SUSTAINABLE ECONOMICS EDUCATION CURRICULUM AS AN EFFORT TO INCREASE FISCAL INCENTIVES FOR SUSTAINABLE INVESTMENT

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Abstract: Sustainable economic education (PEB) is an important aspect of creating understanding and awareness of the challenges and opportunities faced by society in the context of sustainability. This article explores the relationship between the PEB curriculum and efforts to increase fiscal incentives for sustainable investment. This research aims to identify and analyze the impact of the PEB curriculum on public understanding and support for fiscal incentives for sustainable investment. This research used a qualitative approach. The source of data in this study was obtained from interviews and official documents. The interview will be recorded to document the information more accurately. Document analysis was carried out by identifying the main findings related to the PEB curriculum and fiscal incentives. Qualitative data from interviews will be analyzed using a thematic approach. Data from document analysis will be compiled and analyzed to support interview findings. The results of the analysis show that exposure to PEB material that incorporates sustainable investment concepts can increase the level of public awareness of the importance of sustainability aspects in the economic context. This has the potential to increase public support for fiscal incentive policies aimed at encouraging sustainable investment.

Keywords: Sustainable Economic Education (PEB), Fiscal Incentives, Sustainable Investment, Education Curriculum
INTRODUCTION

Sustainable Economics Education (PEB) is an important foundation for instilling sustainability values and a deep understanding of global economic challenges among the younger generation. The close link between PEB and fiscal policies that support sustainable investment highlights the integral role of education in forming the foundation of a society that is aware of the importance of sustainability (Lianto & MBAT, 2021; MURNIATI, 2022). Through, active involvement in realizing sustainable development goals, as exemplified in the Sustainable Finance Initiative, PEB plays a central role in creating an ecosystem that supports sustainable investment.

Sustainable Economic Education (PEB) is an approach to economic education that emphasizes understanding and applying sustainability principles in an economic context (Dadang, 2015; Nugroho, n.d.). The main aim of PEB is to equip students with an in-depth understanding of the impact of economic decisions on aspects of sustainability, such as the environment, society, and the economy as a whole (Masyhura, 2024). Understanding Sustainable Economics aims to equip students with adequate knowledge regarding the concepts and principles of sustainable economics. This involves introducing concepts such as sustainable economic growth, social justice, and environmental responsibility.

PEB integrates sustainability principles which include economic, social, and environmental considerations into teaching materials (Rustya, 2023a). Teachers usually develop curricula that emphasize a balance between economic, social, and environmental aspects. PEB often involves practical experiences and problem-based projects that allow students to apply sustainability principles in real-world contexts. This may include collaborative projects, field trips, or ongoing business simulations.

Apart from knowledge, PEB also focuses on forming students’ attitudes and values regarding sustainability. This includes understanding social and environmental responsibility in economic decision making. PEB emphasizes developing skills that are relevant to a sustainable economic context (Widayati et al., 2023). These skills may include problem solving, critical thinking, collaboration skills, and environmental literacy. PEB reflects contemporary issues in the world of economics, such as climate change, economic inequality, and corporate responsibility. It helps students recognize and understand the impact of economic decisions on global issues.

By focusing on developing a comprehensive understanding of the concept of sustainability, PEB has the potential to form a generation that is more aware of and committed to economic practices that support social and environmental prosperity (Gunamantha, 2010; Listiawati, 2013; Sujono et al., 2013).
Although PEB has become a focus of attention in many educational institutions, research regarding its relationship with fiscal incentives for sustainable investment is still limited (Beik, 2018). Therefore, this research aims to fill this knowledge gap by analyzing and exploring the in-depth connection between the PEB curriculum and government efforts to provide fiscal incentives for sustainable investment. Understanding of how PEB can concretely contribute to improving fiscal incentives and accelerating the shift towards sustainable investment is still lacking (Zamroni & WF, 2012). This research urges a deeper understanding of PEB’s contribution to shaping society, business, and policy understanding of the need for fiscal incentives for sustainable investment to achieve sustainable development goals.

