

TRADE BUSINESS DEVELOPMENT STRATEGY IN KPRI PRAJA WIBAWA COOPERATION, LHOKSEUMAWE CITY

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Abstract

Cooperatives are a form of legal entity that exists in Indonesia. The purpose of this research is to develop a cooperative strategy for Lhokseumawe Regency and the Satpol PP and WH offices of Lhokseumawe City in efforts to develop small businesses in Lhokseumawe Regency today. This search uses a qualitative descriptive approach. This type of research is field research. The results of this study are analyzed using the inference method which begins with general data and ends with conclusions. Based on the results of the research, it can be concluded that the previous trading business development strategy in Lhokseumawe Regency was through third parties, such as banks, investors, and for the development of this cooperative, this cooperative was carried out in a friendly manner with related agencies.

Keywords: *Strategy, cooperative development, trading business.*

1. INTRODUCTION



Cooperatives are a form of legal entity that exists in Indonesia. According to Law No. 25 of 1992 Article 1, paragraph 1 concerning cooperatives, Indonesian cooperatives are business entities whose members are people, individuals, or cooperative legal entities with the basis of their activities based on cooperative principles, as well as a people's economic movement based on the principle of kinship.

Cooperatives play a positive role in the implementation of national development in Indonesia, either directly or indirectly. Cooperatives are a means of increasing economic progress for their members and for society. This is in accordance with the objectives of cooperatives, especially to advance the welfare of its members and society in general.

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In the modern era like now, cooperatives need an information system in the form of reports that are appropriate and can be accessed at any time to find out their progress. For trading cooperatives, the business strategy must really get more attention so that in the future it can compete with other trading companies.

KPRI Praja Wibawa is an example of a small-medium scale trading cooperative that provides the needs of employees and the community around it. A clear relationship between employees is clear even though it is still simple. The distribution of each unit that has been arranged starting from the employee coordinator to the department of shops, including the purchasing system still uses a manual system, so it still uses purchase notes handwritten by employees.

On that basis, a study was conducted on a trading business to find out the strategy implemented by that trading business. In this study, the object of research was the KPRI Praja Wibawa Cooperative belonging to the Satpol PP and WH Offices of Lhokseumawe City having the address Jalan Listrik No.24 Teumpok Teungoh Kec. Banda Sakti Lhokseumawe City.

The results of the discussion from this study are expected to be useful for cooperatives, especially in trading businesses. Based on the existing background, further research was carried out on the existing problem with the title "Trading Business Development Strategy In KPRI Praja Wibawa Cooperation, Lhokseumawe City".

2. RESEARCH METHODS

This research used a descriptive method and was carried out at the KPRI Praja Wibawa Cooperative, Electric Road No. 24 Teumpok Teungoh Kec. Banda Sakti Lhokseumawe City. Tabanan Training location the research was conducted using a purposive sampling method, namely the location cost method research conducted deliberately based on certain considerations.

The data collected in this study consisted of primary data and secondary data. Primary data is data that comes from the first source, in this case obtained from the management of the KPRI cooperative Praja Wibawa itself. Secondary data is data obtained from indirect sources or other sources, which are generally in the form of documentation data, monographs and resin archives from related agencies directly or indirectly related to trading business development issues, as well as several previous similar research.

Based on the research objectives to be achieved, our research uses qualitative research. This research is research that goes directly to the field or to respondents. The main objective in qualitative research is to find out the implementation of existing strategies previously carried out by the KPRI Praja Wibawa cooperative. The data collection technique came from interviews, observation and documentation. Interview techniques obtained by communicating directly directly with administrators, employees and members of KPRI "praja Wibawa" North Aceh District. The stages of data analysis were carried out to analyze the business development strategy of the KPRI Cooperative "praja Wibawa" of North Aceh Regency. The results of this research were analyzed using deductive methods which begins with a general statement and ends with a conclusion. So the author tries to find information on the development strategy of trading business cooperatives.

