

ANALYSIS COOPERATIVE CONVENTIONAL IN PUSH SUSTAINABILITY ECONOMYPUBLIC

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ABSTRACT

Cooperatives as one of the pillars of the people's economy have an important role in encouraging the sustainability of the community's economy. This research aims to analyze the role of the Pakis Village Unit Cooperative (KUD) in encouraging the economic sustainability of the community in the area where it operates. This research uses qualitative methods with case studies. Data was collected through library research and using internet searching. The research results shows that KUD Fern is proven to be capable to encourage the economics sustainability of the community in its operations areas.

Keywords: Conventional Cooperatives, Community Economics Sustainability, KUD Fern

INTRODUCTION

Microfinance institutions are currently very much needed by the community in general, one of which is cooperatives that are growing in the community. The function of cooperatives as financial institutions is as institutions that collect and distribute community funds effectively and efficiently. The function of cooperatives themselves has been felt for a long time with the concept of banking. The role of cooperatives as financial institutions is as intermediaries between parties who have excess funds and those who need funds, so that it is expected to have a big positive impact on society. According to (Labetubun, 2021) a financial institution is a financial company whose main activity is carrying out economic activities (financial).

In this era of globalization, economic sustainability is an important aspect that must be considered by every community. One way to achieve economic sustainability is through conventional cooperatives. Conventional cooperatives are a form of organization that aims to improve the economic welfare of the community. In this article, we will analyze conventional

cooperatives and their role in encouraging the sustainability of the community's economy using the KUD Pakis case study.

Conversational cooperatives are a type of cooperative that focuses on the development and utilization of natural resources in a sustainable manner. This cooperative aims to optimize the economic potential of the community through environmentally friendly efforts. In the context of KUD Pakis, this conversational cooperative plays a role in developing the agricultural and agribusiness sectors while maintaining environmental sustainability.

According to Aguilera (2009) Savings and Loan Cooperatives and Cooperative Savings and Loan Units are cooperative institutions that carry out business activities to collect and distribute funds from and for members, prospective members, other cooperatives, and/or their members, which need to be managed professionally in accordance with the principles of prudence and health of Savings and Loan Cooperatives and Cooperative Savings and Loan Units, so that they can increase trust and provide the greatest possible benefits to members and the surrounding community.

METHODS

Method Study with use method qualitative. Method collection data qualitative Which used is a case study. According to Moleong (2017:6) qualitative research is research that aims to understand the phenomena experienced by research subjects such as behavior, perception, motivation, actions and others holistically and by means of descriptions in the form of words and language, in a specific context naturally by utilizing various natural methods. Qualitative research according to Hendryadi, et. al, (2019:218) is process investigation naturalistic Which look for understanding deep about phenomenon social in a way experience.

Type This research is qualitative based, namely research that uses research objects in the form of Technique collection data like studies library And Internet searching.

Literature studies are taken both from books and references from the internet, namely searching and studying theories that are relevant and support the subject matter in the activity report. According to Mestika Zed (2003), Study Library or librarianship can be interpreted as a series of activities relating to collection methods data library, read And take notes as well as process material study .

And using internet searching or online search is a search using computer via the internet. According to R Saskia (2021) Internet searching is the process of searching for data via the internet to obtain information based on references, journals, articles or statutory regulations in a way on line Which related object study.

DISCUSSION

Company History

The cooperative was initially established on February 1, 1973 under the name BUUD with Regent's Decree No. D/2075/K/73. Then on January 18, 1978, the deed of establishment was signed and the name of BUUD changed to KUD Pakis. After the deed of establishment was signed, a legal entity was issued with No. 4010A/BH/II/78 on March 17, 1978. Then on November 17, 1980, the cooperative was designated as a MODEL KUD. Furthermore, on March 7, 1990, it was declared an Independent KUD. (KUD Pakis pptx Profile, 2020).

The Pakis Village Unit Cooperative is a cooperative engaged in the economic sector with the aim of improving the welfare of cooperative members in particular and the welfare of the surrounding community in general. The Pakis Village Unit Cooperative was founded on March 17, 1978, located on Jalan Raya Asrikaton, Pakis District, Malang Regency, East Java Province. Pakis Village Unit Cooperative has four types of businesses including:

1. Partnership and Program Credit Sector.
2. General Trade and Services Sector
3. Waserda Sector.
4. Savings and Loan Sector.

Pakis Village Unit Cooperative Business Sector

1. Partnership and Program Credit Sector

People's Sugarcane Partnership Program which has 30 active members and collaborates with the Kebon Agung sugar factory. The area of sugarcane farming in the Pakis District area is approximately 645 hectares.

2. General Trade and Services Sector

The goods trading unit serves the distribution of production facilities such as fertilizer, sugar, rice, LPG, gallon mineral water. While the service unit serves photocopying, serves PDAM payments, electricity, purchases of data packages or credit, extends STNK, etc. Then provides transportation services and tractor units.

3. Waserda Sector

Activities carried out at the WASERDA Unit include serving the sale of daily necessities for members and the general public. In addition, it also collaborates with leading universities in Malang in making superior products and collaborating with AKRINDO in human resource training.

4. Savings and Loans Sector.

Activities in the savings and loan unit include serving credit and savings distribution for members and prospective members. Has 3 assistant branch offices to optimize services for members and prospective members, namely Sekarpuro Branch, Banjarero Branch, Tirtomoyo Branch.

Production Capacity of Pakis Village Unit Cooperative

The production capacity of the village unit cooperative depends on the area of land available, namely the larger the land owned or rented by the cooperative, the greater its production capacity.

