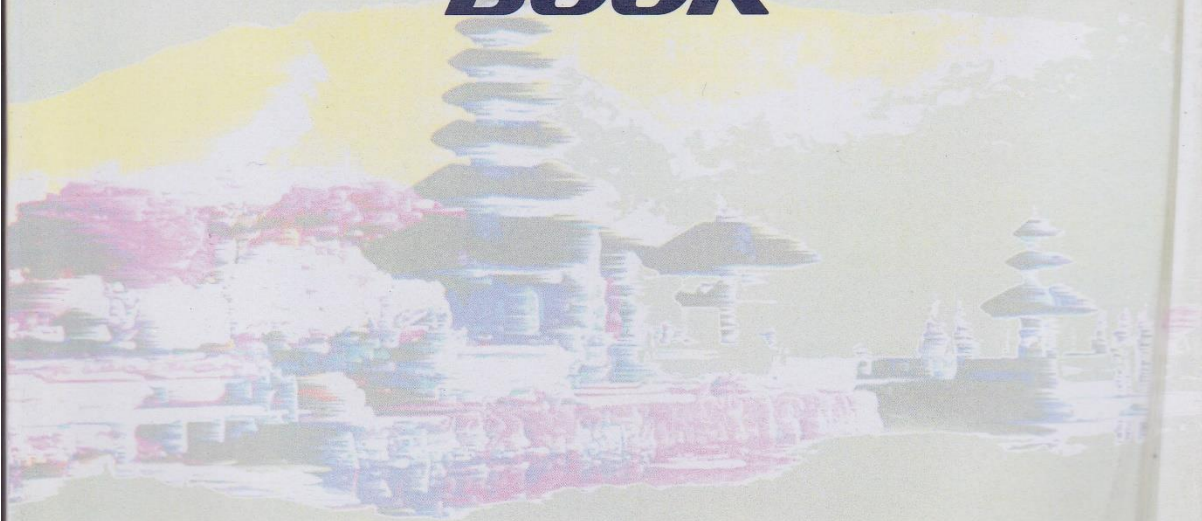




International Conference on Applied Science and Technology

*Applied Research in Green Development Through Millennial Industrialization:
Challenges in Balancing Economics Advancement*

PROGRAM BOOK



Bali Nusa Dua
CONVENTION CENTER
24-25 October 2019

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Welcome to the ICAST 2019, a second conference held by Indonesian Polytechnics Consortium.

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The ICAST 2019 will be held on the island of Bali, Indonesia, as a continuation of the previous ICAST conference that had been held in Manado, North Sulawesi. In this year, the conference theme is "Research in Green Development Through Industrialization: Challenges in Balancing Economics Advancement". This theme is taken by considering that half of the workforce in various industries will be made up of millennials in 2020. Polytechnics, as higher education institution that

provide skilled and professional study, must be able to prepare millennials supporting green development that focused on responsiveness to the environment, efficiency in uses of earth's limited resources, and sensitivity to the community and culture. To answer this challenge, this conference will be held in two groups of science, i.e., social science and engineering science to present the results of applied research to find a balance between economic and environmental sustainability.

Again, we welcome you to the ICAST 2019 conference. We hope you can take part and be able to enjoy the beauty of Bali, the island of thousands temple.

Warm regards,

Dr. Dra. Ni Nyoman Aryaningsih, MM
General Chair

Test the E-Commerce Model in Coconut Product SMEs Products in North Sulawesi

Marika Kondo (Manado State Polytechnic, Indonesia)

Sukandar Sawidin (Manado State Polytechnic, Indonesia)

Daisy Sundah (Manado State Polytechnic, Indonesia)

Christo Pua (UNSRAT Manado, Indonesia)

Abstract : This study aims to test the SME e-commerce model of coconut-derived products in North Sulawesi. This test model is needed to measure the extent to which all functions are functioning well. By conducting tests on businesses SMEs of coconut-derived products by laboratory testing, the results of the e-commerce model can be applied to SMEs to help business actors in business continuity efforts. This model has been tested through the use based evaluation approach by explaining all the functions or features that are available, then the respondents' responses are outlined in the form of a questionnaire about the resulting e-commerce software model. The test results show that the e-commerce model can be applied to SMEs as a tool in running their business.