



**THE IMPORTANCE OF COOPERATIVE MANAGEMENT TO INCREASE
STUDENT COOPERATIVE MEMBER PARTICIPATION DURING THE
COVID-19 PANDEMIC**

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ABSTRACT

This study aims to analyze ways that can be done in increasing the participation of student cooperative members during the covid-19 pandemic. The impact if the issue of low member participation is not immediately resolved, namely a) the business made by student cooperatives will not develop; b) business made by student cooperatives will be unable to compete with other businesses; c) members will take an exit decision, namely leaving the cooperative because of dissatisfaction with the membership benefits received. This research is a qualitative with a case study method at the Student Cooperative of Universitas Negeri Surabaya. Based on the results of the study, it can be concluded that increasing the participation of student cooperative members during the covid-19 pandemic can be done by: 1) providing cooperative insights to student cooperative administrators regarding the concept of marketing management in cooperatives; 2) improve the quality of marketing services in student cooperatives and 3) improve marketing weaknesses in student cooperatives through cooperative marketing strategies.

Keywords: *Member Participation, Cooperative Management, Student Cooperative*

A. INTRODUCTION

The Covid-19 pandemic has had a major impact on various sectors. To suppress the spread of the Covid-19 virus, learning on campus is held online. So that many students stay at home, they are not located on campus. This has an impact on the sustainability of the business owned by student cooperatives where the owners and users of cooperative services are students. The sales turnover of the student cooperative of Universitas Negeri Surabaya decreased drastically during the pandemic. This is a problem because of the low participation of student cooperative members during the pandemic.

Member participation can be increased if there is good cooperation and communication between members, administrators and supervisors. This is in line with research conducted (Sujianto, 2019) that the success of coaching in the community service program for members of the Kopwan Syariah As Salam Bulusari Tulungagung cannot be separated from the participation of all components of the cooperative, namely members, administrators and supervisors. According to (Ropke & Djatnika, 2003) without the participation of members, the possibility of low or decreased efficiency or effectiveness of members in order to achieve cooperative performance, will be greater. Participation is needed to reduce poor performance, prevent deviations and hold cooperative leaders accountable. Member participation is often seen as a development tool as well as an end in itself. Thus, the relationship between cooperative efforts and the interests of members needs attention because the reason someone becomes a member of a cooperative is to improve their welfare (Subandi, 2011). Member participation is very necessary because it has a significant

positive effect on the effectiveness of farmer cooperatives (Sandyatma, 2011). If the participation of members is low, it will affect the empowerment of Gapoktan (Sugiyanto, 2017).

Based on the results of research conducted by (Mahri, 2006) shows that the quality of service and the benefits of cooperatives have a positive effect on member participation in the Indonesian Tempe Tahu Producers Cooperative (KOPTI) Tasikmalaya. So that it can be said that the higher the quality of services and benefits provided by the cooperative, the participation of members will also increase. This is in line with the research results (L. N. Aini, 2017) namely there is a positive and significant effect of cooperative services and member satisfaction on the participation of members of the UNY student cooperative. The results of hypothesis testing conducted by (Novianita & Hadi, 2017) it was found that there was an effect of service and member participation simultaneously on the acquisition of the remaining operating results. So that the ability of the management, services and the cooperative business environment significantly affect the participation of KUD Bahtera members, Baturraden District, Banyumas Regency (Hasanah, 2011). Thus, the entrepreneurial attitude of the manager and the participation of members both partially and simultaneously affect the implementation of marketing strategies so that later it will affect the business performance of cooperatives (Bayu, 2011).

If the problem of low participation of members of the student cooperative of Universitas Negeri Surabaya is not immediately resolved or handled, it will cause various impacts. First, the business made by student cooperatives will not develop. This is because members as the main target market for student cooperatives do not participate actively. If the student cooperative members are not aware of their role as users of cooperative services, the business made by the student cooperative will stagnate and do not develop because of the absence of innovations made. So that later, members will limit or even reduce the number of transactions made in student cooperatives. Second, the business made by student cooperatives will be unable to compete with other businesses. This will happen if the student cooperative is not able to provide the maximum needs of its members. So far what has happened is that the prices of goods sold in student cooperatives tend to be more expensive than other retail business units, so it is not impossible that members will switch to shopping at student cooperative competitors. Third, members will make an exit decision, which is to leave the cooperative because of dissatisfaction with the benefits of membership received. This will happen if the student cooperative does not fix its marketing management. In cooperatives, the exit of these members will create more severe consequences. Through the exit of members, the cooperative's authorized capital will be reduced which will lead to a lack of capital. Fourth, for the Universitas Negeri Surabaya, it will have an impact on the provision of places and facilities provided to student cooperatives to be useless and less useful.

The purpose of this study is to analyze ways that can be done in increasing the participation of student cooperative members during the covid-19 pandemic. With this research, it is hoped that it can be used as study material in making policies to develop businesses owned by student cooperatives so that they continue to exist during the pandemic.

B. RESEARCH METHODS

This research is a qualitative with case study method. This research focuses intensively on one particular object which is studied as a case. According to (Rahardjo, 2017) case study is a series of scientific activities carried out intensively, in detail and in depth about a program, event, and activity, either at the individual level, a group of people, institutions, or organizations to gain

in-depth knowledge about the events selected are real life events, which are in progress, not something that has passed. The steps of research carried out based on (Rahardjo, 2017) that are:

- 1) Choose a theme, topic and case. The topic of the case to be studied is the low participation of members of the student cooperative of Universitas Negeri Surabaya during the Covid-19 pandemic.
- 2) Conduct a literature study as a material for strengthening research.
- 3) Formulate the focus and research problems, namely how to increase the participation of student cooperative members during the covid-19 pandemic.
- 4) Collecting data obtained from the research subject, namely the Student Cooperative of Universitas Negeri Surabaya with interviews, participant observation and documentation. This data collection was carried out for approximately 3 months.
- 5) Processing data. After the data was collected, the researcher carried out data processing, namely checking the correctness of the data, compiling data, carrying out coding, classifying data, correcting interview answers.
- 6) After processing the data, the next step is to analyze the data.