3. RESEARCH RESULTS AND DISCUSSION

3.1 KPRI Praja Wibawa Cooperative Brief Profile

KPRI is a Republic of Indonesia Employee Cooperative that was established and managed for the benefit of civil servants. Become a KPRI member is a group of people in the work area, for example: District, School, as well as other government agencies. KPRI founders and members are people who has a profession as a Civil Servant (PNS) at the Agency Government. Because KPRI is a business entity consisting of para members of civil servants, the success of his business is very dependent on ability members to take advantage of the services provided by the cooperative. At this time the development of cooperatives has many challenges, both from outside nor from within. Cooperative challenges that come from outside, among others the emergence of business entities established by other parties who have the same purpose almost the same as cooperatives, for example, the presence of shops and service providers others that cater to a person's various needs. Emergence of business entities private property is a serious threat to the existence of cooperatives. In terms of these cooperatives need to develop and improve their business to meet the needs of members so that the main goal of the cooperative is the welfare of the members achieved. In the context of developing and improving this cooperative business the role of members is very important, because the development of cooperatives is very dependent from the participation of its members. This research is only at one government agency namely the Satpol PP and WH offices of Lhokseumawe City were carried out to explain Trading Business Development Strategy at KPRI Praja Wibawa Kota Cooperative Lhokseumawe belongs to members of the Satpol PP and WH of Lhokseumawe City.

Praja Wibawa symbolizes that the Civil Service Police must be able to become defender and upholder of the nation. The ship's rudder represents the Pamong police Praja as an assistant to the Regions in determining the direction and purpose of serving the Nation and State. Well that's where the name was taken KPRI Praja Wibawa Cooperative because this cooperative is operated by Satpol PP and WH Lhokseumawe City.

The beginning of the establishment of the KPRI Praja Wibawa cooperative was in the month of December 2015. Based on the agreement and meeting of Satpol members PP and WH of Lhokseumawe City, the KPRI Praja Wibawa cooperative form the chairman, secretary, treasurer and members, and the number of members on The Praja Wibawa Cooperative consists of 200 people, namely all members of the Satpol PP and WH Lhokseumawe City.

And this cooperative is engaged in trading business with capital from all members of Satpol PP and WH of Lhokseumawe City have more or less adequate capital collected is around IDR 25,000,000 – IDR 30,000,000. After the capital is collected then they open the cooperative business store and spend some of the money to buy things that are needed in sustainability of the establishment of the KPRI Praja Wibawa cooperative. With the intention of for the welfare of all members who contribute to the KPRI Praja cooperative That authority.

a. Functions and Roles of Cooperatives

Article 4 of Law no.25 of 1992 outlines the functions and roles of cooperatives are: According to Suhardi and Taufik (2012:29)



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1. Build and develop potential and abilities members in particular and society in general to improve their economic and social well-being.
2. Participate actively in efforts to enhance quality human life and society.
3. Strengthening the people's economy as a basis for strength and resilience of the national economy with cooperatives as his pillar.
4. Trying to realize and develop the economy which is a joint effort based on the principal kinship and the basis of economic democracy.

b. Cooperative Legal Entity

The foundation of Indonesian cooperatives is a guide in determining the direction, purpose role, and position of cooperatives towards economic actors other, this is as stated in Law No. 25 of 1992 regarding the principles of cooperatives, cooperatives have a basis as following:

1. Idyll's Platform

In line with Law No. 25 of 1992, the basis of cooperative ideals Indonesia is Pancasila, this is because Pancasila is a view the life and ideology of the Indonesian nation besides Pancasila as well is the soul and spirit of the Indonesian people in life nation and state and is a noble value that wants realized in social life.

2. Structural Foundation

Referring to Law No.25 of 1992, the structural foundation of cooperative Indonesia is the 1945 Constitution. In the 1945 Constitution there are various provisions governing various aspects state life. As a form of economic organization who live in Indonesia then the placement of the Constitution

1945 as a structural basis is something natural.

3. Operational Basis

The operational foundation of Indonesian cooperatives is:

- a. Article 33 of the 1945 Constitution and its explanation.
 - b. Law No. 12 of 1967 and Law No.25 1992 on the principles of cooperatives.
 - c. Cooperative statutes and bylaws.
4. Mental foundation according to Westra (2011:53)

Cooperatives must be given a mental foundation in the form of awareness cooperative and high self-esteem for members, especially the administrators.

c. Cooperative Form

Cooperatives can be primary and secondary in which cooperatives Primary cooperatives are cooperatives with at least 20 members, while secondary cooperatives are cooperatives that consists of at least three primary cooperatives. Level Organizations based on the regional level of government administration consist of primary cooperative. Organizational level based on regional level government administration consists of primary cooperatives, central cooperatives (level district/city), joint cooperatives (provincial level), and parent cooperatives (National level).

