of this study provide several practical implications for various stakeholders:

1. The government needs to design policies that support sustainable HR management practices, such as green skills training and access to funding for coastal MSMEs.
2. Companies and organizations can adopt an environmental performance-based reward system to encourage more sustainable work practices.
3. Coastal communities can be empowered through digital literacy programs and climate change adaptation training to increase productivity and economic resilience.

Educational and research institutions can collaborate with local communities to develop innovations based on local wisdom that support the sustainability of coastal ecosystems.

## CONCLUSION

This study aims to analyze coastal community empowerment (ECC), sustainable human resource practices (HRM), and achievement of the SDGs. The results of the data analysis produced several key findings. All indicators meet the criteria. The loading factor value of each indicator is above 0.7, except for HRM2 which is still acceptable because it is close to the limit. Composite Reliability and Cronbach's Alpha values above 0.7 indicate that this research instrument is consistent and reliable. In addition, an Average Variance Extracted (AVE) value above 0.5 indicates that the indicator used is able to explain the construct variance well. In the structural model analysis, sustainable human resource practices and coastal community empowerment are proven to contribute significantly to the achievement of the SDGs. This can be seen from the high path coefficient, especially in the SDGs construct with an AVE value of 0.860, which shows the strong influence of these two variables. This study proves that the proposed model has met the requirements for validity and reliability. The findings underscore the importance of the role of sustainable human resource practices and the empowerment of coastal communities in achieving the SDGs. Therefore, stakeholders need to strengthen policies and programs that support both aspects for sustainable development in coastal areas.

## ADVICE AND RECOMMENDATIONS

1. Strengthen Coastal Community Empowerment (ECC). Improve training and access to resources to encourage active community participation in sustainable development and involve communities in the planning and implementation of SDGs programs.
2. Optimize Sustainable HR (HRM) practices. Develop human resources policies that focus on sustainability, such as green training and green incentive systems and improve the HRM2 indicator (loading value 0.764) by re-evaluating or adding supporting indicators.
3. Monitoring & Evaluation of SDGs. Using the findings as a reference for priority programs, especially on SDGs objectives related to coastal communities and conducting follow-up research by adding variables or samples to strengthen the generalization of results and using a mixed method approach.

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