

ANALYSIS OF THE NEEDS OF STAFFING GOODS IN TANJUNG MULIA HILIR VILLAGE UNIT COOPERATIVE TO DAILY LIFE

Siti Aisyah¹, Rypho Delzy Perkasa²

^{1,2}Social Science Tadris Study Program, Faculty Of Tarbiyah And Teacher Training,
Universitas Islam Negeri Sumatera Utara
email: sitiaisyahica71@gmail.com¹, riphodelzyperkasa@uinsu.ac.id²

Abstrak

Koperasi Unit Desa Tanjung Mulia Hilir (KUD TMH) merupakan lembaga ekonomi yang berperan penting dalam memenuhi kebutuhan masyarakat desa. Penelitian ini bertujuan untuk menganalisis kebutuhan bahan pangan pokok yang disediakan oleh KUD TMH dan bagaimana dampaknya terhadap kehidupan sehari-hari masyarakat desa. Metode yang digunakan dalam penelitian ini adalah metode kualitatif deskriptif dengan mengumpulkan data melalui survei, wawancara, dan observasi. Sampel penelitian ini adalah anggota KUD TMH dan penduduk desa yang menggunakan jasa KUD TMH untuk memenuhi kebutuhan pangan pokok mereka. Hasil penelitian menunjukkan bahwa ada beberapa faktor yang mempengaruhi permintaan bahan pangan pokok di Desa Tanjung Mulia Hilir, seperti jumlah penduduk, tingkat pendapatan, pola konsumsi, dan faktor sosial ekonomi lainnya. Selain itu, hasil analisis juga menunjukkan bahwa KUD TMH berperan penting dalam memenuhi kebutuhan pokok masyarakat dengan harga yang terjangkau dan ketersediaan yang stabil.

Kata kunci: Kebutuhan Pokok, Barang Kebutuhan Pokok, Koperasi, Desa Tanjung Mulia Hilir

Abstract

The Tanjung Mulia Hilir Village Unit Cooperative (KUD TMH) is an economic institution that plays a vital role in meeting the needs of the people in the village. This study aims to analyze the requirements for essential food items provided by KUD TMH and how they impact the daily life of the villagers. The method used in this research is a descriptive qualitative method which involves collecting data through surveys, interviews, and observation. The sample for this study were members of the TMH KUD and villagers who used the services of the TMH KUD to meet their basic food needs. The study results show that several factors influence the demand for staple goods in the village of Tanjung Mulia Hilir, such as population, income level, consumption patterns, and other socio-economic factors. In addition, the analysis also revealed that the TMH KUD played a significant role in meeting the villagers' basic needs at affordable prices and stable availability.

Keywords: Necessities, Basic Food Goods, Cooperative, Tanjung Mulia Hilir Village

INTRODUCTION

Village Unit Cooperatives (KUD) have an essential role in economic development in rural areas (Rufaidah, 2017; Saleh & Ismail, 2015). KUD is an economic institution that empowers the community through various business activities, including providing goods and services needed by villagers. A good staple in everyday life is necessities (Irawan, 2017; Vijayanti et al., 2016; Siahaan et al., 2022). Necessities, which include rice, sugar, oil, flour and other food products, are basic needs that every individual must meet to ensure survival and well-being. In villages, KUDs are often the leading providers of staple goods for the local population. KUD ensures the availability, affordable prices, and accessibility of staple goods in rural areas.

Tanjung Mulia Hilir Village is one of the villages with a KUD as an economic institution that is active in meeting the needs of its people. However, analyzing the need for staple goods in this village is essential as to how this impacts the residents' daily lives (Yolandika et al., 2015). This study aims to analyze the need for staple goods at the Tanjung Mulia Hilir Village Unit KUD and identify the factors that influence these needs. In addition, this research will also look at the impact of the provision of necessities by KUD on the daily life of villagers, including economic, social and welfare aspects.

Through this research, it is hoped to provide a better understanding of the need for necessities in the village of Tanjung Mulia Hilir and identify efforts that can be made to increase the effectiveness of KUD's provision of necessities. The results of this research are expected to provide valuable input for the village government, KUD, and other related parties in developing policies that focus on meeting the basic needs of village communities.

