

Initial Stage Mentoring of Multi-Party Cooperative Pioneering for Women and MSMEs in Bantengputih Village, Karanggeneng District, Lamongan Regency

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Abstract

The target of this community service is women's groups and MSMEs in the Bantengputih Village area, Karanggeneng District, Lamongan Regency. The methods and stages of community service are focused on the formation and empowerment of groups for pioneering multi-party cooperatives. The community service stage is the preliminary stage. The results of the preliminary stage of this service related to the potential for empowering the target community are two, namely: the first potential, women's groups, the state of the workforce in 2024 in Bantengputih Village, women are 839 people. The second potential, MSMEs: based on data from the "Mekar Sari" MSME Group, there are 75 members, consisting of two groups, namely: the producer group or product manufacturing (food/drinks). And the second is the marketing group or those who sell products (food/drinks).

Keywords: *women's groups, MSMEs, multi-stakeholder cooperatives.*

INTRODUCTION

Cooperatives, with their unique organizational structures and values, must adapt to this rapidly evolving landscape to remain competitive and relevant. However, many cooperatives, especially in Indonesia, lack the dynamic capabilities needed to sense, leverage, and reconfigure resources and competencies to develop future-ready digital business models (Sumantri et al., 2023).

The targets of this community service are women's groups and MSMEs in the Bantengputih Village area, Karanggeneng District, Lamongan Regency.

The results of the study show that from the mapping of the performance conditions of MSMEs, on average they face problems in the cost of raw materials, labor costs and promotion costs, as well as in capital. The total cost and capital variables are proven by the positive and significant influence on business development. While the age of the company and the number of workers do not have a significant influence on the development of MSME businesses (Hartono & Hartomo, 2016).

Multi-stakeholder cooperatives have great potential to drive progress across the UN Sustainable Development Goals (SDGs). This research will ensure a comprehensive understanding Sustainable Development Goals (SDGs) (Niehaus & Mocan, 2024; Nonet et al., 2022; Sebhatu & Enquist, 2022) on the needs and

challenges of the cooperative sector. Here are some of the main ways they can contribute:

Improving food and nutrition security (SDG 2). By increasing the productivity and supply of fish as an affordable source of protein, cooperatives can improve food and nutrition security, especially in vulnerable communities. Because Bantengputih village has agricultural and fishery land of 85.52% or 160.9 ha of the village area of 179.01 ha (Source: Village Regulation Number 2 of 2024).

Promote economic growth and decent work (SDGs 8, 9). Cooperatives provide economic opportunities, stable incomes and better working conditions for women and Micro, Small and Medium Enterprises (MSMEs), thereby facilitating technology transfer, financing and market access.

Reducing inequality (SDG 10). Cooperatives are democratic organizations that can empower women's groups and MSMEs in their activities and decision-making processes.

Promote sustainable aquaculture (SDGs 14, 15). Cooperatives can encourage the adoption of responsible and environmentally friendly fish farming practices among their members. This includes minimizing water pollution, conserving coastal habitats, and implementing sustainable feed sources.

Fostering partnerships (SDG 17). Cooperatives enable collaboration between fish farmers, government agencies, researchers,

NGOs and the private sector for sustainable aquaculture development.

This solution aims to provide a comprehensive approach for pioneering multi-stakeholder cooperatives, addressing aspects such as formation, capacity building, resource mobilization, governance, and sustainability. The ultimate goal is to empower communities to establish and manage successful cooperatives that contribute to economic well-being and overall development.

Potential for empowering target communities:

The first potential, women's groups: empowering women through cooperative activities is essential to promote gender equality and inclusive development. Women's groups can participate by:

1. engage in income-generating activities and entrepreneurship through cooperatives
2. participate in the decision-making process and leadership roles in the cooperative
3. promoting the integration of gender perspectives in cooperative operations and policies
4. act as role models and mentors for other women in the community.

Second potential, MSMEs: involving MSMEs in cooperative activities can encourage intergenerational collaboration and ensure the sustainability of cooperatives. MSME participation can include:

1. participate in capacity building programs and skills development initiatives
2. contribute to the operation and management of the cooperative
3. promoting the implementation of innovative and technology-based approaches
4. act as an ambassador of cooperative values and principles among MSME colleagues.

