

The Role of Business Communication in Handling Climate Change Issues to Support SDG's

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ABSTRACT: Climate change occurs due to long-term changes in temperature and atmosphere, one of the obvious examples of climate change is global warming that is increasing in every region of the world and this reaches dangerous levels. The world of business people has always attached importance to a profit from the business that is being run, but they do not think about how environmental changes can have a big impact later on business people. This study uses qualitative research with a literature study method and the use of articles that provide relevance. The results of this study provide an explanation that the role of business communication in handling climate change in order to be able to implement the SDGs is through transparency, awareness education, green marketing and also partnership collaboration. Business communication is the main foundation because it can provide an effective flow, inform and also mobilize as a stakeholder in taking action to be able to fight climate change.

Keywords: Climate Change, Business, SDGs



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INTRODUCTION

The existence of globalization is used as a cause for business development, both nationally and internationally (Buchard & Christensen, 2024; Nga et al., 2024). Globalization can essentially bring a big change to the business and this can later encourage a revolution in the form of implementing the business and how a business operates (Bag, 2024; Nguyen, 2024). The process of business activities is undeniable, this will always have to run because to be able to meet the needs of consumers and also provide profits to the business that is being carried out. The irony of the phenomenon that occurs here is that when humans are more concerned about profits in a business, they forget something that can actually affect the business activities they are running, namely climate change (Cowherd et al., 2024).

Discussing climate change this is something very critical, climate change can indeed occur due to rainfall, temperature changes, air pressure, wind and air humidity due to global warming, but climate change actually occurs not only because of that, where climate change can also occur due to human activities (Hanif, 2020; Hanif Mutaqin Misbah, 2020). Climate change is inseparable from human activities such as especially in the fields of industry, transportation, and economic

business. With this activity, climate change factors can change both directly and indirectly (Zong et al., 2024).

Climate change is a problem that will get worse and have bigger consequences if ignored. Climate change also occurs due to long-term changes in temperature and atmosphere, one of the real examples of climate change is global warming that is increasing in every region of the world and this has reached dangerous level. Not only that, in a study from the Intergovernmental Panel on Climate Change which is part of the United Nations (UN) gave the results of its research that the world must be able to pay special attention that emissions have caused a global temperature increase of around 1.1 degrees Celsius from 1850 to 2023, which can also be said that over the next 20 years the temperature will be able to rise to or experience a heat increase of 1.5 degrees Celsius (I.P.C.C., 2024).

With many risks and also reasons to worry about global warming that occurs due to climate change, this can have a bad impact and also losses on nature and humans around the world, this impact will also be felt by business actors and later can affect various industries (Roundy, 2023). The majority of scientific organizations, especially in any part of the world, have also stated that climate change is real due to human activity, as many as 97% of climate science researchers also state that humans are the cause of changes in global weather patterns and hotter temperatures (Change, 2023). Not only that, the data also mentions from Chubb that "The business world is facing a transition period where the risks and economic impacts due to climate change continue to change" (C.H.U.B.B. & Article, 2022).

The many risks of climate change in a business can cause several things, namely the following (Roundy, 2023):

a. The occurrence of scarcity of resources and materials;

When the global population growth increases the demand for natural resources such as energy, water, minerals, metals and also food. So with this increase, it can cause great pressure on the environment. One example is the greenhouse gases released when mining resources and clearing land for agricultural purposes, in turn resources become more difficult to extract and certainly more expensive to obtain, which can have an impact on prices and limit access. The point is that when there is an interdependence both between climate change and resource scarcity, this will increase the impact on the global economy, one of which is that the world of business people will continue to struggle to find supplies without supporting sustainable infrastructure (Gulyás & Sümegi, 2024).

b. Supply chain disruptions;

The IPCC provides research results that environmental risks can change because there is a scope of extreme weather events that are more intense, such as forest fires, hurricanes, the possibility of extreme drought and the expansion of flood-affected areas. When this happens, it can actually affect business facilities and reliable suppliers, for example, it can cause everything from logistics delivery problems to sudden loss of inventory and so on. One of the tangible proofs that often

occurs is that when extreme weather occurs in an area, this makes employees and workers can be blocked because of the extreme weather.

c. Business continuity risk;

As climate change-related disruptions increase, this creates new challenges for businesses because it is not enough to think about the supply chain. Business actors must be able to think about being able to create new ways to be able to carry out business when there is a disaster. Large business risks can also be caused directly or indirectly due to climate change (Shim, 2024; Zhang et al., 2024). Climate change can have a major impact on the sustainability of a business because of the processes of the related business systems (Kitole et al., 2024; Wang et al., 2024).