METHOD

The method used in this study is a descriptive qualitative method, which involves collecting data through surveys, interviews, and observations (Creswell & Creswell, 2005). The survey was conducted by distributing questionnaires to members of the Tanjung Mulia Hilir Village Unit Cooperative (KUD TMH) and villagers who use KUD TMH services to meet their basic food needs. The questionnaire was designed to collect information about consumption patterns of essential food items, purchase frequency, brand preferences, and perceptions of the quality and price of essential food items provided by KUD TMH. In addition to surveys, direct interviews were conducted with KUD TMH members and KUD managers to gain a more in-depth understanding of KUD operations, marketing strategies, and the challenges faced in meeting basic food needs. Observations were made to directly observe the sales and distribution activities of essential food items at KUD TMH and obtain information regarding storage systems, procurement processes, and other factors that affect the availability and prices of essential food items.

The research sample consisted of KUD TMH members who actively used KUD services and villagers who relied on KUD TMH to meet their basic food needs. Sampling was carried out purposively by selecting respondents with sufficient and representative experience using KUD TMH services. This study will use a qualitative approach to analyze the data collected through descriptive methods. Qualitative data will be analyzed thematically by identifying patterns of findings and understanding respondents' perceptions, attitudes and opinions towards the provision of staple goods by KUD TMH. In analyzing the need for essential food items, the average consumption per capita and household will be calculated to determine the total number and types needed in Tanjung Mulia Hilir village. In addition, an analysis will be carried out on socio-economic factors such as income, education level, and occupation of the respondents to see their effect on consumption patterns of necessities.

An evaluation of the economic, social and welfare aspects will be carried out to analyze the impact of the provision of necessities by KUD TMH on daily life. The economic aspect will include comparing the prices of staple goods at KUD TMH with prices at traditional markets and the impact on household spending. The social aspect will look at the effect of the provision of necessities by KUD TMH on community consumption patterns and social life in the village. At the same time, the welfare aspect will evaluate the effect of fulfilling basic food needs on the villagers' nutrition, health, and quality of life. Through the use of descriptive methods and comprehensive data collection, it is hoped that this research can provide an accurate picture of the needs for essential food items in the village of Tanjung Mulia Hilir and provide valuable insights into improving the operational efficiency and services of KUD TMH in meeting the basic needs of the village community.

RESULT AND DISCUSSION

Village Unit Cooperative

Tanjung Mulia Hilir Village Unit Cooperative (KUD TMH) is an economic institution based on cooperative principles located in Tanjung Mulia Hilir Village. KUD TMH was established to advance the economy and welfare of rural communities through economic activities based on cooperation and mutual assistance. The basic concept of KUD TMH is based on cooperative principles, among others (Rahayu, 2019; Syahril & Sharipuddin, 2016):

1. Voluntary and Open Membership: KUD TMH welcomes anyone who wants to join as a cooperative member, regardless of social, economic, or other background differences. Membership is voluntary, meaning that members join of their own volition and meet the conditions set.
2. Democratic Management: Every member of KUD TMH has the same rights when making decisions related to cooperative activities. Important decisions are taken through member meetings, where each member has equal voting rights.
3. Member Participation: Members of KUD TMH are encouraged to actively participate in cooperative activities, both in management and decision-making and in the utilization of products and services provided by cooperatives.
4. Member Welfare: KUD TMH aims to improve the welfare of members through economic activities carried out by cooperatives. Profits derived from cooperative efforts are distributed to members through their contributions.
5. Education, Training, and Information: KUD TMH provides members with education, training, and information to increase their business and economic management knowledge and skills.

6. Cooperation between Cooperatives: KUD TMH can work with other cooperatives to increase competitiveness and expand market reach. This cooperation can include the procurement of raw materials, joint marketing, or mutual assistance in operational activities.

Through these concepts, KUD TMH aims to drive the village economy, increase the income and welfare of village communities, and empower cooperative members in business management and decision-making.

The Role of the Tanjung Mulia Hilir Village Cooperative Unit in Daily Life

The Tanjung Mulia Hilir Village Unit Cooperative (KUD TMH) has a significant role in improving the daily life of the villagers. Following are some of the critical roles of KUD TMH in daily life (Purnama & Wijayanti, 2019):

1. Supply of necessities: KUD TMH provides supplies of necessities, which are the basic needs of the people of Tanjung Mulia Hilir village. Through this cooperative, villagers can obtain basic food needs at affordable prices with stable availability. This ensures access to basic food items that are essential for daily life.
2. Increasing Economic Welfare: KUD TMH provides opportunities for villagers to become cooperative members and engage in economic activities. By becoming members of a cooperative, villagers can benefit from the results of the cooperative's operations, such as dividends or profit sharing. This can increase the income and economic welfare of the village community as a whole.
3. Community Empowerment: KUD TMH also plays a role in empowering village communities. Through this cooperative, villagers can be involved in making decisions and democratically managing cooperatives. Cooperative members are allowed to develop their skills and knowledge through training and education organized by the cooperative. This collectively empowers village communities and increases their capacity to manage local economic enterprises (Setiawan & Rachman, 2021; Amal et al., 2022; Ade Galih et al., 2018).
4. Access to Financial Services: KUD TMH can also provide financial services to its members, such as savings and loans and business loans. These financial services enable villagers to access business capital, develop micro and small businesses, and increase their income and economic independence.
5. Empowerment of Women and Youth: KUD TMH can also pay special attention to empowering women and youth in villages. Through special programs, these cooperatives can help increase the role and contribution of women and youth in village economic activities and facilitate their access to existing resources and opportunities.

