**STRATEGIES FOR STRENGTHENING THE GREEN ECONOMY ON SMES DEVELOPMENT IN SIDOARJO DISTRICT**

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**Abstrak** :

**Purpose** : The purpose of the paper is to determine how the strategy of strengthening the green economy made by SMEs located in Sidoarjo District.

**Design/methodology/approach** : This research is an interactive qualitative research, data Collection is done from the primary source through direct interviews, validateion data by using this type of credibility, including triangulation of data, methods and theories.

**Findings** : From this study showed that the strategies used by SMEs are using internal strategies and very dominant leader and pro-active performance of this strategy, so that the leader must be more innovate to succeed in their business activities.

**Research limitations** : This study only discusses the strengthening of the green economy, regardless of other factors (performance, quality of product, production costs, etc.).

**Practical implications** : There are several implications of this research is to implement green business economic activity is expected environmental conditions surrounding the activities are not disrupted, the feedback of the company is the company will smoothly conduct business without any complaints from the surrounding community.

**Originality/value** : This paper provides significant value because of the results and discussion

based on the theory and a clear framework, in addition to how a company leader providing ideas

and innovation to strengthen the green economy.

**Komentar** :

1. Sistematikanya tersusun dengan baik dan jelas mulai dari penulisan judul, penelitian, pendahuluan, isi jurnal, kesimpulan dan daftar pustaka.
2. Isi jurnal “STRATEGIES FOR STRENGTHENING THE GREEN ECONOMY ON SMES DEVELOPMENT IN SIDOARJO DISTRICT” sudah cukup baik. Dengan dilengkapi oleh data yang akurat sehingga dapat mempermudah pembaca menerima informasi yang disajikan oleh penulis.
3. Pembahasan maupun isi dalam jurnal sudah sesuai dalam menjawab permasalahan yang disampaikan .
4. Namun dalam penulisan tanda baca serta kelengkapan kata yang disajikan masih berantakan. Seperti contoh penggabungan kata tanpa spasi, dan kelengkapan penulisan abjad dibeberapa kata.

Daftar Pustaka:

Sriyono, Sriyono. Strategies for Strengthening The Green Economy On SMES Development In Sidoarjo District. *Proceeding of The 1st International Joint Conference Indonesia-Malaysia-Bangladesh-Ireland 2015 Universitas Ubudiyah Indonesia, 27-28 April 2015, Banda Aceh, Indonesia.*

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