

EFFORT OF IMAGE BUILDING COOPERATIVE IN DISTRICT BANGKALAN WITH DEALING ASEAN ECONOMIC COMMUNITY (AEC)

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ABSTRACT

The purpose of this paper are firstly to describe the conditions of the cooperative in Bangkalan and secondly formulate cooperative efforts in order to build the image of the face of the AEC. Writing scientific papers using descriptive analytical approach by conducting literature review , followed by a description and analysis of the theory of inter-related and connect it to the various phenomena associated with the effort to build the image of cooperatives in order to face the AEC

Efforts could be formulated to build the image of cooperatives in order to face the AEC, include: (1) strengthen the ideological cooperatives; (2) strengthening cooperative institution into a modern business; and (3) building a strong cooperative culture.

Keywords : image , cooperatives , AEC

INTRODUCTION

Cooperative is an economic movement Indonesian people together to meet the social needs of culture and aspirations to improve welfare . Cooperation among members of a source of strength of cooperatives as economic organizations .

According to Sukamdiyo (1997:5), between the role and benefits of the cooperative turns more cooperative , especially cooperatives which do not get the appreciation of the people due to various factors . The main factor is the inability of the cooperative function as promised, as well as doing a lot of irregularities or other activities that let the community . The conditions have to source a bad image for the cooperative as a whole.

Often we hear that the negative image of corruption and failure of cooperatives identical performance village unit cooperatives. Many circulated a play about cooperatives converted into kuperasi (significant corruption), stands replaced Chairman Fortunately Previously, we used to debt, and others. It occurs as a form of expression of the community's disappointment over what happened to cooperatives, so that the image of cooperatives actually dropped.

The image of cooperatives as a popular economic movement in the community decreased due to the occurrence of irregularities cooperative practices that harm society. In fact, when referring

to the cooperative values then there are many noble qualities, such as: help, responsibility, democracy, equality, justice and solidarity.

A good image of an organization will have a beneficial impact, while the image of the ugly would be detrimental to the organization. Good image, meaning that the public has a positive impression on an organization, whereas unfavorable image means that the public has a negative impression.

Although not a new issue, but talking about the image for an entity (product, person or company) is a latent problem that is inexhaustible. One rule out any activity of an entity-positive image formation, will affect the credibility and reputation of the entity as a whole in the long term.

The sensitivity of the image is indeed universal. However, experience shows that the more advanced a nation the higher the level of community awareness on the image. For most people, the image has been used as an indicator to assess an entity, whether categorized as good or otherwise. In line with this, the cooperative then the question of the image of a specter that constantly threaten acceleration, escalation even the existence of cooperative institutions. Cooperative almost always be in the situation 'vulnerable' if problems are associated with the image.

Especially when we are faced with the demands of globalization and the ASEAN Economic Community (AEC) that is expected to change the paradigm of cooperative actors perkopesrasian field in Bangkalan so the products can be more cooperative with high competitiveness.

The impact of the presence of AEC already be felt in the current onslaught of competition of various products produced and sold in the cooperative. Imported products sold at lower prices which led to cooperative products threatened. Obviously, these conditions should be the trigger to continue to improve product competitiveness of cooperatives.

Listening to the conditions that have been described, the authors are interested in lifting the title "Constructing a cooperative effort in Bangkalan In Order Facing MEA".

LITERATURE REVIEW

Image Management

According to Kotler (2001: 225) brand image is a set of beliefs or a belief held by consumers to a particular product. According to Shimp (2003: 12) the image of a brand is the second dimension of knowledge of brands by consumers. A brand image against a target of a long series of very important in a marketing (Moran, 1973) in the Park, etc, 1986).

Webster (1993) defines an image as a mental image or concept about something. Steinmetz (in Siswanto Sutojo, 2004) defines image as the public perception of corporate identity. Public perception of the organization based on what they know or they think about the organization concerned.

Understanding the image itself is abstract, not real, can not be described physically and mathematically can not be measured, because the image exists only in the mind. However, the reality can be felt on the results of the assessment is good or bad, as the reception and both positive and negative feedback that comes from the public (the target audience) and the public at large. Imagery can be known, measured and modified. Research on the image of the organization (corporate image) has been proven that the image can be measured and changed, although the image change is relatively slow. In other words, an image will last quite permanent at a certain time (Sutisna, 2001: 330).