With these roles, KUD TMH becomes an economic institution that plays a vital role in meeting the daily needs of the villagers of Tanjung Mulia Hilir, improving economic welfare, and empowering the village community as a whole.

The need for staple goods provided by KUD TMH

KUD TMH provides a variety of basic needs needed by the village community. Here are some examples of basic food needs provided by KUD TMH (Aji & Rahmawati, 2020; Astawa et al., 2020) :

1. Rice: KUD TMH provides rice as one of the basic needs of the village community. The rice provided can be sourced locally or distributed from trusted external suppliers. KUD TMH strives to provide rice of good quality at affordable prices.
2. Cooking Oil: KUD TMH also provides cooking oil as an important requirement in cooking and processing food. The cooking oil provided by KUD TMH can come from local sources or from suppliers who can guarantee its quality.
3. Sugar: KUD TMH provides sugar as a necessity when serving food and drinks. KUD TMH can import sugar from reputable outside suppliers or produce it locally.
4. Flour: KUD TMH provides flour as a basic ingredient in making bread, cakes, or other food dough. The flour provided by KUD TMH usually comes from local production or is distributed from trusted suppliers.

In addition, KUD TMH can also provide other staple goods such as salt, milk, eggs and other essential products the village community needs. The main objective of KUD TMH in providing essential food needs is to ensure the availability of goods at affordable prices, increase community accessibility to quality essential food items, and provide economic benefits to cooperative members and the village community in general (Wahyudi & Aini, 2020).

Tanjung Mulia Hilir Village Cooperative Challenges in the Modern Era

In the modern era, the Tanjung Mulia Hilir Village Unit Cooperative (KUD TMH) is faced with several challenges that need to be overcome to remain relevant and sustainable. Here are some challenges that KUD TMH may face in the modern era (Rahayu, D., & Yusuf, 2019; Hanifah et al., 2023) :

1. **Changes in Consumption Patterns:** Changes in the consumption patterns of rural communities can be a challenge for KUD TMH. Villagers may turn to modern products or rely on larger supply chains outside the village. KUD TMH must be able to adapt to the needs and preferences of modern consumers, including providing products according to market demand.
2. **Competition with Other Service Providers:** KUD TMH may face competition from other service providers, such as supermarkets that offer a variety of products at competitive prices. KUD TMH needs to find a strategy to maintain market share and provide added value that differentiates them from competitors.
3. **Technological Changes:** Technological developments, especially in the areas of e-commerce and digitalization, can be a challenge for KUD TMH. KUD TMH needs to utilize technology to improve their operational efficiency, expand their market reach, and improve service quality. The use of technology can also assist in managing inventory, financial management, and communicating with members.
4. **Financial and Resource Management:** KUD TMH needs to have good financial management to ensure the sustainability of its operations. Challenges can arise in managing revenues, costs, and expenses effectively. In addition, the management of human resources, including the recruitment, training, and retention of quality cooperative members, is also important for maintaining the continuity of KUD TMH's operations.
5. **Changes in Regulations and Policies:** Changes in regulations and government policies can also be a challenge for KUD TMH. Changes in rules related to cooperatives, taxation, licensing, or other regulations can affect the operation and sustainability of cooperatives. KUD TMH needs to understand and comply with applicable regulations and adapt to these changes.

To face these challenges, KUD TMH can take several strategic steps, such as innovating products and services, strengthening cooperation with external parties, improving financial and resource management, and investing in relevant technology. In addition, member involvement in decision-making and active participation in cooperative activities is also essential to face challenges and maintain the sustainability of KUD TMH in the modern era.

