

ENTREPRENEURSHIP DEVELOPMENT THROUGH YOUTH COOPERATIVE

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ABSTRACT

Students and youth are agents of economic change are essential actors in the Indonesian economic growth towards a developed nation, in order to achieve effectiveness and productivity of national development. Thus students and youth not only learn as a young intellectual, but also has positive implications are acting together to build self-reliance in various aspects of life and maintain the existence of youth cooperatives in the cadre of young intellectuals who berkaraker in order to develop the entrepreneurial spirit in young Indonesian cooperatives.

To that end, it is important to formulate a strategic plan that can be applied to develop cooperative youth in general and specifically for the development of youth entrepreneurship through cooperatives.

SWOT analysis is used to formulate a strategic plan for youth cooperatives. Questionnaires distributed to the board 24 youth cooperatives in Malang and Jember.

From the results of the SWOT matrix, obtained four sets of alternative strategies are formulated based on the strengths, weaknesses, threats and opportunities. Cooperative position among the youth in Internal External matrix is in cell 5, which marks still in a state of growth (growth).

Keywords: Entrepreneurship, Youth Cooperative, SWOT

INTRODUCTION

Cooperative is a joint venture entity that is based on the principle of family in an effort to improve the welfare of members of the cooperative itself. Cooperatives can be regarded as a micro business that is engaged in the provider of goods needed by the people of a particular cooperative. Cooperative efforts can be built by anyone. Provided that the business is built on the principle of kinship and the results are really meant for the welfare of its members.

Cooperative efforts are built should have a clear purpose. This is intended to facilitate the members in running the business. If you do not have a clear goal, the agency cooperative efforts are not going well. While the youth cooperatives have an important role for students, both members and non-members. Benefits for non-members of cooperatives, among others, facilitate

the students get the necessary goods while on campus, without the need to exit the campus far as the goods they need is available at the cooperative.

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 for society emerging from a traditional sociological strong bond through the primary emotional relationship towards a more heterogeneous society and getting 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 the cooperative is not expected to greatly develop in people who are still very traditional, subsistence, 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. As part of the identification of various fundamental factors that it is necessary to realize that the fulfillment of these factors can indeed be 'trade-off' with consideration of short-term performance of a conventional business organization. Process undertaken in the development of cooperatives does require a longer time to various factors "non-business" strong influence. Thus the fulfillment of various fundamental factors that can cause other performance indicators, such as short-term business growth, must be sacrificed in order to obtain the benefit of a more fundamental in the long term.

Tersktuktur cooperative empowerment and sustainable manner is expected to be able to harmonize the national economic structure, accelerate the growth of the national economy, reducing the open unemployment rate, reducing poverty, mendinamisasi real sector, and improve income distribution community. Empowerment of cooperatives also akanmeningkatkan achievement of the objectives in the fields of education, health, and other indicators of the welfare of Indonesian society.

Likewise, with the cooperative among the youth. Students and youth are agents of economic change are essential actors in the Indonesian economic growth towards a developed nation, in order to achieve effectiveness and productivity of national development. This all requires a process in which each element of the nation, especially students must be pro-active and work hard through existing youth cooperatives.

Through cooperative especially youth cooperatives are expected to give birth to young intellectual character, which will be reflected in the customs, and the virtues of helping as explored and developed from indigenous cultures of Indonesia, as a form of challenge from the conception of individualism and capitalism.

Thus students and youth not only learn as a young intellectual, but also has positive implications are acting together to build self-reliance in various aspects of life and maintain the existence of youth cooperatives in the cadre of young intellectuals who berkaraker in order to develop the entrepreneurial spirit in young Indonesian cooperatives.

LITERATURE REVIEW

Entrepreneurial

Entrepreneurial derived from the entrepreneurial and business, says entrepreneurial means hero or warrior, while the business means the act, gesture or do something. An entrepreneur according to Joseph Schumpeter was an innovator who perform a variety of changes in the market through the incorporation of some thing or something new. In Indonesia, the word entrepreneur is often defined as people who do not work in the government sector, namely: the

traders, businessmen and people who work in private companies, while entrepreneurs are people who have their own businesses. Entrepreneurs are people who dare to open an independent productive activity.

Hendro (2011) states that entrepreneurship is more than just organizing a business activity, but also the stage of the creator (creator), financier (inventors), and actors (innovator). While Lambing and Charles (1999) stated that entrepreneurship is a creative effort to build a value of which has not been there to be there and can be enjoyed by many people.

