

***Structural Model and Value Creation for
Development Gapoktan Cooperative KSU Permata
Desa Sumberpinang Kecamatan Pakusari Kabupaten Jember***

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ABSTRACT

The research was conducted at the Gapoktan cooperative KSU Permata, Sumberpinang Village, Pakusari District, Jember Regency. The purpose of the study was to determine the role of cooperatives in improving the farmer's economy, to determine the key sub-elements and modeling of cooperative development, and to formulate the value creation of cooperatives. The research was conducted from March to May 2022. The research method uses a qualitative approach that produces descriptive data, Interpretative Structural Modeling (ISM) analysis, and co-creation analysis through the preparation of The DART (dialogue, access, risk, transparency) model. The results showed that the Gapoktan cooperative KSU Permata had a very large role in improving the farmer's economy with the percentage index value above 75%. The results of the ISM structuring and modeling show that the constraint elements (4 levels) with the key sub-elements are minimal capital, limited human resources of management, and weak commitment of members; objective elements (3 levels) with key sub-elements: to facilitate infrastructure, to increase capital accumulation, to improve management skills, to improve member understanding, to improve product services; activity elements (3 levels) with key sub-elements: cooperation with related institutions/agencies, motivating members in capital accumulation, optimizing the performance of supervisory management, training education for supervisory officers, training education for members, in collaboration with PPKL; institutional elements (3 levels) with key sub-elements of cooperative members, cooperative administrators, and cooperative supervisors. The value creation for the development of the KSU Permata Gapoktan cooperative has been implemented very well in terms of DART dimensions including dialogue (86.81%), access (88.91%), risk (80.31%), and transparency (84,38%).

Keywords: structural model, value creation, cooperative development