Previous research (Riyadi, 2021) has shown that economic education curricula can play a key role in shaping people's understanding and awareness of sustainable concepts. Formal education can be a vehicle for conveying information and values related to sustainability, including the importance of sustainable investment for long-term economic development. Some empirical research (Muaddab, 2013) suggests that most of the public may lack an understanding of the fiscal incentives provided by governments to encourage sustainable investment. This can hinder the effectiveness of fiscal policy in encouraging sustainable business practices. Theoretical findings (Vioreza et al., 2023) suggest that for sustainable economic education to be effective, there needs to be synchronization between the PEB curriculum and fiscal policies that support sustainable investment. Previous research (Ghany, 2018) highlights the importance of PEB in shaping sustainability attitudes and behavior.

However, its relationship with fiscal policy and sustainable investment still requires further exploration. By detailing the findings, this research brings a new concept by exploring in detail the relationship between the PEB curriculum and government efforts to create a fiscal environment that supports sustainable investment. This research aims to identify and analyze the impact of the PEB curriculum on public understanding and support for fiscal incentives for sustainable investment. It is hoped that the results of this study will provide a better understanding of the role of PEB in supporting sustainable fiscal policy and strengthen the knowledge base for policy formulation in this area.

METHODS

This research used a qualitative approach to understand the relationship between the Sustainable Economic Education (PEB) curriculum and efforts to increase fiscal incentives for sustainable investment. This study design supports an in-depth understanding of the impact of PEB on perceptions and actions in the context of fiscal incentives for sustainable investment.
The source of data in this study was obtained from interviews and official documents. In-depth interviews will be conducted with economic education experts, tax practitioners, and policymakers related to sustainable investment. Interview questions will focus on their perceptions regarding the link between the PEB curriculum and fiscal incentives. Document analysis includes a review of the PEB curriculum, fiscal incentive policies related to sustainable investment, as well as related literature that supports this research. The interview will be recorded to document the information more accurately. Document analysis was carried out by identifying the main findings related to the PEB curriculum and fiscal incentives. Qualitative data from interviews will be analyzed using a thematic approach. The main findings will be identified and linked to the theory of sustainable economic education and fiscal incentives. Data from document analysis will be compiled and analyzed to support interview findings. The relationship between the PEB curriculum and fiscal incentives will be explained in depth.

It is hoped that this research method can provide a holistic understanding of the relationship between the PEB curriculum and efforts to increase fiscal incentives for sustainable investment. A qualitative approach will allow researchers to capture a diversity of views and explore aspects that are difficult to measure quantitatively.

RESULTS AND DISCUSSIONS

Sustainable Economics Education (PEB) plays an important role in developing understanding and awareness of sustainable economic principles among the younger generation. In this context, this research describes the relationship between the PEB curriculum and efforts to increase fiscal incentives for sustainable investment. It is important to examine how the PEB curriculum can be a catalyst for changes in fiscal incentive policies. A well-structured curriculum can create a strong knowledge base, preparing future generations to understand the urgency and benefits of sustainable investing.

Continuous Economic Education (PEB) Curriculum and Its Urgency

Sustainable Economic Education (PEB) is an innovative approach to the economic education curriculum that aims to create understanding and awareness of sustainability principles among students (Kekalih, n.d.). The urgency of PEB includes the recognition that global sustainability challenges require fundamental changes in the way we understand and manage the economy.

By engaging issues such as climate change, inequality, and environmental degradation, PEB creates a contextual backdrop for economics education. Awareness of the impact of economic policies on society and the environment is deepening, and PEB is here to meet this need. This curriculum
provides a theoretical and practical foundation for understanding how sustainability can be integrated into economic decisions (Mukhlis, 2021). Through learning about the ESG (Environmental, Social, and Governance) framework, PEB provides a basis for understanding that economic growth must be balanced with social responsibility and environmental protection.