The Business Model and Business Conducted by the Tanjung Mulia Hilir Village Unit Cooperative

The Tanjung Mulia Hilir Village Unit Cooperative (KUD TMH) can run various businesses and business models that suit the needs and economic potential of the village community. Following are some examples of business and business models that can be carried out by KUD TMH (Aji & Rachman, 2018; Purba et al., 2019):

1. **Provision of Staple Foods:** KUD TMH can operate the business of providing basic food items, which include rice, sugar, cooking oil, flour, and other staple foods. Cooperatives can establish cooperation with local or regional suppliers to obtain supplies of goods at competitive prices and quality.
2. **Agriculture and Plantation:** KUD TMH can develop agricultural and plantation businesses to utilize the potential of land and natural resources owned by village communities. For example, cooperatives can assist their members in cultivating land, procuring seeds, fertilizing, and controlling pests. Agricultural and plantation products such as rice, corn, vegetables, fruits, or medicinal plants can be sold to members or local markets.
3. **Livestock:** KUD TMH can develop livestock businesses, such as chicken, cow, goat, or fish farming. Cooperatives can provide technical support and assistance to members in the management and maintenance of livestock, feed, animal health, and the marketing of livestock products.
4. **Home Industry:** KUD TMH can encourage the development of home industry businesses in villages, such as food processing, handicrafts, or other locally processed products. Cooperatives can assist their members in developing product quality, selecting raw materials, marketing, and business management.
5. **Financial Services:** KUD TMH can provide financial services to its members, such as savings and loans or business loans. Cooperatives can provide access to affordable and flexible business capital to their members, as well as training and assistance in financial management.

6. Village Tourism: If the village has tourism potential, KUD TMH can play a role in the development and marketing of village tourism destinations. Cooperatives can organize homestays, manage tourism objects, or run other businesses related to village tourism.

In addition, KUD TMH can also run other businesses that suit the needs and potential of the local economy, such as selling organic fertilizers, procuring agricultural equipment, providing transportation services, or other creative economic activities. The selection of businesses and business models by KUD TMH must consider market potential, sustainability, and the needs of cooperative members and refer to cooperative principles that involve participation.

Socio-Economic Impact of Village Unit Cooperatives on Village Communities

Village Unit Cooperatives have significant socioeconomic impacts on village communities. Following are some of the positive impacts that Village Unit Cooperatives can have on village communities (Haryanti & Sembiring, 2018):

1. Income Increase: KUD provides opportunities for village communities to increase their income through various economic activities carried out by cooperatives. Cooperative members can benefit from the results of cooperative operations, such as dividends or profit sharing. Increasing individual income helps increase the welfare and purchasing power of rural communities.
2. Job Creation: KUD TMH can create jobs for village communities. In operating businesses owned by cooperatives, local workers are needed to manage, produce, and carry out business activities. This helps reduce the unemployment rate in the village and provides an opportunity for the community to participate in economic activities.
3. Improvement of Skills and Knowledge: Through training and education organized by KUD TMH, villagers can improve their skills and knowledge in various fields, such as business management, agricultural technology, food processing, or handicrafts. This upgrading of skills opens up new opportunities and empowers rural communities to develop their businesses and become more economically independent.
4. Increasing Access to Markets: KUD TMH can assist village communities in accessing a wider market. Through collaboration with suppliers, distributors, or other business partners, cooperatives can expand the market reach of products produced by their members. This helps increase the marketing and sales of local products, thereby increasing the income potential of the village community.
5. Empowerment of Women and Youth: Village Unit Cooperatives have an important role in empowering women and youth in the village. KUD TMH can provide equal opportunities for women and youth to participate in cooperative activities and take a role in decision-making. This helps increase the role, contribution, and independence of women and youth in village economic activities.
6. Infrastructure and Social Development: Through cooperative business activities, KUD TMH can also contribute to infrastructure and social development in the village. Part of the profits earned by cooperatives can be used to finance development projects, such as building roads, irrigation, schools, or other public facilities. This impact helps improve the quality of life and accessibility of rural communities to

Innovation and Technological Development in Village Unit Cooperative Operations

Technological innovation and development are important in increasing the operational efficiency and sustainability of Village Unit Cooperatives (KUD). Following are some examples of innovations and technological developments that can be applied to KUD operations (Hadi & Suryadi, 2020; Purba et al., 2018):

1. Use of Information Systems: KUD can use integrated information systems to manage member data, inventory, sales, finance, and other activities. Information systems can assist in faster data processing, better decision-making, and more efficient management.
2. E-commerce and Online Marketing: KUDs can take advantage of e-commerce platforms and social media to expand their market reach and promote their products online. By participating in online marketing, KUD can reach consumers outside the area and increase sales of their products.
3. Mobile Banking and Digital Payments: KUD can provide mobile banking services or digital payments to members and customers. This facilitates financial transactions, such as loan payments, deposits, or product purchases, without having to physically come to the cooperative office.
4. Agricultural Support Applications: For the agricultural sector, KUD can adopt agricultural support applications and software. For example, the use of weather monitoring applications, irrigation

management systems, or agricultural decision support systems can help farmers improve crop management and increase crop yields.

