Analysis and Application of Green Supply Chain Management (GSCM) in Pempek Culinary SMEs in Palembang, South Sumatera

**Heriyanto1, Andrian Noviardy2, Lin Yan Syah3, Amirudin Syarif4**

1,2,3,4Fakultas Ekonomi dan Bisnis, Universitas Bina Darma

*email :* *heriyanto@binadarma.ac.id;andrian.noviardy@binadarma.ac.id;linyansyah@binadarma.ac.id**;* *amirudinsyarif@binadarma.ac.id*

Abstract: *The aim of the study is to find out and analyze the application of Green Supply Chain Management (hereafter GSCM) in culinary of pempek SMEs in Palembang. As a city that has diverse culinary, pempek SMEs are expected to participate in supporting continuous environmentally development. It is because the GSCM concept aims to mini mize the negative impacts of an organization, and the environment related to climate change, pollution and non-renewable resources. In order to support GSCM, it is necessary to analyze and implement the GSCM that is applied by a special culinary of SME in Palembang. By doing analysis and application of GSCM, the constraints, and obstacles faced by Palembang Pempek entrepreneurs will be known. To answer the objectives of the research, was conducted survey of 30 culinary SMEs, that specialize Pempek, and found that in Palembang culinary have not fully implemented GSCM concepts. This can be seen from the 5 aspects of GSCM, reverse logistics: green procurement practices, design and packaging as a result of the answers from pempek businessmen stating that they still do not fully implement the GSCM concept. For this reason, there is a need for support from parties, which in this case is the government to give guidance and assistance in implementing GSCM.*