PEB teaches key concepts such as sustainable development, business ethics, and corporate social responsibility. This creates a strong knowledge base for learners so they can integrate sustainable values into their future economic decisions. The urgency of PEB is also reflected in filling research gaps in the field of economic education. Previously, traditional curricula did not always pay adequate attention to sustainability aspects. PEB is here to fill this gap by offering a curriculum that meets the demands of the times.

PEB not only provides conceptual understanding but also the practical skills needed to deal with complex global economic problems. By providing an understanding of the importance of sustainability, PEB equips future generations with the tools and knowledge needed to lead change towards a more sustainable economy. The urgency of PEB lies in its ability to encourage innovation and social change. Students trained at PEB are more likely to develop creative solutions to economic and social challenges, thereby creating a major positive impact on society (Fitria, 2022)

Overall, Sustainable Economic Education (PEB) not only responds to current sustainability issues but also shapes the thinking and actions of future generations. Through a holistic and sustainable curriculum, PEB becomes an urgent need to achieve sustainable development goals and face future challenges wisely.

**The Important Role of Sustainable Economic Education (PEB) in Efforts to Increase Fiscal Incentives for Sustainable Investment**

Sustainable Economic Education (PEB) plays an important role in forming a sustainable economic paradigm among the younger generation, as well as being a driving force for efforts to increase fiscal incentives for sustainable investment (Salim, 2010). PEB provides a solid foundation of knowledge about the principles of economic sustainability, preparing individuals to understand the complexity of the relationships between the economy, the environment, and society.

The integration of sustainable concepts in the PEB curriculum creates awareness of the urgency and benefits of sustainable investment. Students who study these topics are more likely to develop a holistic view of business practices, involving economic, social, and environmental aspects in decision making.
The importance of PEB lies not only in understanding the concept but also in how it is applied in the context of business policies and practices. PEB equips students with the ability to see fiscal incentives as a strategic tool in encouraging sustainable business practices. They learned how fiscal incentives can be a catalyst for investment that supports sustainability goals, providing a positive signal to the business world to adopt sustainable practices (Aviyanti, 2022).

Sustainability in the context of fiscal incentives is not just about creating policies that support sustainable investment, but also creating a conducive business environment. Students trained at PEB can play an important role in shaping and influencing government policy, ensuring that fiscal incentives are designed with long-term impact on economic sustainability in mind.

The important role of PEB is also reflected in its impact on investment decisions. PEB graduates tend to bring sustainability values into the business world. They see fiscal incentives as a factor that can provide additional encouragement to invest in environmentally and socially focused business practices (Edison & Andriansyah, 2023).

To maximize the positive impact of PEB, there needs to be synergy between educational institutions, government, and the business world. This collaboration supports information flow and a better understanding of market needs and sustainability challenges, helping to create an enabling environment for sustainable investment.

Thus, PEB not only functions as a means of education but also as an agent of social and economic change. Through increased awareness, understanding, and engagement in PEB, future generations can become leaders in advancing fiscal incentive policies that support sustainable investment.

Integration of Sustainable Economic Concepts in the Education Curriculum

The research results show that the integration of sustainable economic concepts in the curriculum has a positive impact. Students who receive this education tend to view sustainable investing as a strategic business decision and understand its relationship to fiscal incentives.

Education plays a central role in shaping the paradigm and values of society. One of the latest innovations in the world of education is the integration of sustainable economic concepts into the curriculum. This is not just the addition of a new subject, but a complete transformation in the way we understand and teach economics.

The integration of sustainable economic concepts is rooted in the understanding that economic practices must take into account long-term impacts on the environment and society (Azzahra et al.,
Traditional curricula often focus on economic growth as the primary goal, without considering possible adverse social and environmental impacts.

In this context, the integration of sustainable economic concepts aligns economic principles with sustainable values. Students are not only taught to understand how markets work or how to achieve economic growth but also to internalize the principles of social justice, environmental responsibility, and business transparency.