The literature mentions image as public perception is formed from experiences, beliefs, feelings, and knowledge of the community itself against an entity. Meanwhile, according to Frank

Jefkins, interpret the image as an impression, an idea or impression right (according to the actual reality) of the various policies, personnel, products or services of an organization.

From the second definition above, there is one vital essence forming the image that is the reality (reality). That is a reality that can be seen, known and perceived by the public about the achievements of an entity that form the image. So that all forms of 'imaging' in the wake of which is not based on the reality, will certainly age-corn and could even lead to charges of 'public deception'.

Benefits for the organization's image externally public:

1. Relatively more acceptable and remembered by the consumer
2. Tend to be able to survive in times of crisis. And even if suffering from losses, the number is far smaller than the company whose image is not good.
3. Able to build and maintain the level of public confidence in the company.
4. Facilitate the identification for consumers.
5. Improve the competitiveness and performance of the company among the competition with other companies.
6. Make the trust and confidence of investors to invest their shares.
7. Produce a good reputation of the company.
8. Able to boost bargaining position with stakeholders

Image Benefits for Public Internal Organization:

1. Being able to build a sense of pride for employees
2. Waking sense of belonging to each employee.
3. Can encourages their motivation to work more productively.
4. Finally, the growth and increased corporate profitabilias.

Siswanto Sutojo in Arafat (2006: 12) argues that there are five roles for a company's image. First, the image will form a good competitive position for the company. A positive image of the company will be able to protect the company against rivals. Secondly, the image as a protector of the activities of the company. When a company is in a critical period and twisted by problems and wafted by the mass media, then in a short time the public will know about it. Therefore, the company has a good image, then most people can understand and forgive errors experienced by the company. Third, the image will be easier for companies to obtain the best human resources. This may be nearly identical to the proverb; "There is no sugar ants". Companies that have a positive image will never get any significant difficulties in recruiting employees are reliable. So it becomes an indicator instead, companies that are not yet bercitra'persepsi'-the good, the inside certainly also inhabited by less qualified employees. Fourth, the effectiveness of imagery will support the product marketing strategy. Positive imaging will make customers more loyal and have expectations when the company will deploy a new product or brand. And fifth, the image will help the company in cost savings (cost saving).

Cooperative

Cooperative is one of the instruments in the Indonesian economy is expected to provide welfare to society. Berasaskan cooperative system of kinship and have cirikhas SHU (of Business). Various forms and types of cooperatives have mushroomed in Indonesia, such as savings and credit cooperatives, business cooperatives, cooperative-based production, and others.

Standard definition of a cooperative decision ICA Congress 1995 is: "a cooperative is an autonomous association of persons who join voluntarily in order to meet the needs of economic, social, cultural and similar aspirations, through a company owned and controlled democratically".

1. Being cooperative is a autonomous association that embodies the voluntary cooperation among members. Cooperative capital is not set but is a set of people. Therefore, that in kedepankan are people who become members. Autonomous association means an institution that stands alone and sovereign. While the inclusion of members of voluntary, meaning that based on consciousness itself and not because of coercion from anyone.
2. Motif person become a member of the cooperative is not for profit but to help yourself through cooperation. Through cooperation will be garnering the potential to become a force that can meet the needs of economic, social, cultural and similar aspirations. Therefore, cooperation among people is a source of strength.
3. In order to help themselves motif through cooperation can achieve, then the cooperative is an association of people whose function not as a social organization, but as an economic organization (company). This means that the cooperative has the organizational and business aspects.
4. Manifestations of mengorangkan members in cooperatives as associations of people that serves as a business entity that is owned, managed, and utilized by members.

AEC Community

AEC is a form of economic integration of ASEAN's 10 countries agreed on an agreement with the ASEAN Economic Community (AEC). Implementation of the free market of Southeast Asia or the AEC is scheduled to begin in late 2015. Priority sectors agreed since 2006 is as much as 12 sectors, include: 7-based industrial goods sector (agriculture, fisheries, wood, rubber, textiles, automotive, electronics) and 5 services sector (air transport, e-asean, health services, tourism and logistics).