C. RESULTS AND DISCUSSION

The steps of literature study research have been carried out, namely looking for references related to the problem of low participation of student cooperative members in general, which are relevant either from books, modules or journals in documentation. This activity was carried out to find relevant sources regarding the marketing management problems of student cooperatives in general. Furthermore, conducting interviews with the management and supervisors of student cooperatives to find out the problem of low member participation that occurs in student cooperatives. Then, coordinate with the supervisor of the student cooperative to conduct participant observation in order to further explore the problems that occur in the student cooperative.

During participant observation, the researcher tried to hold a discussion forum for the student cooperative management. The aim is to solve the existing problem, namely the low participation of student cooperative members. The implementation of the discussion forum is carried out online through google meet media because not all student cooperative administrators are on campus. The target of the discussion forum participants has been achieved, namely all administrators of the Universitas Negeri Surabaya student cooperative, totaling 25 students from various majors and faculties at Universitas Negeri Surabaya. In this activity, apart from discussing, the researchers also provided insight into cooperatives regarding the concept of student cooperative marketing management, cooperative marketing management problems and solutions to overcome cooperative marketing management problems in the form of marketing mix and effective communication. This is done as an effort so that the student cooperative management can increase knowledge related to cooperative management to increase member participation.



Picture 1. Documentation when the discussion forum is being implemented

After conducting the discussion forum, the researcher evaluated and assisted the student cooperative management on an ongoing basis. The output generated from a series of discussion forum activities, evaluation and assistance to cooperative management, namely changes in the improvement of the marketing management of student cooperatives. These improvements are 1) adding a person in charge of the management of the business sector according to the business units carried out by the student cooperative, namely the Minimarket unit, Unesa Corner unit, Counter unit and Rental unit; 2) Marketing innovation during the pandemic period, which is done online by maximizing Instagram social media and then also trying to innovate using the Shopee, Tokopedia and Lazada marketplaces; 3) Identify the products that members need by selling them through the package system and promos provided; 4) To increase member transaction participation, shopping points are given to increase SHU.

How to Increase Participation of Student Cooperative Members during the Covid-19 Pandemic

Based on the results of data collection and processing, there are three ways to increase the participation of student cooperative members during the covid-19 pandemic. The first way that can be done is to provide cooperative insight to the management of student cooperatives at the Universitas Negeri Surabaya regarding the concept of marketing management in cooperatives. The results of the study (L. N. Aini, 2017) show that member participation is influenced by cooperative education. Member participation can be increased by increasing the management's ability to manage, as well as providing useful education and training (Al Rozi, 2014). The finding of research (Sujianto, 2012) shows that education, training and counseling simultaneously influence the members of Koppotren in Tulungagung regency. Cooperative education and training have a positive relationship to member participation (Liang et al., 2015). The research (Sakdiyah et al., 2019) concludes there is influence of cooperative knowledge on members participation at KPRI Subur Makmur Banda Aceh. In line with (Kamalia, 2016) that there is a significant-positive effect of member knowledge about cooperatives on member participation as an intervening variable. So, to increase the participation of members required knowledge of qualified cooperatives.

The second way that can be done to increase member participation is to improve the quality of marketing services at the student cooperative of Universitas Negeri Surabaya. In accordance with the results of research (N. Aini & Anasrulloh, 2021) shows that member participation is influenced by the quality of cooperative services. Based on the above results (Marna & Wardi, 2014) can be concluded that in order to increase the participation of cooperative members in Plasma Sawit Bukit Sandiang Tigo's Cooperative suggested to further improve service quality and

image of the cooperative. Good marketing services can increase the participation of cooperative members (Batzios et al., 2021). The results of the study (Rahmawati, 2015) show that service has a positive relationship and influence on the participation of cooperative members of SMP 8 Madiun students. In line with (Ajeng DMY, 2011) that there is a significant influence between service quality on member participation. Research (Al Rozi, 2014) concludes that the participation of cooperative members can be increased by improving the quality of service to members. Thus, the quality of services provided by cooperatives will affect the level of member participation.

The third way that can be done to increase member participation is by improving the marketing weaknesses of the student cooperatives of Universitas Negeri Surabaya through cooperative marketing strategies. Marketing strategy and service quality variables have a significant influence simultaneously on the variable member participation rate as a cooperative user (Sudrartono, 2018). With application of good retailing mix by Waserda Division of Employee Family Cooperative, Bandung Institute of Technology, it is expected to increase member participation of cooperative that in the end can give direct economic benefit to members itself (Udayat & Hidayat, 2018). This is in line with (Kusuma, 2019) that the marketing mix can increase member participation. Thus, a marketing strategy is needed to increase the participation of cooperative members.

D. CONCLUSION

Based on the results of the study, it can be concluded that increasing the participation of student cooperative members during the covid-19 pandemic can be done by: 1) providing cooperative insights to the Universitas Negeri Surabaya Student Cooperative management regarding the concept of marketing management in cooperatives; 2) improve the quality of marketing services at the Universitas Negeri Surabaya Student Cooperative and 3) improve the marketing weaknesses of the Universitas Negeri Surabaya Student Cooperative through a cooperative marketing strategy.

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