

ABSTRACT

STRATEGIES IN DEVELOPING SINAR BANYU MANDIRI COOPERATIVE IN PESAWARAN INDAH VILLAGE OF PADANG CERMIN DISTRICT IN PESAWARAN REGENCY

By

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The objectives of this research are: (1) to describe performances of Sinar Banyu Mandiri cooperative, (2) to identify and analyze internal and external factors that are able to influence the development of Sinar Banyu Mandiri cooperative, (3) to formulate patterns and priorities of strategies that are applicable in developing Sinar Banyu Mandiri cooperative.

The research location was selected purposively. The research used primary and secondary data. Primary data were obtained from direct interviews to the cooperative administrators and members using questionnaires. Secondary data were obtained from reports of Sinar Banyu Mandiri cooperative, related institutions, and related literatures with this research. Data were collected in September to November in 2011. The research used descriptive and SWOT analysis.

The results show that: Analysis of performance shows potentials of Sinar Banyu Mandiri cooperative organization in forms of good organizational apparatus and strategic location in developing its business. The potential businesses to develop are loan and trading. The financial and capital condition is not yet in good condition; There are 10 internal factors influencing the development of Sinar Banyu Mandiri cooperative, containing of 5 strength and 5 weakness factors. There are 10 external factors influencing the development of the cooperative, containing of 5 opportunities and 5 threats factors; The SWOT analysis derives three alternatives of highest priority strategies to use. They are (a) increasing limited capital by using the abundant agricultural potentials, (b) developing business unit by using information and communication technology, (c) taking benefit of strategic location of the cooperative to overcome the business competition around the cooperative areas.

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