

***Development of Koperasi Serba Usaha (KSU) Permata in Efforts
to Strengthen the Farmer's Economy at Desa Sumberpinang
Kecamatan Pakusari Kabupaten Jember***

Triana Agustiningsih¹, Muksin², Sri Sundari²

¹ Student of Pascasarjana Terapan Agribisnis, Politeknik Negeri Jember

² Lecturer of Pascasarjana Terapan Agribisnis, Politeknik Negeri Jember

Email: trianafanani@gmail.com

ABSTRACT

The Practice of Learning and Community Empowerment (PPPM) was carried out at the Multipurpose Cooperative (KSU) Permata Sumberpinang Village, Pakusari District, Jember Regency. PPPM is held for four months, from September to December 2021. KSU Permata was established in October 2014. The selection of KSU Permata as the location for PPPM was motivated by problems, namely the decreased activeness of members in cooperatives, the small number of members, the weakness of cooperative institutions, and cooperative services that are still limited to savings and loan businesses. The methods used for problem solving are interviews, focus group discussions, education training, and partnerships. The results obtained after the implementation of PPPM are very positive, namely the identification of the main factors that motivate members to register for cooperatives to meet the needs of farming capital, factors that affect the inactivity of members in cooperatives are busy work, while the factors that affect the inactivity of members in savings and loans are caused by members not understanding their obligations. , have no money (failed business), and other interests. Cooperative training education carried out can increase the knowledge of members and the number of cooperative members. KSU Permata's institutionalization was strengthened after the facilitation of the office and the increased skills of the management in managing the cooperative. The efforts to develop KSU Permata were carried out by improving the savings and loan business and adding new businesses, namely basic food stores and processed products.

Keywords: development, cooperative, strengthening, economy, farmers