ASEAN wishes form the AEC is driven by external and internal development of the area. On the external side, Asia is predicted to become the new economic power supported by India, China, Korea and ASEAN countries. Internally, the ASEAN economic power until 2013 has resulted in GDP amounted to US \$ 3.36 trillion at a growth rate of 5.6 percent and has the support of a population of 617.68 million people (Wangke, H, 2014)

RESEARCH METHODS

The preparation of this paper uses descriptive analytical approach by conducting literature review, followed by a description and analysis of the theory of inter-related and connect it with various phenomena related to efforts to build the image of cooperatives in Madura in order to deal with AEC

RESULTS AND DISCUSSION

Conditions Cooperative

Data Department of Cooperatives and SMEs (2014) showed that the performance of cooperatives in Bangkalan are :

Table 1. Performance of Cooperatives in Bangkalan

Cooperative	Number	%
Active Cooperative	500	81
Cooperative nonactive number	116 616	19 100

Source : Office of Cooperative Bangkalan , 2014

Noting Table 1 then 500 active cooperatives or 81% and the remaining 116 or 19% are not active. Associated with the performance of the cooperative then there are a lot of problems experienced concerning the existence of the cooperative who are inactive, such as: poor management of cooperative management, cooperative human mental weakness, and others.

According to Heriyono (2012), there is a differentiating factor between fixed axis cooperatives and develop cooperatives that have not even been close function, include:

1. Cooperative would exist if there is a collective need to fix the economy independently. The public are aware of the need to improve their welfare or develop themselves independently prerequisite cooperative existence.
2. Cooperative will develop if there is freedom (independent) and the autonomy to organize experiences development with a uniform format it has given rise to a high dependence on various external factors, while managed to survive it is capable of creatively and in accordance with the needs of members and the community to develop the organization and its activities.
3. The existence of the cooperative will be determined by the board of understanding the development of values koperasi. Faktor distinguishing cooperative with other business organizations is that there is a cooperative values and principles that are not available or not developed consciously in other organizations. Therefore, an understanding of cooperative values: openness, democracy, participation, self-reliance, cooperation, education and awareness in the community; should be a main pillar in the development of a cooperative.
4. Cooperation will be increasingly perceived roles and benefits for members and the general public if there is awareness and clarity in terms of cooperative membership. This specifically refers to the understanding and community members will be differences in the rights and obligations as well as benefits that can be gained by becoming a member or not a member.
5. Cooperative would exist if it is able to develop a wide range of business activities, including: a. Supple (flexible) in accordance with the interests of its members. b. Oriented service delivery to members. c. Evolving in line with the development of member businesses. d. Cost of transactions between the cooperative and members can pressed less than the cost of non-cooperative transactions, and e. Able to develop existing capital in the cooperative activities and its own members.
6. The existence of the cooperative will be largely determined by such factors conformity with the characteristics of the community or its members. If viewed from the social conditions of the people of Indonesia at this time, it can be hypothesized that the cooperative can grow, develop, and it also plays a role and beneficial to society emerging from a traditional sociological strong bond through the primary emotional relationship

towards a more heterogeneous society and involved with the system and the capital market in the fulfillment of their needs, or also known by the community 'bazaar-economy'. This means that cooperatives are not expected to develop in society is still very traditional, subsystems, and relatively 'closed' of the dynamics of the market system; or also to the community that has become very individualistic, and oriented capital. In other words, cooperatives are not expected to develop optimally in all forms of community.

All the problems that led to the existence of institutional cooperative betting quite crucial, one of which related to the image. Surely this is a reason why cooperatives should continue to be strengthened because: 1. Cooperatives have long been able to sustain the life of society, 2. The government gives more attention to the Cooperative by the 1945 Constitution.

Cooperative as a form of service business very closely with the trust and the highest element to be considered is the image. Currently, there is a gap between the perception of managers of cooperatives with the community. Shadow image (Mirror Image) still dominate perceptions of the managers of cooperatives so as to appear co-operative they manage has been good, although in fact different from the perceptions that exist in society.

