

EMPOWERMENT DIGITAL STRATEGIES FOR MEDIUM SMALL ENTERPRISES

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Abstract. MSMEs have a strategic role in strengthening the local and national economy. MSMEs have advantages because business actors move in various business fields and directly touch the interests of the community. Especially in the Manado city, MSMEs play a role in increasing economic growth so that the optimization of the role of MSMEs will provide synergy and positive acceleration towards regional development. The aim of this study (1) find out the profile and problems of MSMEs, (2) To analyze MSME business and development strategies. Management of the MSMEs business, still has to get serious and very strategic attention, so it must be considered the local government, and related parties, considering the average MSMEs in the Manado city the business management is still simple, locally oriented, and have not business development plan, the reason that they are still oriented to survive competition and limited business capital.

the table below.

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No	Title
1	[ABS-225 FULL_PAPER] STUDY OF MSMEs BUSINESS PROSPECTS IN MANADO CITY BETWEEN EMPOWERMENT STRATEGIES AND BUSINESS DEVELOPMENT <i>Agus Supandi Soegoto</i> Server time : Sunday, 8 September 2019 - 09:50:27 File : full_paper (File ID 276, application/pdf: 536.2 kb) Topic : Science Info : Agus Supandi Soegoto, Department of Management Faculty of Economics and Business Sam Ratulangi University Manado, Indonesia supandi@unsrat.ac.id
2	[ABS-225 PAYMENT_PROOF] STUDY OF MSMEs BUSINESS PROSPECTS IN MANADO CITY BETWEEN EMPOWERMENT STRATEGIES AND BUSINESS DEVELOPMENT <i>Agus Supandi Soegoto</i> Server time : Thursday, 5 September 2019 - 11:46:06 File : payment_proof (File ID 193, application/pdf: 266.5 kb) Topic : Science Paid amount : IDR 2,850,000 (Make sure that it is correct) Payment date : 2019.09.05 (Make sure that it is correct) Info :

Rundown

Oral, Roundtable and Poster Session

Allium Hotel, Tangerang, October 15, 2019



The 2nd ICComSET Program

Tuesday, October 15, 2019

Allium Hotel, Tangerang

Hosted By



UMTAS

Co-Host



Time Schedule

07.30 am – 08.00 am

08.00 am – 08.45 am

08.45 am – 09.00 am

09.00 am – 11.35 am

11.50 am – 01.00 pm

01.00 pm – 01.15 pm

01.15 pm – 04.30 pm

01.30 pm – 02.50 pm

Event

Registration

Opening Ceremony

Welcoming Speech by

- Conference Chair
- Rector of Universitas Muhammadiyah Tasikmalaya
- Rektor Universitas Muhammadiyah Tangerang

Art Performance

Memorandum of Understanding

Prayer and Closing

Refreshment/ Tea Break

Plenary Session

Keynote Speaker 1

(**Prof. Dr. Uman Suherman AS**)

Keynote Speaker 2

(**Mohammad Adam Jerusalem, M. T., Ph.D.**)

Keynote Speaker 3

(**Professor Dr Sundarapandian Vaidyanathan**)

Invited Speaker 1

(**Assoc. Prof. Dr Puspa Liza Binti Ghazali**)

Invited Speaker 2

(**Dr. Eng. Agus Setiawan, M.Si.**)

Invited Speaker 3

(**Dr. Turnad Lenggo Ginta**)

Discussion

Break and Lunch, Poster Session

Preparation for Parallel Session

Oral Presentation Session

Room 1: Computer and Mathematics

Room 2: Science

Room 3: Engineering and Technology

Room 4: Education

Room 5: Health Technology

Roundtable Session

(Table 1 – Table 6)

ORAL PRESENTATION GUIDELINE

1. Oral presentation are located in Allium Hotel Tangerang (See the timetable).
2. Oral presentation divided into 5 (five) room.
3. Each presenter, has five minutes including presentation and discussion.
4. Each room, will be led by a moderator appointed by the Committee.
5. Each Presenter prepare five ppt slide shows which consists **Title and Abstract, Introduction, Method, Results and Discussion, and Conclusion.**
6. The ppt file must be submitted to the assigned moderator maximum 15 minutes before the presentation.
7. Each moderator is equipped with a laptop which can be used by the presenters.

PANDUAN PRESENTASI LISAN

1. Presentasi Lisan dilaksanakan di Hotel Allium, Tangerang (Sesuai jadwal terlampir).
2. Presentasi lisan dibagi ke dalam 5 ruangan.
3. Setiap pemakalah, memiliki waktu 5 menit untuk presentasi dan diskusi.
4. Setiap sesi/ ruangan dipimpin oleh seorang moderator yang telah ditentukan.
5. Pemakalah menyiapkan power point berisi lima slide show terdiri dari **Title and Abstract, Introduction, Method, Results and Discussion, and Conclusion.**
6. File power point diserahkan kepada moderator maksimal 10 15 menit sebelum sesi dimulai.
7. Moderator menyiapkan laptop yang dapat digunakan oleh pemakalah untuk presentasi.



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CERTIFICATE

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This certificate is awarded to

Agus Supandi Soegoto
as
Presenter

In The 2nd International Conference on Computer, Science, Engineering and Technology
(ICComSET)
Tangerang, Banten, Indonesia 15-16 Oktober 2019

Title

"Study of MSMEs Business Prospects in Manado City Between Empowerment Strategies and Business Development"



Dr. Ahmad Qonit AD., MA.
Rector of Universitas Muhammadiyah Tasikmalaya



Dr. Mujiarto, ST.,MT.
Conference Chair