

SANDI D. YULIYANTO 10.03.2.1.1.00052. STRATEGI PENGEMBANGAN KOPERASI UNIT DESA (KUD) GUNTUR DESA BULAY KECAMATAN GALIS KABUPATEN PAMEKASAN. Dibawah bimbingan Bapak Slamet Widodo, SP. M.Si

ABSTRAK

Penelitian ini dilakukan di Desa Bulay Kecamatan Galis Kabupaten Pamekasan, tepatnya KUD Guntur yang dipilih secara sengaja (*purposive*). Penentuan informan ini dilakukan dengan menggunakan 2 metode: untuk informan kunci dan informan utama ditentukan dengan menggunakan metode *purposive sampling* (Pertimbangan), sedangkan informan tambahan menggunakan metode aksidental, metode analisis yang digunakan adalah metode *Analisis Deskriptif Kualitatif dan Metode Analisis SWOT*. Dari hasil penelitian berdasarkan integrasi Matriks IE dan Matriks SWOT dapat diketahui bahwa pengembangan KUD Guntur berada pada kuadran I yaitu pada posisi “Strategi Tumbuh dan Bina (*growth and build*)”. Pada kondisi tersebut, strategi yang dapat dilakukan adalah strategi intensif yaitu berupa penetrasi, pengembangan pasar dan pengembangan produk atau strategi integratif (integrasi ke depan, ke belakang, dan horizontal).

Kata kunci: Strategi percepatan, Pengembangan KUD, analisis SWOT

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ABSTRACT

This research was conducted in the village of the District Bulay Pamekasan Galis, KUD Guntur precisely selected (purposive). Determination of informants was conducted using three methods: for key informants determined using the method of purposive sampling (Consideration), key informants using simple random sampling method, and additional informants using the accidental, the method of analysis used is the method of Qualitative Descriptive Analysis and Methods SWOT analysis. The survey results revealed by the integration of the IE Matrix and SWOT matrix obtained some alternative strategies that are appropriate for the development of cooperatives acceleration strategy at research sites, namely: Doing capital investment, long-term loans Erase with low interest, Conducting trainings on managing cooperatives, businesses Shaping other new field of agriculture, business sectors Consider carefully which has a comparative advantage, the right to be developed by the cooperative and its members in accordance with the business as a cooperative business development focus, Adding a new venture in KUD, Build networks among cooperatives and related organizations, Receiving input from members of the provide ideas for the development of cooperatives, Fixed priority service needs of members of cooperatives, the exchange activities conducted by employees or officials of other cooperatives cooperatives, support from various parties, provide guidance on the public not to borrow money to loan sharks, Providing education and knowledge to the public on the importance of cooperatives, applying the results of the annual meeting of members (RAT), support of all members of KUD.

Keywords: Strategy acceleration, KUD Development, SWOT analysis