This indicates to the public that the weak implementation of the six elements forming the image. For example, the issue of transparency which shows that it is too difficult to be able to obtain the financial statements are published regularly and massive cooperative community.

Another problem seemingly simple but pretty disturbing the image formation of cooperatives as 'alternative financial institutions'. Of course, one can imagine what kind of image formed as an alternative and not as a major financial institution.

Therefore, in order to encourage the formation of a strong cooperative with superior image, it's time for the cooperative management no longer considers the image as something trivial and does not need to be built and maintained. Necessary commitment and effort planned to be forming a good image of cooperatives, as well as the expected existence of society.

Each organization would not want to have the image in the community. Because the image is in the public's mind, then one of the things that must be done is to keep the organization's leaders not to for a variety of reasons, the majority of members of the public have the wrong perception of the organization, giving rise to a negative image. Negative image will be detrimental to the organization because the image becomes one of the handles for many people in taking important decisions such as, among others:

buying goods or using services produced. Thus the image of the organization should be the head of the organization's attention. Leaders of organizations need to strive for the public perception is not far away from what is expected.

Constructing Cooperative

Build an image, not merely make people recognize an entity through advertising. Many entities only run a campaign in order to make himself famous through advertising, and hope people will "buy" services being famous. In the developed countries, such as the United States, means instant like this are not working anymore. The people there are no longer willing to choose an entity that is "famous" but did not have a good reputation and professional.

How does a company or an organization to manage the perception / description of (perception management) that will be built (for sale) or the public will be given to internal / external ".

A process for moving and controlling the activities of a cooperative effort by leveraging existing resources to achieve organizational goals that have been set in the form of an

impression, a feeling, an overview of the public against the company deliberately created from an object, person or organization that has been determined.

Cooperatives, especially those that want to build the image and reputation of the long-term, many experts advise to meet the six key following: *First; performance*, meaning that cooperatives and mutual commercial success is a key condition the formation of a good image. If the cooperative is a loss, it will lose prestige. *Second; integrity*, meaning that the cooperative really trustworthy, honest and doing business with fair and do not harm others. *Third; transparent*, meaning that the cooperative is open, there is something to hide. Such as financial statements manipulated, do not show the real situation.

Fourth; independent, meaning that cooperatives make decisions professionally and objectively, not influenced or abused by the interests of the majority and minority disadvantage. *Fifth; contributions*, that is to say how much the positive contribution of cooperatives to the community or on the contrary cause harm burden for society, and Sixth; work environment, it means how comfortable working in cooperatives. It is usually associated with the work environment, peers, the attitude of the leader, as well as *income*.

Although the image is perceived by the world, but the image of an honest need to be built so that the image perceived by the public is good and true, in the sense that there is consistency between image and reality. The image can not be built with lies information. When there is no consistency between real performance and image are communicated, reality will prevail. Communication organization perceived to be credible, it will damage the image may even be worse. So, build the image above information is not correct, it will not be able to raise the image, just the opposite image would be damaged. Thus, the actual image is reality, therefore, the development and improvement of the image must be based on reality. In communicating an organization's products or programs must represent reality.

Image formation process will ultimately result in attitudes, opinions, comments, or certain behaviors. Opinions and desires, when focused on a particular issue will lead to an attitude (attitude) that may arise as a certain public opinion. Public opinion must remain established through effective communication and persuasive so that a good public opinion.

This fact shows that companies that have a good image and reputation, generally enjoy six things: (1). Good relationships with community leaders, (2). A positive relationship with the local government, (3). A sense of pride within the organization and among target audiences, (4). Understanding among target audiences, both internal and external, and (6). Increase the loyalty of the staff of the company (Anggoro, 2001: 67).

According to Sukidjo (2008), although the cooperative concept is the concept of general nature, but cooperative in Indonesia has different characteristics with cooperatives in other countries. Indonesian cooperatives not only as a business entity such as firms, limited liability company, but the cooperative Indonesia is an agent of development for poverty reduction, improve the welfare of society, and contribute to disseminate the soul and spirit of cooperation to be developed on private companies and the state. However, the low quality of human resources of cooperatives, the cases of irregularities, as well as less optimal supervisory role led to the life and performance of cooperatives worse off so that people traumatized and have a negative perception of the cooperative.

