# Strategies for Strengthening 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. Judulnya bagus,sangat menarik audience untuk membacanya
2. Pengumpulan data sangat baik karena memalui wawancara langsung kepada sumber utama
3. Adanya keterbatasan penelitian yang membuat si pembaca tidak mengetahui kualitas produk,kinerja dan biaya poduksi, karena penelitian ini hanya membahas penguatan ekonomi hijau, terlepas dari fakto-faktor lain
4. Metode yang digunakan sesuai sehingga memberikan nilai yang signifikan karena pembahasannya berdasarkan teori dan kerangka kerja yang jelas

**Daftar Pustaka** :

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