

## ABSTRACT

*This study aims to determine the effectiveness of the success of green supply chain management in terms of knowledge of farmers, urban ITS and business processes at UD Tiga Sodara. UD Tiga Sodara is expected to be able to carry out an environmentally oriented rice production process. This expectation refers to the theory of Green Supply Chain Management (GSCM) which aims to minimize the negative impact of supply chain processes on the environment which will have an impact on climate change, pollution and non-renewable resources. Referring to the GSCM concept, it is necessary to evaluate the implementation of UD Tiga Sodara by identifying the obstacles and obstacles experienced by UD Tiga Sodara by conducting a survey of 85 farmers.*

*Lila, et al (2019) in their research revealed that a model for assessing the impact of the urban Intelligent Transportation System (ITS), farmer knowledge and business processes on the success of the Green Supply Chain Management (GSCM) system for urban distribution of agricultural products.*

*This study uses green supply chain management, Intelligent Transportation System (ITS) variables, farmer knowledge, and bussiness process. The results show that partially Intelligent Transportation System (ITS), farmer knowledge, and technological developments have a significant effect on green supply chain management. Simultaneously Intelligent Transportation System (ITS), farmer knowledge, and technological developments have a significant effect on green supply chain management.*

*Keywords: green supply chain management, Intelligent Transportation System (ITS), farmer knowledge, and bussiness process.*