Key Successful Entrepreneur

Each entrepreneur (entrepreneur) who are successful have four (4) basic elements, namely:

1. The ability (to do with IQ and skills)
2. Courage (to do with EQ and mental)
3. Persistence (relation to self-motivation)
4. The creativity that spawned an inspiration as a forerunner to the idea of finding opportunities based on intuition (to do with experience)

Entrepreneurship is the process by which created something different and valuable, with the sacrifice of time and effort needed, where people bear the financial risk as well as the social, and the people concerned receive the results in the form of monetary rewards and personal satisfaction as a result of activities The (Winardi, 2003).

Based on this, then the resulting formulation of the problem as follows:

Whether the strategic plan that can be applied to develop cooperative youth in general and specifically for cooperative development through youth entrepreneurship?

RESEARCH METHODS

Research Approach

This research approach uses a qualitative approach. Qualitative approach used to discuss more in depth the object under study. Collecting data from a qualitative approach in this study comes from the questionnaire, survey, book, and other data sources. The survey was conducted in order to gather comprehensive information about the condition of youth cooperatives.

Research Targets

Research conducted on 24 cooperatives among youth is 12 cooperatives in the city of Malang and 12 cooperatives in the city of Jember. Questionnaires were distributed to the board of the cooperative to be filled and then analyzed.

Table 1 Target Research

No	The Name of the cooperative	Cooperative Address
1	KOP-SIS MAN 1 JEMBER	Jl. Imam Bonjol No. 50, Jember
2	KOP-SIS SMAN 3 JEMBER	Jl. Basuki Rahmat
3	KOP-SIS SMA 3 MUHAMMADIYAH	Jl. Mastrip No. 3 Jember
4	KOP-SIS SMKN 1 JEMBER	Jl. Jambu No. 17
5	KOP-SIS MAN 2 JEMBER	Jl. Manggar No. 72
6	KOPMA IAIN (STAIN) JEMBER	Jl Jumat 94 Jember

7	KOPMA LABORATORIUM PENDIDIKAN EKONOMI	Jl Kalimantan 37 Jember
8	KOPMA POLITEKNIK NEGERI JEMBER	Jl Mastrip 164 Jember
9	KOPERASI PESANTREN AL-QODIRI	Jl Manggar 139a Jember
10	KOPERASI PESANTREN BAROKAH	Jl M. Yamin 25 Jember

No	The Name of the cooperative	Cooperative Address
11	KOPSIS SMAN 4 JEMBER	Jl Hayam Wuruk 145 Jember
12	UNIT USAHA SMAN 1 JEMBER	Jl Letjend Panjaitan 55 Jember
13	KOPERASI MAHASISWA ILHAM RAMADAN	Jl. MT Haryono No.193 Malang
14	KOPERASI MAHASISWA UNIVERSITAS NEGERI MALANG	Jl. Semarang No.5, Kampus UM Malang
15	KOPERASI MAHASISWA UNIVERSITAS MUHAMMADIYAH MALANG	Jl. Tlogomas 246 Malang
16	KOPERASI MAHASISWA STIE ASIA MALANG	Jl. Borobudur 21 Malang
17	KOPSIS SMARIHASTA	Jl. Veteran No.37 Malang
18	M3M SYARIAH	Jl. Bandung No.7 Malang
19	KOPMA IKIP PGRI MALANG (KOPMA KANJURUHAN)	Jl. S. Supriadi No. 48 Malang
20	KOPMA IEM WIDYAGAMA MALANG	Jl. Borobudur 35 Malang
21	KOPERASI SISWA SMKN 2 MALANG	Jl. Veteran No.17 Malang
22	KOPERASI SISWA SMKN 3 MALANG	Jl. Surabaya No 1 Malang
23	KOPERASI SISWA SMAN 3 MALANG	Jl. Sultan Agung Utara No. 7 Malang
24	KOPERASI SISWA SMAN 1 MALANG	Jl. Tugu Utara No.1 Malang

Data Analysis Technique

The analysis in this research is SWOT analysis, which is the identification of various factors systematically to formulate the organization's strategy. This analysis is based on the logic that maximizes the strengths (Strengths) and opportunities (Opportunities), but simultaneously can minimize your weaknesses (Weaknesses) and threats (Threats). Strategic decision making process is always associated with the development of the mission, objectives

and policies of the company strategy. Thus, the strategic planners (strategic planner) should analyze the strategic factors that exist far is (Rangkuti, 2013).

According Rangkuti (2013), the process of strategic planning through the three stages of analysis, namely:

1. Data collection phase

This stage is basically not just data collection, but also an activity pengklasifikasikan and pre-analysis. At this stage there are two models used, namely: the matrix of external and internal factors strategy

2. Phase analysis

The analysis was performed by combining the results of the model matrix and matrix Internal External twos or SWOT matrix

SWOT matrix can clearly describe how external opportunities and threats facing the company can be customized with its strengths and weaknesses. This matrix can produce four sets of strategic alternative possibilities.