To rebuild the image of cooperatives, the government needs to socialize substance and noble values of cooperatives to all citizens, especially the younger generation, develop the entrepreneurial spirit and the spirit of the cooperative; build a network of cooperation with other economic actors, as well as the need for strong political will from the government to develop a

cooperative, as well as the courage to act decisively against the cooperative that is not healthy or dissolve the guise of a cooperative organization.

In the context of the marketing when consumers buy something, not merely requires that stuff, but there was something else he had hoped. Something else according to the image formed on him. Therefore it is important that cooperatives provide better information to the public in order to establish a good image. Leevitt (1983) stated that :: "" the marketing imagination is the starting point of success in marketing "".

Image can not be printed as make goods at the factory, but this is the impression that the image obtained in accordance with the knowledge and understanding of someone about something. Citra is the impression, impressions, feelings, or conceptions that exist in society about cooperatives. So the 'image' cooperative formed under the impression, based on the experiences of a person to co-operatives, and eventually used as consideration to make a decision, go to the health center or not, because the 'image' is considered to represent the totality of a person's knowledge about something.. Some of the variables that give rise to 'image' of the cooperative:

HR Business

Service that is the resulting product of cooperative highly influenced by the HR business and professional cooperatives are competent. HR managers will be attracted to work in a cooperative, if they are awarded either reward them materially and working conditions that support their career development.

Building and Room

Building and composition of the room is also a key factor in the marketing cooperative. Building a viable and composition of the rooms that will either make members comfortable in the cooperative. Members will feel at home feel like home alone. Now many cooperative that designs and office buildings such as banks or fancy offices, as part of the marketing mix, namely 'physical evidence'.

Facilities

Complete supporting facilities, is a requirement for cooperatives that want to develop marketing concepts. For example, the completeness of the facilities at a dairy cooperative in addition to the office building and the meeting shall have a laboratory and clinic for the treatment of dairy cows.

Completeness Needs and Supporting Equipment

In the concept of excellent service that meet the needs of cooperative members is the most important thing. Focus on providing complete needs and supporting equipment is a step in order to excel in the competition (competitive advantage). The concept of 'one stop shopping' used in the supermarket may be adopted by shops or mini-owned cooperatives so interesting to visit.

Results of Activity

In the concept of the marketing mix in services there is a 'product' in the form of activities and results of the services, is the most basic things that would be considered a preference option for members

Process Service

Fast process fast, uncomplicated, easy procedure, waiting for a short time, followed by a high level of responsibility is an attraction for the patient to come to the cooperative, which in the marketing mix known as 'process'.

Some of the concepts that must be mastered by the business in order to carry out cooperative marketing (Alma, 2005), so that the image of the cooperative society for the better are: (1) marketing concept: the activities of marketing goods or services that provide customer satisfaction. Give satisfaction with services in a department store business, cleanliness maintained (swept, mopped by the Board of the cooperative and not just stick to the announcement "Health Guard", but employees must actively supervise and act to clean. Take care not to long queues, how to add employees at hours- peak hours. This does not mean adding a new employee, but intensified, perbantukan employees in other parts. Give the service is friendly, skilled and clear information so as not to create confusion in the consumer cooperative, (2) internal marketing, give the employee exercises the direct managers of cooperatives serving members to be always friendly, smiling, and informative, however members as consumers. Embed this deep feeling on employees, that the main task is to give satisfaction to the members, (3) interactive marketing, meaning how a satisfactory interaction between the managers of the members, so that he became convinced. People do not just believe in the cooperative who already have standard equipment, but more certain banks that have advanced equipment, thus assuring members with excellent services will be able to get closer. Thus, interactive marketing between the managers and members of the cooperative becomes paramount.

Image management can be done cooperatives and the concept of re-branding the image of the new management for the cooperative to include some elements of the image forming. Cooperative is one of the organizations and economic movement in Indonesia. But unfortunately as Perkembangnya cooperative image in the minds of most people already known to have a negative image, which is known as cooperative and non-cooperative's board for members. Cooperative actually intends to build the image of popular economic organizations concerned with the welfare of the entire people, sesssuai with a common goal.