The sustainable development agenda or what can be called the SDGs is an agenda made by the United Nations and must be realized precisely in 2030. SDGs are activities for people, planet, prosperity and to strengthen universal peace (Arzo & Hong, 2024; Chen et al., 2024). The SDGs have 17 goals and 169 measurable, one of the 17 existing goals, climate change is a goal that must be implemented and implemented with a deadline until 2030. The SDGs must be able to be implemented by development actors, be it the government, the private sector, business people, academics, civil society organizations (CSOs) so that the SDGs here are designed in a participatory manner and approximately 8.5 million votes of citizens in the world must contribute to the target goals of the SDGs (Mohammad et al., 2019).

With the existence of a program from the United Nations that emphasizes 17, the goals must be implemented, one of which is the 13th goal, namely to fight climate change, so one of the things that can be done is that business actors can be more aware of the phenomenon of climate change which can directly have an effect on the business being carried out. WWF also stated that there is still a great need for government encouragement in implementing more ambitious climate policies, a business world that creates climate resilience and net-zero to have global reach and impact (W.W.F., 2024).

When the business world is always mentioned by several international organizations about environmental warriors here that they need to think about and be more sensitive to climate change, in fact this must be implemented by business people, especially in the business world now it is necessary to implement corporate responsibility (CSR) which is a concept of companies or business actors responsible for the social and environmental impacts produced by their business activities such as pollution, waste and safety problems, but CSR here is not only enough if they are only responsible in that scope, they also need to be sensitive to climate change which can actually have a huge impact on the business that is being run.

When CSR here, for example, has begun to be sensitive to climate change that occurs, which can have an influence on the regional scope and later can expand nationally and internationally, this can have a negative impact on its business. Therefore, CSR should be able to communicate to elements of business people in their organization about the issue of climate change, namely through business communication first. Business communication is not only about businessmen being able to sell their products, undergo deals, market, and also get customers (Yusuf, etc. 2019). Business communication needs to transition its changes also to be able to talk about changes that

when businesses are run they also need to communicate about the issue of sensitivity to the issue of climate change that occurs, the existence of CSR is one of the real forms of business actors in carrying out social responsibility to community stakeholders as a form of concern in improving welfare and having a positive impact on the environment. However, until now, business actors, especially in the issue of environmental change, have not been made an urgency to be prioritized.

This research is also supported by its relevance to previous research conducted by Kerrigan Marie Machado Unter, Soo lim Park and Jorge Rivera that climate change here is the main thing that must be adopted by the business world to respond to a change in its strategy, because the average climate change in the business world tends to ignore climate change, and ironically we as humans only know a little about what and how physical climate conditions can be affecting the company's business (Kerrigan et al., 2023). Previous research is also supported by research conducted by Swarnalakshmi Umamaheswaran, Vandita Dar and Jagadish Thaker that actually the issue of environmental change in the media is always in the spotlight to be discussed, but the phenomenon that occurs is that when the business sector becomes a stakeholder sector also in carrying out climate change policies, this is still an empty spotlight and this is the gap (Swarnalakshmi et al., 2020).

METHOD

The use of research methods in this study is a literature study. In the research (Kartiningih, 2015) explained that this literature study method is a series of activities related to library data collection methods, journal articles, then later when finding relevant data will be recorded and processed into research materials. This literature study is carried out by researchers to find the main purpose in finding a foundation, build a theoretical foundation and determine a provisional conjecture whether this conjecture is correct or incorrect.

The literature review process for this study involved several key steps. First, we conducted a thorough search of academic journals, books, and other relevant literature to collect data and information pertaining to import tax revenue in Timor-Leste. This included gathering statistical data, reports, and scholarly articles that analyzed trends and policies related to import taxes in the country.

Once the relevant data was compiled, we carefully reviewed and analyzed the information to identify key patterns, themes, and insights. This analysis involved synthesizing the data, identifying relationships and correlations, and developing a deeper understanding of the factors influencing import tax revenue in Timor-Leste over the study period.

Finally, based on this in-depth literature review, we were able to build a strong theoretical foundation and make informed conjectures about the current state and future trajectory of import tax revenue in the country. The findings from this analysis will provide a solid basis for further research and policy recommendations in this area.

RESULT AND DISCUSSION

The results of the study discuss the role of business communication in handling a climate change issue to support sustainable development. The researcher finally conducted this research by collecting literature studies such as from articles and journals that have a correlation of relevance to this research. The phenomenon that occurs here is when many business actors who make a business activity here do not think about the impact of climate change, where it turns out that climate change can pose a risk to the business world, namely the scarcity of resources and materials, supply chain disruptions, and business continuity risks.

In the research conducted by (Tria et al., 2020) discusses climate change and also how the challenges that will be faced by sectors when implementing sustainable development, sustainable development is inseparable from the goal of combating climate change. His research provides an idea that climate change needs to be communicated through changes in mitigation policies, reducing greenhouse gas emissions as stated in contributions determined nationally and internationally, this must be communicated to every target audience in each sector.

