



# 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





















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



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## 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



- 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





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# Marketing and Consumer Issues

## MCI-001-ID028

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

I Ketut Satriawan 1,\*, Sri Mulyani 2 and Gede Arda 3

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





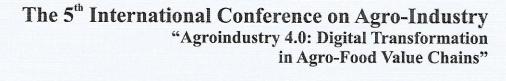
























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