Some image forming elements have tried to built a cooperative in order to get a positive image in masyarakat.namun, it is not the same as what people were arrested related to the image of the cooperative is already known for its negative image in the running movement economy. In fact, it occurs because of unscrupulous individuals and not as institutional / institution.

The impact, the quality of service of the cooperative was considered very poor by society. To that end, there should be a re-branding over the already negative image of the cooperative. Some re-branding elements that need to be done is to hold coaching, guidance, training and so on for all the members aim to straighten out a mistake in achieving organizational goals. In this development will focus on the understanding that the cooperative option is to improve the common welfare of all members. This activity is expected to form the basis of the mental character to cooperative members wisely and responsibly.

Based on the results of the study on various successful cooperatives in Indonesia, Handoyo said (2007) identified several key success factors for the development and empowerment of cooperatives. These factors are: 1. Understanding of the management and members of the cooperative identity, which is imaged by their knowledge of the 'triad of cooperatives' which includes the notion of cooperative (definition of co-operative), cooperative values (values of co-operative) and principles of the cooperative movement (principles of co-operative). Once understood, further implemented in any cooperative activity. 2. The ability of the Board to

identify the collective needs of members. Through aspirations members will be known various desired needs of members, so it will be identified collective needs of the members. 3. The seriousness of the Board and managers in managing the cooperative. For that administrators and managers need to work hard, tenacious, innovative, never give up, honest and transparent. In order for cooperative work, required a figure that officials really can carry out the mandate of members. 4. The operations of cooperatives should be in synergy with the efforts of members, so that the cooperative will be able to facilitate and provide the best service what it takes members. 5. The cost of transactions between the cooperative members is lower when compared to the cost of transactions between members of the non-cooperative enterprises.

According to Sukidjo (2008), efforts should be made to improve and build up the image of the cooperative, including: (1) Government needs to re-socialize the nature and substance of Article 33 of the 1945 Constitution, where the economy is based on family principles. (2) The Government needs to have a strong political will on the existence and development of cooperatives as a means of building a national economy towards the justice and social welfare. (3). Government need to act decisively to give sanctions and or dissolve the organization under the guise of cooperatives, cooperatives were "sleeping", the cooperative is not healthy, and further foster cooperative prospective and completely healthy. 4. Build a network of business cooperation between the cooperatives with other business entities based on a mutually beneficial partnership. The partnership cooperation among others in terms of: the procurement of raw materials, production processes, marketing, for example through programs foster father, joint ventures, franchises, core-plasma, as well as subcontracting. 5. Disseminate information on successful cooperative through the mass media, so that people know that a lot of successful cooperatives, should be an example and is able to play a role in the local and national economy. Conversely, if the press should reduce the negative news about cooperatives, to further highlight the positive news of the success of cooperatives from different regions and different types of cooperatives. 6. Increase knowledge and values of cooperatives among the younger generation through cooperative education in each school and other educational institutions, so that the younger generation understand correctly about the benefits and role of cooperatives in improving the well-being and social justice. 7. Increase the soul and spirit of entrepreneurship in the cooperative, thus forming cooperatives have an entrepreneurial culture, dare to compete, and is able to create products that have a comparative advantage and competitive advantage.

Bangkalan government through the Department of Cooperatives and SMEs have made several attempts to anticipate the AEC with free skills training and micro-enterprise management to the public. Type of business training, include: the creation of souvenirs, culinary business and marketing techniques. In addition, Regency also facilitate SMEs to third-party capital and give incentives to take part in the exhibition.

CONCLUSION

The image of cooperatives as a popular economic movement in society needs to be improved , especially to avoid the occurrence of irregularities cooperative practices that harm society . Efforts to build the image of cooperatives in Bangkalan a great job for all stakeholders . Coordination and team work of multi-stakeholder cooperatives in Bangkalan be an absolute prerequisite for determining the direction of development of cooperatives .

In the context of the era of AEC 2015 , the business strategy of the cooperative must apply excellent service. It is important to improve the ' image' of the cooperative society , which is

oriented at a satisfactory result members . To that end , all parties must be fully committed to implementing management through excellent service cooperatives .

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