



# Book of Abstract

The 5<sup>th</sup> International Conference on Agro-Industry  
“Agroindustry 4.0 : Digital Transformation in Agro-Food Value Chains”  
& Annual Seminar of APTA



Endorsed by



Hosted by  
Department of Agro-industrial Technology, Universitas Gadjah Mada  
Department of Agro-industrial Technology, Universitas Udayana

2018  
**ICoA**  
International Conference on Agro-Industry

Sponsored by



RNI



## INVITED SPEAKER PROFILE

### Speaker 1 – Prof. Jay Rajasekera

INTERNATIONAL UNIVERSITY OF JAPAN

EXPERIENCE :

- Associate Dean of Graduate School of International Management (1995 – 1996)
- Dean of Graduate School of International Management (2000 – 2004)

RESEARCH INTERESTS :

- National IT Policies, IT for Development, e-Government
- Corporate IT Strategies and Strategy Maps
- Optimization Modeling in Energy, Environment, Finance, and Manufacturing
- VBA and Macro Modeling for Finance, Marketing, and Product Development Applications (Cash Flow, Risk, Options)
- BIG DATA modeling, Strategic use of Databases including Environmental Management Databases



### Speaker 2 – Prof. I Ketut Satriawan

FACULTY OF AGRICULTURAL TECHNOLOGY, UDAYANA UNIVERSITY

EDUCATION :

M.T Bogor Agricultural Institute

Dr. Bogor Agricultural Institute

EXPERTISE :

- Productivity analysis
- Engineering Economic Analysis
- Production Planning and Inventory Control



### Speaker 3 – Prof Hiroki Oue

SCIENCE AND TECHNOLOGY FOR BIOLOGICAL RESOURCES AND ENVIRONMENT, EHIME UNIVERSITY

EDUCATION

- 1989 Kyoto University Graduate School, Division of Agriculture
- 1987 Kyoto University Graduate School, Division of Agriculture
- 1985 Kyoto University Faculty of Agriculture

RESEARCH AREAS

- Earth and planetary science,
- Meteorology/Physical
- oceanography/Hydrology

RESEARCH INTEREST

- Micrometeorology, Hydrology, Irrigation, and drainage, Oceanography and Hydrology





## Table of Contents

<b>Session : Supply Chain and Risk Management</b> .....	<b>1</b>
SCM-001-ID069 : Identification and Mitigation of Entrepreneur Risk in Small and Medium Enterprises (Study in the Industry Center of Salak Pondoh (Salacca zalacca (Gaert.) Voss.) .....	1
SCM-002-ID037 : Application of The Green Procurement Concept With AHP Method in Selecting Suppliers: A Case Study of Malang Strudel Store.....	2
SCM-003-ID004 : Financial Report Format Development Base on Financial Accounting Standard of Indonesia For Snake Fruit (Salaccazalacca(Gaert.) Voss.) Supply Chain .....	2
SCM-004-ID027: Analysis of Shallot (Allium Ascalonicum L) Availability Fluctuation in The Special Region of Yogyakarta .....	3
SCM-005-ID038 : Rice Distribution Pattern: A Study on Food Security in South Kalimantan .....	3
SCM-006-ID040 : Analysis of Linkage for Supply Chain Institutions to The Performance and Competitiveness of Tempe Chips SMEs Cluster in Sanan, Malang .....	4
SCM-007-ID055 : Strategy Development for the Supply Chain of Rice in Central Java, Indonesia .....	4
SCM-008-ID064 : Risk Analysis for Supplier to the Medium-Scale Milk-Processing Industry .....	5
SCM-009-ID078 : Economics Model for Estimating the Benefit of Robusta Coffee Production .....	5
SCM-010-ID058 : Value orientation of vegetable supply chain from production in Bedugul area of Bali.....	6
SCM-011-ID065 : Cumulative Intellectual Capital as a Trigger to Senior Entrepreneurship: A Case of an Agro-Industrial Business in Thailand.....	6
SCM-012-ID071 : Supply Chain Analysis of Local Beef in Malang, Indonesia.....	7
SCM-013-ID020 : A Concept of Professional Engineer Education Program to Improve Competitiveness of Agroindustrial Human Resources.....	7
SCM-014-ID073 : Preparation of Standard Operating Procedures (SOP) of Broccoli Handling at PT. X Bandung .....	8
<b>Session : Marketing and Consumer Issues</b> .....	<b>9</b>
MCI-001-ID028: The Wholeness of "Loloh Cemcem" Production System in Tohpati Village, Banjarangkan, Klungkung, Bali.....	9
MCI-002-ID005: Consumer's Awareness and Adoption for QR Payment at Traditional Trade in Bangkok.....	10
MCI-003-ID008: Discriminant Analysis of Consumer Intention to Use Green Packaging in Thailand.....	10
MCI-004-ID022: The Measurement of Social Impact of Community Empowerment Program Based Processed Product Using SBMC Maters (Case Study: Mango Puree Fruits Up Social Business) .....	11
MCI-005-ID036: Designing Herbal Cosmetics Marketing Channel .....	11
MCI-006-ID042: Purwaceng Coffee Formulation Based on Consumer Preference .....	12
MCI-007-ID043: Analysis of Consumer Preference Towards Organic Products (A Case Study at UD Istana Sayur Malang City Indonesia) .....	12



# Marketing and Consumer Issues

MCI-001-ID028

## The Wholeness of "Loloh Cemcem" Production System in Tohpati Village, Banjarangkan, Klungkung, Bali

I Ketut Satriawan <sup>1,\*</sup>, Sri Mulyani <sup>2</sup> and Gede Arda <sup>3</sup>

<sup>1</sup> Department of Agro-industrial Technology, Udayana University; satriawan@unud.ac.id

<sup>2</sup> Department of Agro-industrial Technology, Udayana University; moel\_pstp@yahoo.com

<sup>3</sup> Department of Agricultural Engineering, Udayana University; ardagede@gmail.com

\* Correspondence: satriawan@unud.ac.id; Tel.: +62-812-840-9393

**Abstract:** "Loloh cemcem" is a traditional beverage (herbal medicine) of Balinese society and is believed to be efficacious for health. The upstream to downstream system of production is a must in order to provide benefits to "cemcem" (*Spondias pinnata* L.f. Kursz) farmers and value-added of household industries "loloh cemcem". The aims of the study to wholeness the production system "loloh cemcem" so that productivity is better, sustainable and become an independent business. This activity involves two business partners, namely Usaha Mandiri "A3 Sukarta Satria" and Farmer group of "cemcem". Both partners are located in Tohpati Village, Banjarangkan District, Klungkung Regency, Province of Bali. Activities are conducted by providing solutions in production, management, and organizational problems. The results of program activities are: (1) Increased process quality and hygienic level of the product so that the shelf life is increased up to 48 hours (2) The product has packaging and the labeling requirements, (3) A clean and hygienic of production place, (4) Marketing of "loloh cemcem" products more optimal with the increase of daily income (5) Farmer empowerment and increased production of "cemcem" leaves.

**Keywords:** wholeness, production system, "loloh cemcem", hygienic, "cemcem" farmer



# CERTIFICATE OF APPRECIATION

AS A SPEAKER

## ICoA

The 5<sup>th</sup> International Conference on Agro-Industry  
“Agroindustry 4.0: Digital Transformation  
in Agro-Food Value Chains”

26-27 SEPTEMBER 2018

ANVAYA BEACH HOTEL, BALI, INDONESIA

GRANTED TO

Prof. I Ketut Satriawan



Adi Djoko Guritno, PhD  
General Chair