

ABSTRACT

Based on the constitution of Indonesia, UUD 1945, the existence of cooperatives is absolutely needed for Indonesia. The development of Indonesian cooperatives currently increases in quantity, but decreases in quality. One of them occurs in the Village Unit Cooperatives (KUD) in Indonesia. From the various types of cooperatives, the group of KUD Mina gets terrible condition. One of the group members of KUD Mina in Central Java that has been the model is KUD Sarono Mino located in Juwana, Pati District. It is necessary to do factual observation to know the condition of KUD Sarono Mino's organization and to arrange alternative strategies for the development of KUD Sarono Mino.

This study uses the composite of several analytical tools, including (1) the analysis of development leader assessment (DLA/ PTP) for management performance; (2) descriptive analysis and rank spearman correlation for member participation. For further analysis, the researcher uses the SWOT (strengths, weaknesses, opportunities, threats) to arrange the alternative development strategies for KUD Sarono Mino. The next step is justifying the strategies priority by using AHP (analytic hierarchy process).

The result of this research indicates that the management performance of KUD Sarono Mino on the subtotal score of 78.5 is in the yellow zone. The performance of KUD Sarono Mino has been quite satisfactory, but it needs more attention for further development of the vision, networking, management capacity, and resource. The participation of KUD Sarono Mino's members shows that members participate because of social and economical benefits. The suitable development strategies implemented by KUD Sarono Mino in accordance with IE matrix analysis is market penetration strategy and the development of products and services. The implementation of strategy then is based on the three important aspects for KUD; e.g. economical, social and institutional. Strategies that are developed based on the SWOT matrix get sixteen alternatives for KUD Sarono Mino. It is continued by making scale priority strategy that should be done by KUD Sarono Mino through AHP analysis. The main priority of economical aspect is the development of marketing and promotional strategies to increase sales. The most priority institutional aspect is the improvement of the service system to get more loyal members, especially sailor members. Furthermore, the main priority strategy of social aspect is actually by actively running the social activities especially in social and educational.

Keywords: KUD, Organizational Conditions, Alternative Strategies.