

# BUSINESS SUSTAINABILITY IN COOPERATIVES OWNED BY MSMEs (CASE STUDY IN BOGOR REGENCY)

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## Abstract

**Background** - The number of micro, small and medium enterprises (MSMEs) is increasingly mushrooming in Indonesia, which are engaged in various business fields. However, MSMEs that are members of cooperatives are still very rare. In Bogor regency, among all types of cooperatives (including producer, consumer, and marketing cooperatives), only two cooperatives have members who are MSMEs (cooperatives owned by MSMEs). Of the two cooperatives, one cooperative is still active and exists even though its performance is not optimal, and another one was once active and had 120 MSMEs members, but is no longer active now, and is only planned to be reactivated. Therefore, a solution is needed to realize business sustainability in cooperatives owned by MSMEs, so that cooperatives can continue to be active, develop, and achieve optimal profits.

**Purpose** - The purpose of this study is to analyze business sustainability in cooperatives owned by MSMEs (case study in Bogor regency).

**methodology** - The method used is a qualitative approach through interviews and observations at two cooperatives owned by MSMEs in Bogor regency, by identifying problems and providing solutions to realize business sustainability in the cooperatives owned by MSMEs.

**Findings** - The results of the research in the form of solutions that can be applied to realize business sustainability, are the need for: (1) modern and professional cooperative management; (2) reform of cooperative management; (3) sufficient capital for cooperative operations; (4) digitalization of cooperatives (especially digital marketing); (5) increase entrepreneurial passion; (6) increase self-efficacy; (7) make an effort to get regular customers; (8) creativity and product innovation; (9) product differentiation; (10) diversification of cooperative businesses; (11) sales promotion; (12) intensive training and assistance of MSMEs; and (13) creating waste recycling ecopreneurs for business sustainability that supports sustainable development goals (SDGs). This research can be used as a recommendation and guide for researchers, stakeholders, MSMEs actors, cooperatives, and the wider community, and it is hoped that research can be conducted in other sectors.

**Originality** - Research analyzing business sustainability in cooperatives owned by MSMEs has never been done before.

Keywords: business diversification, capital, digital marketing, ecopreneur, sustainable development goals (SDGs)

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