3.2 KPRI Praja Cooperative Business Development Strategy Authority of Lhokseumawe City

KPRI Praja Wibawa Cooperative Business Development Strategy, wrong one of them is by looking for third parties, such as banking, investors, and for the development of this cooperative is carried out in a friendly way with related agencies. So far, the KPRI Praja Wibawa Cooperative does not yet exist obstacles or problems that are so serious to be handled by the KPRI Cooperative Praja Wibawa. The first reason is because when the members pick up the goods, the member will immediately pay off at the time they are payday and members don't make deposits individually, usually problems arise only because the payment of business results is carried out online individual. The second reason is because the KPRI Praja Wibawa Cooperative is under under the auspices of Satpol PP who comply with government regulations and laws, and comply with the provisions of the AD / ART.

There is no future planning for the KPRI Praja Wibawa Cooperative and still focuses on business development and the welfare of its members. Matter This is because the KPRI Cooperative is a cooperative that focuses on business trading and not the type of savings and loan cooperatives and the like. And with capital of around IDR 25,000,000.00 – IDR 30,000,000.00 is expected for the KPRI Cooperative Praja Wibawa will be more advanced and experience positive developments future and be able to prosper the members and the surrounding community.

A. Member Meeting

According to article 17 of Law No. 25 of 1992, cooperative members are owners and users of cooperative services, cooperative membership is recorded in the member list. Based on the Act, then cooperative members have a dual role, members as owners and users' cooperative services. Members as owners are as cooperative and financiers Therefore, it must contribute its capital to the appropriate cooperative provisions in the AD/ART and decisions of the meeting of members, members asService users have the right to participate actively in cooperative business activities.

B. Member Welfare

In general terms, history denotes a good state, condition humans where people are in a state of prosperity in good health and peace. In economics, prosperity is associated with material gains. Prosperous has a specific official or technical meaning, as in terms of function social welfare. Social welfare can be viewed as a science or academic discipline that studies social policy, social work, and social service programs, such as sociology, anthropology, politics, economics, development studies, and social work, welfare science social seeks to develop its knowledge business for identify social problems, their causes and coping strategies. Swasono (2009:63)

C. Cooperative Strategy in Improving Member Welfare

The main requirement for cooperatives to work efficiently is if the management or management of the cooperative business concerned is also carried out well, which is based on the philosophy of, by and for members. The prerequisite for the rapid development of cooperative organizations is according to Mutis (1999:43).

1. Cooperatives must broaden their horizons in management and the organization.
2. Cooperatives must be well organized and managed professional.
3. Maintaining high standards of cooperative integrity.
4. Structuring the orientation and contribution of services to members and society properly.

4. CONCLUSION AND SUGGESTIONS

4.1 CONCLUSION

The KPRI Praja Wibawa Cooperative is a cooperative founded by members of the Satpol PP and WH of Lhokseumawe City, this cooperative is engaged in trade with the aim of prospering members. In this modern era, cooperatives need an information system in the form of reports reports that are appropriate and can be accessed at any time to find out the progress. For trading cooperatives, the business strategy must really get more attention so that in the future it can compete with other trading companies.

In carrying out business activities, both companies and cooperatives should always pay attention to the internal and external environment that surrounds the business entity. Observing



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internal factors in the form of advantages and disadvantages that must be implemented by every business entity, it is felt that the advantages possessed by the KPRI Praja Wibawa Cooperative have not been used optimally to cover their deficiencies.

4.2 SUGGESTIONS

The researcher suggests that the products in the KPRI Praja Wibawa cooperative shop be complemented so that members are interested in transacting at the KPRI Praja Wibawa cooperative shop. researchers, the Cooperative business unit in managing activities is still lacking and needs improvement besides that, the researcher suggests that if it is difficult to train members and business unit managers, the cooperative should ask for help and use the services of professionals who are experts in the field of management of cooperatives and the field of trade for the trading unit of the cooperative.

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