3. Phase decision

At this stage strategi formulation is based on a thorough analysis of the influence of factors external and internal environment, which is also based on the results of the analysis stage in the form of a matrix SWOT and IE.

In this study, SWOT analysis is based on a questionnaire distributed to cooperatives among the youth. SWOT indicators were identified using literature studies, interviews or exploratory research. Thereby obtained SWOT indicators as follows:

A. External Factors

A.1. Opportunity

1. The support and commitment of the university and the government for the cooperative development of students, through various competitions and training
2. Importance Of Training For New entrepreneurs
3. The government tried to create a healthy business climate
4. The need for specialized products related to the university
5. Increased number of member cooperatives of youth higher
6. Advances in information technology make it easier dissemination of information and promotion
7. Ease of access to information teknoligi
8. The era of free trade
9. Faced with post-college competition
10. Challenges to gejolah competition between economic operators

A.2. Threat

1. A lack of understanding of the cooperative
2. Cooperative discourse just as youth
3. Entrepreneurship in the cooperative have not understood
4. The growth of a variety of cooperative systems deviating from the identity of cooperatives
5. Awareness and animate youth to have less cooperative
6. Ease of access to loans at banks with large nominal
7. The level of readiness of youth cooperatives in the globalization and liberalization

8. The existence of a similar effort that stands in the campus environment
9. The unemployment rate increased
10. Competition is increasingly high in the era of free trade
11. Preference students who prefer to shop in the mini market

B. Internal factors

B. 1. Strength

1. For a student to learn to organize once entrepreneurship
2. It has a carrying capacity of a good environment for socio-economic development
3. The purpose of the cooperative is the welfare of members
4. There are a number of business units to support the needs of members
5. Provide various needs of members, including loans for consumer interests or open a business
6. Provision of daily necessities at a relatively cheaper price
7. Interest on loans is relatively small compared with bank interest
8. The existence of the Board of Trustees Kopma
9. The existence of the Advisory Board Kopma
10. There are a variety of education and training to increase the knowledge of the management and members of cooperatives

B.2. Weakness

1. Low participation of students to become members of the cooperative
2. Time limited membership
3. The number of members more passive than active members
4. Turn over members of the relatively high
5. Capital is capable of playing a relatively small
6. Means infrastructure supporting cooperative student inadequate
7. Ability managerial cooperative management is inadequate
8. Difficulties in the development of business units in cooperative student
9. weak competitiveness
10. There are no peculiarities or special features in a cooperative student-run businesses

Measurement indicator uses a scale of 1 to 4. The weights are determined based on the level of importance or urgency handling, with a scale of 1 (very unimportant) to 4 (very important). Value rating is determined based on current conditions that include the level of assessment with a scale of 1 (very bad) to 4 (excellent).

The score obtained based on the time value of the weight multiplied by the value rating. The total value of the score to internal factors indicate that the value is closer to 1, the more internal weakness than strength. While getting value menjdekati 4, more and more strength than weakness.

Similarly, for a total value of scores to external factors. Increasingly total score value close to 1, the more threats than opportunities, whereas if the total score of close to 4, which means that more and more opportunities than threats.

RESULT

To analyze the strategic factors of the organization (strengths, weaknesses, opportunities and threats), then use the questionnaire. The questionnaire was distributed in 24

cooperatives among the youth. Results of questionnaires based on internal and external indicators organized into tables internal analysis of factors (IFAS) and external factor analysis table (EFAS). How to calculate the weight and rating is as follows: The first step is to determine the value of the weights, rating and score. The second step is a weighted summing opportunities and threats. Then calculated the relative weight to each indicator contained on the opportunities and threats, so that the total value of the weight to 1 or 100%. In the same way, calculated the weight and the weight of a relative's strengths and weaknesses. The third step is to enter a value rating is based on the respondents' assessment results for current conditions. The fourth step is multiplying the relative weight by the rating, in order to obtain a score for the opportunities, threats, strengths and weaknesses. The total score for an external factor scores derived from the sum of the opportunities and threats scores. Total score for internal factor scores derived from the sum of the strengths and weaknesses scores. The following table is presented IFAS and EFAS.

In Table 2 obtained information that the total odds are 1.62 and 1.10 total threat. Values greater opportunity than threat value, it indicates that there are opportunities still outweigh the threat. Total weight x rating for the external factor is 2.72. It also showed a trend toward a greater opportunity than a threat .