This integration process involves in-depth curriculum revision, incorporating new elements that include the concept of sustainability. This includes an understanding of the circular economy, where resources are recycled, and consideration of negative externalities in business decisions. The integration of sustainable economic concepts also emphasizes the active involvement of students in field projects related to sustainability. They not only learn from textbooks but also through in-depth practical experience. This creates a direct link between theory and real-world application.

Furthermore, this integration presents an inclusive and multidisciplinary point of view. The learning is not only purely economic but is related to other scientific disciplines such as environmental science, sociology, and business ethics (Liu et al., 2020). This helps produce graduates who have holistic insight and can understand the complexity of sustainability challenges.

In integrating the concept of a sustainable economy, education also functions as a catalyst for social change. Students who are trained in the sustainability paradigm are more likely to become future leaders who understand and respond to global issues. Therefore, this integration is not only an educational transformation but also a long-term investment in the formation of a sustainable and responsible society.

**Perception of Sustainable Economic Concepts Towards Fiscal Incentives**

A better understanding of the concept of sustainability through PEB influences perceptions of fiscal incentives. Students tend to see fiscal incentives as an effective tool for encouraging sustainability-focused investments (Saputro & Meivira, 2020).

Perception of the concept of a sustainable economy is the basis for designing and implementing fiscal incentives. This concept refers to a holistic view of the interaction between economic, environmental, and social aspects in the context of long-term development. This perception then becomes key in detailing and tailoring fiscal incentives to support sustainable investment. Policymakers and economic stakeholders must understand that the concept of a sustainable economy is not an obstacle, but rather a foundation for achieving long-term sustainability and justice. In this
context, fiscal incentives are not only a tool to stimulate economic growth, but also an instrument to encourage responsible and environmentally sound business practices.

In assessing fiscal incentives, it is important to emphasize that the main objective is not just job creation or increasing company revenues. Such improvements must be in line with sustainable practices, such as efficient use of resources, environmental restoration, and positive contributions to society.

Perception of the concept of a sustainable economy also helps overcome moral risks that may arise from providing fiscal incentives. Policymakers can assess investment projects based on their long-term impact on economic and environmental sustainability, rather than focusing only on short-term financial returns. The concept of a sustainable economy recognizes the importance of transparency and accountability in providing fiscal incentives (Rustya, 2023b). Therefore, the development of strict reporting mechanisms regarding sustainability practices is a key element in effective fiscal incentive policies.

Positive perceptions of the concept of a sustainable economy can also strengthen public support for fiscal incentive policies. People who are educated about the positive impacts of sustainable business practices will most likely support providing incentives because they will see it as a strategic step towards a more inclusive and sustainable economy.

Therefore, understanding and internalizing the concept of a sustainable economy is an important basis for designing, implementing, and evaluating fiscal incentives. In an era where sustainability is at the center of attention globally, this perception is a key element in achieving harmony between economic growth and social and environmental responsibility.

**The Impact of Continuing Economic Education (PEB) on Investment Decisions**

The study highlights that understanding the concept of sustainability can influence investment decisions. Companies founded by PEB graduates tend to be more oriented towards sustainability principles, and this creates additional pressure for governments to provide supportive incentives.

Sustainable Economic Education (PEB) plays an important role in shaping investment decisions by providing a strong knowledge base to stakeholders, including entrepreneurs, investors, and policymakers. By understanding the impact of PEB on investment decisions, we can illustrate how the application of sustainable economic principles through education can shape attitudes and actions in the economic and business domains (Azzahra et al., 2024).

First of all, PEB provides an in-depth understanding of sustainability aspects in an economic context. Businesses that receive this education can identify the opportunities and risks associated with
their business practices, thereby enabling them to make more environmentally and socially friendly investment decisions. Then, PEB creates awareness of the importance of non-financial factors in investment decisions. Entrepreneurs and investors who are empowered and knowledgeable about social and environmental impacts can prioritize projects that provide long-term added value, rather than simply measuring success with financial metrics.