Market segmentation and marketing area of Pakis Village Unit Cooperative

Market segmentation and marketing area for Pakis KUD can vary depending on the type of business run and the characteristics of the surrounding community. The following are examples of market segmentation and marketing areas that might be applied by Pakis KUD:

1. Market Segmentation

- Agriculture, such as Farmers who need a sugar cane program
- Trade, The general public who need daily necessities such as food, drinks, or other household needs.

2. Marketing Area

- Pakis Village, Reaching local communities around the village where the KUD is located.
- Nearest City/Regency, Expanding marketing reach to nearby cities or regencies to attract new customers and increase sales.

The Pakis KUD marketing strategy can be adjusted to the characteristics of each market segment and targeted marketing area. This can include local promotions through community events or festivals, online campaigns to reach a wider market, and partnerships with local retailers or distributors to increase product distribution.

Performance of Pakis Village Unit Cooperative

Here are some indicators that can be used to evaluate the performance of KUD Pakis:

1. Revenue and Profitability, Annual revenue growth and profit margins generated from business activities, such as product or service sales.
2. Operational Efficiency, The level of efficiency in resource management, including production costs, labor costs, and other overhead costs.
3. Customer Satisfaction, The level of customer satisfaction with the products or services provided by KUD Pakis, can be measured through customer surveys or direct feedback.
4. Member Participation, The number of cooperative members and their level of participation in cooperative activities, as well as the level of member satisfaction with the benefits received from membership.
5. Socio-Economic Impact, KUD Pakis' contribution to local economic development and village community welfare, such as job creation, increasing farmer income.

The Ebb and Flow of the Development of the Pakis Village Cooperative Unit Business

It is important to remember that performance evaluation must be carried out contextually, taking into account the unique factors that affect the operations and objectives of KUD Pakis. Periodic evaluation and accurate performance measurement can help KUD Pakis to identify areas for improvement and plan better development strategies in the future.

The ebb and flow of KUD Pakis' business development can be influenced by various factors, including economic conditions, changes in government policies, market competition, and internal factors such as management and human resources. Here are some examples of the ebb and flow of business development that KUD Pakis may experience:

1. Revenue Growth, Ebb and flow in KUD Pakis' revenue growth can occur as a result of commodity price fluctuations, unexpected agricultural seasons, or changes in market demand.

2. Changes in Government Policy, Changes in government regulations or policies in terms of taxes, subsidies, or industry regulations can affect KUD Pakis' operations and profitability.
3. Market Competition, Ebb and flow in market competition can affect KUD Pakis' competitiveness, especially if new competitors or alternative products appear that attract potential customers.
4. Management and Human Resources, Ups and downs in management or human resources, such as changes in leadership, internal conflict, or lack of skills or training, can affect the performance and stability of KUD Pakis.

Managing the ups and downs of business development is an important part of risk management and business development strategies. With a good understanding of the factors that affect their operations, KUD Pakis can design strategies that are more adaptive and responsive to changes in the market and external environment.

The Role of Cooperatives in the Community Economy

Cooperatives have long been recognized as a business model that focuses on equality, solidarity, and collective economic empowerment. However, to achieve community economic sustainability, cooperatives need to implement various strategies and have strong dynamic capabilities. A study conducted by Septiani, Dini Imas (2020) on "Analysis of Sustainable Cooperative Dynamic Capabilities (Case Study of Jabung Syariah Agro Niaga Cooperative, Malang)" provides relevant insights in this regard.

According to the study, conventional cooperatives must have high dynamic capabilities in order to survive in a changing business environment. These dynamic capabilities include identifying new external opportunities, acquiring external resources, reconfiguring and restructuring internal resources, renewing internal resources, and agile capabilities. In this case, the Agro Niaga Jabung Syariah Cooperative in Malang is an example of a cooperative that is able to utilize these dynamic capabilities well to achieve economic sustainability.

a. The Role of KUD Pakis in Empowering Farmers

1. Mentoring and Training

KUD Pakis provides mentoring and training to farmers to improve their skills in managing agricultural businesses. This is done so that farmers can produce quality products and be competitive.

2. Infrastructure Development

KUD Pakis also plays a role in the development of agricultural infrastructure, such as irrigation and access roads to agricultural land. With good infrastructure, farmers can increase the productivity and quality of their harvests.

b. Utilization of Agricultural Technology

1. Use of Organic Fertilizer

KUD Pakis encourages farmers to use organic fertilizer as an alternative to chemical fertilizers. In addition to being more environmentally friendly, the use of organic fertilizers can also increase soil fertility and the quality of agricultural products.

2. Application of Modern Planting Technology

KUD Pakis introduces modern planting technology to farmers, such as the use of drip irrigation systems and fertilization based on plant needs. This aims to increase the efficiency of water and fertilizer use, so as to reduce production costs and increase yields.

c. Product Diversification

1. Agricultural Product Processing

KUD Pakis develops agricultural product processing units to increase the added value of products. With this processing, farmers can earn higher incomes from their agricultural products.

2. Product Marketing

KUD Pakis assists farmers in marketing their agricultural products through cooperation with related parties, such as local traders and supermarkets. This aims to increase market access and increase farmers' incomes.

CONCLUSION

From the discussion above it can be concluded that conventional cooperatives play an important role in push sustainability economy public. Through cooperative conventional, member can increase their revenues, better access markets, and strengthen their institutions. KUD case study Fern show that cooperative conventional can contribute in a way significant in increase economic sustainability of society. Therefore, the government and stakeholders must support it and strengthen role cooperative conventional in development economy public.

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