IMPLEMENTATION METHOD

The following are methods and stages of community service that are focused on the formation and empowerment of groups for pioneering multi-party cooperatives. The community service stage is the preliminary stage. The preliminary stage has the following activities:

1. conduct needs assessments and situation analysis of target communities through surveys, focus group discussions, and field observations.
2. identify prospective members and leaders (managers, supervisors and cooperative managers).
3. building awareness and consensus among community members about the benefits and principles of cooperatives through socialization and FGDs.

RESULTS AND DISCUSSION

Some factors that affect the performance of innovation and competitive advantage of cooperatives are lack of member participation, lack of proactive management, lack of innovation development to compete with other businesses, highly dependent on government infrastructure, unable to manage its assets effectively, have inadequate internal control systems, have not adopted information technology in managing its business, and so on (Riswan et al., 2017). Therefore, this community service aims to obtain 2 potential empowerment targets for the community, namely women's groups and MSMEs.

The first potential, the women's group, the workforce situation in 2024 in Bantengputih Village is 839 women and 687 men (source: Bantengputih Village Profile 2024).

Women have a strong relationship, that cooperatives can be an effective model for women's empowerment and community development in rural areas (Rahma, 2022).

The following is a picture of 1 photo of the socialization and FGD activities with women's groups.



Figure 1 Photo of FGD and Socialization of Multi-Party Cooperatives to Women's Representatives of Bantengputih Village (April 2025)

Second potential, MSMEs:

Micro, Small and Medium Enterprises (MSMEs) that strengthen their competitive advantages can reduce the fragility of their business performance by up to 25 percent. Competitive advantages include taking action to involve business support organizations, improve financial management, and retain skilled staff (International Trade Center, 2023). It is hoped that by pioneering multi-party cooperatives, MSMEs will have an impact on achieving MSMEs that have competitive advantages. For this reason, FGD and socialization were carried out on MSMEs in Bantengputih Village, as shown in Figure 2 below:



Figure 2 Photo of FGD and Socialization of Multi-Party Cooperatives at MSME Representatives of Bantengputih Village (April 2025)

Furthermore, that women have relevance to cooperatives, namely the role of women's cooperatives in efforts to empower women, especially for independent cooperatives, has been running well, but for cooperatives located in village offices, it still needs to be improved, the standard of living of women's cooperative members is relatively prosperous, and the potential for women's cooperatives in the future has quite large opportunities compared to the threats that will arise (Devanty, 2017).

Based on data from the "Mekar Sari" UMKM Group, there are 75 members, consisting of two groups, namely: the first group is a producer group or product manufacturing (food/drinks). And the second is a marketing group or one that sells products (food.drinks) to end consumers.

The relevance of MSMEs has a strong relationship with cooperatives, so there is a great

opportunity for MSMEs to form cooperatives. The results of research related to the ease of obtaining loans are the reason why MSME actors decide to borrow from Cooperatives (Tabita & Donna, 2024). The results of the study show that cooperatives have succeeded in increasing access to capital for MSMEs through more flexible financing schemes (Agil Dzikrullah & Chasanah, 2024). However, in other research results, there is still a negative stigma from the community which causes a lack of trust from MSME actors towards cooperatives (Fatimah & Darna, 2014).

CONCLUSION

There are two potentials for empowering targeted communities, namely: the first potential, women's groups, the state of the workforce in 2024 in Bantengputih Village is 839 women (source: Bantengputih Village Profile 2024).

The second potential, UMKM: based on data from the UMKM Group "Mekar Sari" there are 75 members, consisting of two groups, namely: the producer group or product manufacturing (food/drinks). And the second is the marketing group or those who sell products (food.drinks)

SUGGESTION

The schedule for implementing community service consists of 5 stages. First, the preliminary stage. Second, the cooperative formation stage. Third, the capacity development stage. Fourth, the resource mobilization stage. And Fifth, the monitoring and evaluation stage.

Obstacles or problems that can affect the results of community service, namely:

The following are characteristics that often make it difficult to establish cooperatives:

1. individual character, for example: individualistic attitudes of members, lack of spirit of mutual cooperation, low joint commitment and minimal sense of ownership.
2. managerial aspects, for example: lack of management skills, weak leadership, minimal business knowledge, limited organizational experience
3. social factors, for example: conflicts of interest between members, gaps in understanding, low participation, lack of trust.

4. structural barriers, complex bureaucracy, limited capital, inadequate infrastructure, limited market access.

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