5. Automation and Monitoring Systems: KUDs can implement automation systems in their operational activities, such as automated inventory monitoring systems, payment processing systems, or product quality monitoring systems. This helps increase efficiency, reduce human error, and speed up operational processes.
6. Smart Farming: If KUD is involved in agricultural activities, the application of the Smart Farming concept can increase agricultural efficiency and productivity. The use of sensors, remote monitoring, data analysis, and other technologies can assist in more precise crop management, pest control, and resource savings.

By implementing these technological innovations and developments, KUDs can improve their service quality, operational efficiency, and competitiveness (Anindhita et al., 2016; Febriana, 2014; Prabawa & Rizan, 2015). KUD needs to keep abreast of technological developments and invest in human resources who have knowledge and skills in these technologies.

Capacity Building for Village Unit Cooperative Members

Capacity building for members of the Tanjung Mulia Hilir Village Cooperative Unit (KUD TMH) plays a vital role in improving the daily life of members and the village community as a whole (Kasih, 2022; Handayani et al., 2020; Purnomo & Sudjana, 2010). The following are several aspects of capacity building for KUD TMH members that can have a positive impact on everyday life (Iskandar & Sari, 2017):

1. Education and Training: KUD TMH can provide education and training programs for cooperative members, such as training in entrepreneurship, business management, finance, marketing, or technical skills related to the type of business being carried out. By increasing the knowledge and skills of members, they can manage their businesses more effectively, increase productivity, and increase personal income.
2. Financial Guidance: KUD TMH can provide financial coaching to cooperative members, including personal financial management, budget planning, savings management, and an understanding of profitable investments. By increasing financial understanding, members can better manage their financial resources, increase savings, and reduce financial risks.
3. Involvement in Decision-Making: KUD TMH can encourage the active involvement of members in cooperative decision-making, either through participation in member meetings or cooperative committees. By being involved in decision-making, members can contribute actively, convey their aspirations, and influence the direction of cooperative development according to their needs.
4. Access to Financial Services: KUD TMH can work with financial institutions to provide easier and more affordable access to financial services, such as savings, business loans, or insurance. This helps KUD TMH members obtain the necessary financing to grow their businesses, protect their assets, and reduce financial risk.
5. Improvement of Social Skills: KUD TMH can provide training and development of social skills to members, such as communication, negotiation, leadership, and teamwork skills. These enhanced social skills assist members in interacting with customers, business partners, and the community more effectively, enhancing interpersonal relationships and broadening social networks.
6. Empowerment of Women: KUD TMH can prioritize the empowerment of female members by providing special training, access to business capital, childcare support, and opportunities for equal participation in decision-making. Empowering women economically and socially increases family economic independence, improves women's quality of life, and reduces gender inequality.

By developing the capacity of KUD TMH members in various relevant aspects, members can develop their potential, increase skills and knowledge, and improve their daily lives economically, socially, and personally.

CONCLUSION

Based on an analysis of the need for staple goods at the Tanjung Mulia Hilir Village Unit Cooperative (KUD TMH) for daily life, several conclusions can be drawn as follows:

1. KUD TMH plays an essential role in meeting the basic needs of the village community. As a cooperative institution at the village level, KUD TMH can provide easy and affordable access to various basic food needs needed in everyday life.

2. KUD TMH helps maintain the stability of supply and prices of essential food items at the village level. By having a cooperative that manages the distribution of essential food items, KUD TMH can continuously ensure the availability of goods and reduce excessive price fluctuations. This contributes to the economic stability and welfare of the village community.
3. KUD TMH benefits cooperative members and the village community economically. Through KUD TMH, village communities can access staple goods at more affordable prices, benefit from collaborative programs such as discounts or incentives, and participate in distributing cooperative business profits.
4. KUD TMH plays a role in empowering the village community's economy. By providing access to basic food needs and involving the community in cooperative activities, KUD TMH helps increase rural communities' income and economic independence. This positively impacts the daily life of the village community, such as increasing welfare and improving economic conditions.
5. KUD TMH can increase food security and reduce dependence on food supplies outside the area. By having a staple food cooperative at the village level, village communities can rely on local production and reduce the risk of dependence on outside supplies. This provides long-term benefits for the daily life of the village community.

ACKNOWLEDGEMENTS

I want to thank the Universitas Islam Negeri Sumatera Utara for supporting and assisting in developing research to become scientific results that will be useful for further research.

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