Tabel 2 Tabel EFAS

No	Indicator	Weight	Relative	Rating	Score
A. CHANCE					
1	The support and commitment of the university and the government for the development of youth cooperatives , through various competitions and training	3,92	0,057	3,27	0,19
2	Importance of Training For New entrepreneurs	3,73	0,054	3,23	0,18
3	The Government seeks to create a healthy business climate	3,42	0,050	3,08	0,15
4	The need for specialized products related to the university	3,23	0,047	2,92	0,14
5	Increase the number of members of the youth cooperative higher	3,58	0,052	2,96	0,15
6	Advances in information technology make it easier dissemination of information and promotion	3,77	0,055	3,50	0,19
7	Ease of access to information technology	3,54	0,051	3,58	0,18
8	Facing the era of free trade	3,54	0,051	2,92	0,15

9	Facing post- college competition	3,46	0,050	2,96	0,15
10	Challenges to competition between economic operators	3,31	0,048	2,85	0,14
TOTAL		35,50	0,516		1,62

No	Indicator	Weight	Relative	Rating	Score
B. ANCAMAN					
1	Lack of understanding of the cooperative	3,50	0,051	2,42	0,12
2	Just as a youth cooperative discourse	2,92	0,042	2,35	0,10
3	Entrepreneurship in the cooperative have not understood	2,96	0,043	1,92	0,08
4	The growth of a variety of cooperative systems deviating from the identity of cooperatives	2,96	0,043	2,12	0,09
5	Awareness and animate youth to have less cooperative	3,08	0,045	2,08	0,09
6	Ease of access to loans at banks with large nominal	2,58	0,037	2,31	0,09
7	The level of readiness of youth cooperatives in the globalization and liberalization	3,31	0,048	2,35	0,11
8	The existence of a similar effort that stands in the campus environment	2,88	0,042	2,54	0,11
9	The unemployment rate increased	2,88	0,042	2,15	0,09
10	Fierce competition in the era of free trade	3,12	0,045	2,50	0,11
11	Preferences youth prefer to shop in the mini market	3,12	0,045	2,31	0,10
TOTAL		33,31	0,484		1,10
X TOTAL WEIGHT RATING FOR EXTERNAL FACTORS		68,81	1,0000		2,72

Tabel 3 Tabel IFAS

No	Indicator	Weight	Relative	Rating	Score
A. POWER					
1	As a young man to learn to organize once entrepreneurship	3,81	0,059	3,35	0,20
2	Has a carrying capacity of a good environment for socio-economic development	3,58	0,055	3,12	0,17
3	The purpose of the cooperative is the welfare of members	3,77	0,058	3,42	0,20
4	There are several business units to support the needs of members	3,27	0,050	3,19	0,16
5	Provides a wide range of needs of members , including loans for consumer interests or open a business	3,15	0,049	2,85	0,14
6	The supply of goods of daily needs at a price relatively cheaper	3,35	0,052	3,12	0,16
7	Interest on loans is relatively small compared with bank interest	3,08	0,047	2,88	0,14
8	The existence of the Board of Trustees Kopma	3,50	0,054	3,12	0,17
9	The existence of the Advisory Board Kopma	3,23	0,050	3,00	0,15
10	There are a variety of education and training to increase the knowledge of the management and members of cooperatives	3,58	0,055	3,12	0,17
TOTAL		34,31	0,528		1,65

B. WEAKNESSES					
No	Indicator	Weight	Relative	Rating	Score
1	The low participation of youth to become members of the cooperative	3,19	0,049	2,15	0,11
2	Time limited membership	2,85	0,044	2,31	0,10

3	The number of members more passive than active members	2,96	0,046	1,96	0,09
4	Turn over members of the relatively high	2,69	0,041	2,35	0,10
5	Capital is capable of playing a relatively small	3,00	0,046	2,38	0,11
6	Supporting infrastructure of youth cooperatives inadequate	3,23	0,050	2,46	0,12
7	Managerial capabilities cooperative management is inadequate	3,27	0,050	2,38	0,12
8	Difficulties in the development of business units in cooperative	3,15	0,049	2,31	0,11
9	Weak competitiveness	3,00	0,046	2,35	0,11
10	There are no peculiarities or special features in a cooperative venture run youth	3,31	0,051	2,50	0,13
TOTAL		30,65	0,472		1,09
X TOTAL WEIGHT RATING FOR INTERNAL FACTORS		64,96	1,000		2,74

Results of calculation in the table shows the total value of the power IFAS is 1.65 and the total value of weakness is 1.09. The total value of strength greater than the value of total weakness. This indicates that the internal strength of the cooperative outweigh its weaknesses. Total weight x rating for the external factor is of 2.74. Value of 2.74 indicates a tendency towards greater strength than weaknesses of the cooperative among the youth.