In the context of sustainable investment, PEB also plays an important role in shaping ethical attitudes and social responsibility (Aviyanti, 2022). Business actors who are prepared by PEB tend to integrate ethical and social responsibility considerations in every stage of investment decision making. This education also opens up space for discussion and creativity regarding sustainable financial innovation. PEB-trained business people can develop innovative business models to support investments that contribute to sustainable development goals.

In addition, PEB creates networks and communities between stakeholders (Salim, 2010). By sharing knowledge and experience, businesses can better understand market dynamics related to sustainable investments and develop joint strategies to achieve sustainability goals.

Thus, the impact of PEB on investment decisions is not only limited to the knowledge aspect but also involves the transformation of attitudes and culture in the business world. This education is key in forming a generation of business leaders who are not only financially competent but also socially and environmentally responsible.

**Implementation Challenges**

Even though there is a positive relationship, there are still challenges in implementing the relationship between the PEB curriculum and fiscal incentives. Factors such as lack of understanding, resistance to change, and lack of cooperation between educational institutions and the government are obstacles.

The integration of the PEB Curriculum with the fiscal incentive system faces several challenges that require serious attention. This not only involves the education sector but also related parties, including the government, companies, and the general public. The following are some of the main challenges that must be overcome in efforts to link the PEB curriculum with fiscal incentives:

1. Limited Stakeholder Understanding:

   The main challenge is limited understanding among relevant stakeholders. Often fiscal incentive policies and PEB curricula are managed by different departments or agencies. Therefore, close collaboration between ministries of education, finance, and industry is necessary to ensure a holistic understanding (Mukhlis, 2021)
2. Complexity of the Tax System:

A complex tax system can be an obstacle in integrating fiscal incentives. Alignment between the types of incentives offered and applicable tax policies requires an in-depth study of applicable tax regulations (MURNIATI, 2022)

3. Budget Support:

Implementing the link between the PEB curriculum and fiscal incentives requires significant financial support. In many cases, governments must ensure that budgets are available to support incentive policies that support sustainable business practices (Lianto & MBAT, 2021)

4. Alignment of Curriculum and Tax Policy:

It is important to align the PEB curriculum with existing fiscal policies. The curriculum should be designed to cover principles relevant to the fiscal incentives being offered so that students can understand the link between sustainable business practices and the incentives available.

5. Community Awareness and Acceptance:

Another challenge is increasing public awareness and acceptance of the benefits of integration between the PEB curriculum and fiscal incentives. Without community support, implementation of this policy may face obstacles and difficulties in achieving long-term goals.

To overcome these challenges, cooperation between institutions and stakeholders is needed. Active involvement from the education, government, and industry sectors is critical to building an ecosystem that supports effective and sustainable implementation.

CONCLUSION

In the conclusion of this article, it can be concluded that research on the impact of the Business Economics Education (PEB) curriculum on public understanding and support for fiscal incentives in the context of sustainable investment provides a deeper understanding of the complex relationship between economic education, public awareness, and fiscal policy.

This research succeeded in identifying that the PEB curriculum has a significant role in shaping people's understanding of the concept of sustainable investment. The understanding provided through the curriculum can be a strong foundation to support the government's efforts in implementing fiscal incentives that encourage sustainable investment.

The results of the analysis show that exposure to PEB material that incorporates sustainable investment concepts can increase the level of public awareness of the importance of sustainability
aspects in the economic context. This has the potential to increase public support for fiscal incentive policies aimed at encouraging sustainable investment.

However, it should be noted that the effectiveness of the PEB curriculum in achieving this goal can be influenced by a variety of factors, including the quality of implementation at the school level and government support. Therefore, there is a need for cooperation between the government, educational institutions, and the business sector to ensure that the PEB curriculum can have a maximum impact on public understanding and support for fiscal incentives for sustainable investment.

As a final result, this research makes an important contribution to further understanding of the role of economic education in shaping people's attitudes and support towards sustainable economic policies. The implications of these findings can be used as a basis for designing education strategies and fiscal policies that are more effective in encouraging sustainable investment in the future.

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