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Time	No	Name	Institution	Abstract Title
13.15 – 13.45	1	Ranti Komala Dewi	Politeknik Negeri Padang	STUDENT PERCEPTION IN ENTREPRENEURSHIP EDUCATION IN THE TOURISM SECTOR AT TOURISM DEPARTMENT, POLITEKNIK NEGERI PADANG
	2	Yosi Suryani	Politeknik Negeri Padang	THE TESTING OF NEW TRADITIONAL MARKET LOCATION IN PADANG CITY (CASE STUDY THE LOCATION BETWEEN SIMPANG HARU MARKET AND BANDAR BUAT MARKET)
	3	Nancy Mandey	Politeknik Negeri Manado	MODEL OF INTERNAL MARKETING IN ENHANCING TOURISM BRAND OF NORTH SULAWESI, INDONESIA
	4	Daisy Sundah <i>Hal 04</i>	Politeknik Negeri Manado	THE GREEN INNOVATION OF BUSINESS STRATEGIES IN IMPROVING SME'S BUSINESS OF SMOKED FISH IN NORTH SULAWESI, INDONESIA
	5	Deasy Susana R Ndaparoka	Politeknik Negeri Kupang	MEASUREMENT OF LOCAL GOVERNMENT PERFORMANCE AND IDENTIFICATION OF POTENTIAL RESOURCES FOR REGIONAL INCOME TO IMPROVE REGIONAL ORIGINAL INCOME SUMBA BARAT DISTRICT
13.45 – 14.15	6	Hapsa Usman	Politeknik Negeri Kupang	DEVELOPMENT OF COMMUNITY ECONOMY THROUGH AGRICULTURAL AND MARINE BASED FOOD PROCESSING DIVERSIFICATION IN SUPPORTING TOURISM SECTORS IN PULAU ADONARA FLORES TIMUR REGENCY
	7	Sarmiadi	Politeknik Negeri Padang	POTENTIAL OF EVENT MANDABIAH BANDA KAPALO AS LEADING CULTURE EVENT IN SOLOK SELATAN REGENCY
	8	Selvi Diana Mellinda	Universitas Bandar Lampung	CULTURE APPROACH AS INNOVATION IN DEVELOPMENT OF INFRASTRUCTURE
14.15 – 14.45	9	Awangku Hassanah Bahar Pengiran Bagul	Universiti Malaysia Sabah	THE PATH TO SUSTAINABILITY FOR ECOTOURISM SITES USING SUCCESS INDICATORS

THE GREEN INNOVATION OF BUSINESS MODEL IN IMPROVING SME'S BUSINESS OF SMOKED FISH IN NORTH SULAWESI, INDONESIA

Daisy I. E Sundah (1), Leo Tawaluyan (2), Diana Maramis (3), Arthur Karwur (4), Grace Rumimper (5), Ivonne Mandang (6), Efendy Rasjid (7), Martine Lapod (8), Meidy Wollah (9), Laurens Ponggohong (10), Cysca Langi (11), Mikke Marentek (12), Nancy Mandey (13)
(1,3,4,5,6,7,8,9,10,11,12,13) Jurusan Administrasi Bisnis, Politeknik Negeri Manado,
Jl Kampus Politeknik Manado, 95252

(2) Jurusan Teknik Mesin, Politeknik Negeri Manado, Jl Kampus Politeknik Manado, 95252

Email: dvogessundah@yahoo.com, leonardtawalujan@gmail.com,
dianamaramis@ymail.com, rasjidefendy@gmail.com, ivonemandang@gmail.com,
ponggohong007@yahoo.com, cyscaikelangi@gmail.com, marentek_mikke@yahoo.com,
nhjmandey@gmail.com

Product of smoked fish commonly called "Ikang Cakalang Fufu" is a primer product of North Sulawesi Province that has a distinctive characteristic and become one of the food products known by the people of Indonesia. The selling price of smoked fish products is very expensive compared to the unprocessed fish. This is caused by the processing of smoked fish that traditionally due to use the large of space and time consumed. Consequently, production cost becomes too high. The purpose of this community service activity for SME is to set the production system using green technology approach, to introduce the value of green technology and to increase the quantity of products and packaging. The methods used are: provision of green technology equipment to improve the efficiency of the process and the utilization of liquid smoke, as well as the establishment of green technology value. Green technology of fumigation offered to reduce pollution, and improve time efficiency in production, as well as generate liquid smoke that can be used to increase SME's revenue.

Keywords: Business Model, Strategies, Green Technology, Efficiency, Welfare