Not only that, the article above also emphasizes that there needs to be communication that is carried out strategically to be able to implement the name sustainable development, especially in all sectors. With the grand design of communication where there is, a message that will be displayed is comprehensive and the same so that the context and also climate change is an environmental issue that is very important to think about and make an urgency. Especially considering that this climate change can spread into a disaster, therefore if this is ignored can cause unexpected natural disasters, economic and social injustice here is increasingly felt and the inability to achieve a sustainable development implemented (Tria et al., 2020). Therefore, communication is the glue of climate change which always needs to be used as an urgency in order to be able to implement sustainable development.

Not only that, the irony here is also proven by research conducted by (Unter, etc. 2023) in his article he mentioned that when the business world here responds to climate change, there will definitely be a strategy that will be carried out by business actors, but what is still happening here is that it turns out that the response of the business world here tends to ignore climate change, from the world of academia, there are also only many papers that discuss climate change adaptation here, about studying synergies and also strategies on how to apply, but in reality this is not done and also. Ironically, humans here know little about what and how climate change here can affect. The condition of the company and the ability of the people here to be able to achieve and maintain the excellence of the business they are running (Unter, etc. 2023).

Discussing the results of the research above, the role of business communication here turns out to have very important things actually when analyzed to be applied. Ironically, here the business world does not implement how the strategy has been implemented. Therefore, when the strategy here has been mentioned by the academic world through the articles that have been made How a business here must be more sensitive to climate change and then implement the strategy, precisely when it is not implemented, there should be a communication between both the government and the world of business people, later when it is able to be communicated properly business actors can consciously Making the issue of environmental change a very important thing to be made an

urgency. Considering that ignoring climate change here can actually bring great losses, especially in the business world.

Unconsciously, communication is actually the glue of climate change which really needs to be used as an urgency to be able to implement sustainable development. Business communication here also plays a very important role in combating climate change when there is an implementation of effective business communication and business here can also inform, inspire and mobilize in various ways. Actors or stakeholders to be able to take the actions that need to be taken. Therefore, business communication here also has a contribution to efforts to combat climate change.

It is also discussed from the above phenomenon that already exists in the background. In the business world here there is CSR that has its social and environmental responsibility, although most of the CSR here sometimes does not mention much about climate change, even though it needs to be reminded again if the business actors here ignore the climate change that occurs, especially since the business world in various countries still has a mindset of, "only for profit for the business they are running", the thing they will experience is a huge loss actually.

One of the smallest examples that can be done by business actors with CSR, then the researcher here also has the belief that CSR/business actors here can have discussions with regulators, so this also needs to be mentioned and given more education that the issue of climate change is an important issue to be studied and prioritized. So according to the researcher here, business communication is not just about talking about an advantage in the business that is being run, but with effective communication, the business will be able to provide information and mobilize stakeholders to take actions that must be taken first.

One form of business communication implementation to be able to combat climate change in order to be able to implement sustainable development is the most important action first, namely transparency and reporting, where when this can be implemented first, the business can be used as a sustainability report to be able to show a commitment of business actors to the changing environment. This report can later include information on carbon emissions, waste treatment energy use and also other green initiatives when there is transparency, this can increase the confidence of consumers and investors.

Not only that, what can also be done is education and awareness where when business communication here can be implemented properly. This means that effective communication can be used to increase awareness of climate change issues that occur among employees, customers and also the wider community. This can also be implemented through CSR within the company's scope. Not only that, when businesses here are already thinking about the issue of environmental change, they can also create educational campaigns, seminars, and also training to explain how the impact of climate change is and also actions that can be taken to reduce climate change.

Furthermore, from the business communication here, green marketing can also be carried out where marketing strategies that emphasize environmentally friendly products and services can attract consumers who care about the environment. This includes the use of environmental certification labels and also communication of the benefits of green products, but this actually cannot be so effective when there is green marketing because the average business people here only use the green marketing to be able to support without full awareness.

The last thing that can be done here is a lot of collaboration and partnerships where this can implement what is called business communication. When effective communication can help and form partnerships with other organizations, governments and non-governmental organizations can collaborate more effectively in creating solutions to climate change problems. Rather than actions taken individually, therefore, according to the researcher here, it is actually the first thing that must be made a top priority for the awareness of business actors, the government and also other organizations when they realize the issue of environmental change.

CONCLUSION

Discussing the role of business communication in dealing with climate change issues to support sustainable development, the most important thing here is to conduct business communication. Business communication is not only a way or flow to inform in running a business to get results, but business communication here can be used as a foundation flow to be able to make an effective flow, inform and also mobilize as stakeholders in taking action to be able to fight climate change. Things that can be done first as the main foundation to combat climate change from the business world are transparency and reporting, education and awareness built, green marketing and also partnership collaboration.

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