Furthermore, the results of the matrix EFAS and IFAS further analyzed using two models, namely the model matrix Internal External (IE matrix) and matrix SWOT or TOWS matrix.

INTERNAL EXTERNAL MATRIX

IE matrix obtained from the depiction of the results of the matrix EFAS and IFAS in a matrix with 9 cells. Total score external factor was 2.72 and the total value of internal factor score is 2.74, so it is in the cells 5.

SWOT Matrix

SWOT matrix shows that strategies can be formulated based on considerations of power and opportunities (SO), the strength of the threats (ST), the weakness of the opportunities (WO) and weaknesses with threats (WT) .Berdasarkan results of the analysis of internal and external factors, it can be described matrix SWOT as presented in the figure below.

From the matrix, obtained four alternative strategies for cooperation among the youth. Each of these alternatives has its own characteristics and strategies in the implementation of the strategy should be further implemented together and support each other.

SO Strategy

The strategy is based on the cooperative way of thinking, which is used all the strength to take advantage of existing opportunities. Thus, the following are strategies that can be formulated based on the strength of cooperatives among the youth and the opportunities that exist:

1. Using information technology to reach a wider consumer market
2. Increase the business units more diverse
3. Interesting new members with a variety of existing business unit
4. Conducting entrepreneurship training for administrators and members to develop new entrepreneurs

ST Strategy

The strategy created by using force to avoid threats. Here is a strategy based on the strengths of the cooperative among the youth to avoid the threat:

1. Work with the government to increase the entrepreneurial and cooperative training for internal cooperative
2. Form a group of new entrepreneurs as cooperation among members
3. Consolidation or cooperation with similar efforts to increase the market area
4. To disseminate the external form of training or seminars related to cooperatives and entrepreneurship

WO Strategy

This strategy is made by taking advantage of opportunities to overcome weaknesses. Here is the strategy of exploiting the opportunities to overcome the weaknesses of the cooperative among youth:

1. Ask for capital and infrastructure support to the government and universities / schools
2. Increase the managerial training for cooperative management
3. Using information technology to develop businesses (diversification)
4. Open the business units that provide specialized products related to the university or school

d. WT Strategy

This strategy is defensive and is intended to minimize weaknesses and avoid threats. Here is a survival strategies of the cooperative among the youth to avoid the threats that exist:

1. Maintain the shape and identity as a cooperative
2. Maintain the existing members to increase customer service and satisfaction.
3. Maintaining existing business unit with optimization of infrastructure that is already available

CONCLUSIONS

In this phase, the formulation of the strategy is based on the result of a merger between External and Internal matrix SWOT matrix. External Internal matrix of results, the result that the cooperative conditions among youth currently in cell 5, so that the right strategy is horizontal diversification and stability of profit, which includes: expanding markets, improving production facilities and increased use of technology, in collaboration with similar efforts , From the results

of the SWOT matrix, obtained four sets of alternative strategies are formulated based on the strengths, weaknesses, threats and opportunities.

Cooperative position among the youth in Internal External matrix is in cell 5, which marks still in a state of growth (growth). By using a combination of the results of IE matrix and SWOT matrix, it can be prepared a strategic plan for short term and long term.

Short-term strategic plan includes:

1. External socialization cooperative form of seminars or training on cooperatives and entrepreneurship. Socialization is aimed at members an understanding of the basic concepts of cooperatives and entrepreneurship, as well as a means to attract new members.
2. Expanding the market by using information technology. Using information technology tools (internet / online, communication through BBM, SMS and chat, social media) to promote the presence, business units and products of the cooperative.
3. Provide training on basic management and entrepreneurship in the sphere of internal cooperative. Training was given in order to sharpen the knowledge management and members of the management base, especially for managerial capabilities and the ability to capture business opportunities and develop.
4. In collaboration with similar efforts on campus or school . With the consolidation with similar business , the scope will be broader market .
5. Optimization of existing facilities and infrastructure for business activities . Limited infrastructure , there should be a reduced ability to develop the business . Place of business can be optimized with an effective layout that allows for multiple business units .

Long-term strategic plan includes :

1. Develop and expand business units , primarily looking for specific products that reflect the hallmark of cooperatives .
2. Using the cooperative as a container to form a group of new entrepreneurs .
3. In cooperation with the government / universities / schools to get capital , especially capital that can be used as revolving capital for entrepreneurial activity .

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