

ABSTRACT

Cooperatives are very important in developing people's economic potential in a democratic life which has democratic characteristics, togetherness and openness. The central government and regional governments implement and develop the climate and conditions that encourage the growth and socialization of cooperative businesses by providing guidance, facilitation and legislation to cooperatives.

The purpose of this study was to analyze the competitive strategy of the Makmur Jaya village unit cooperative using the QSPM method. This study uses qualitative methods with non-probability sampling techniques. The data analysis technique used is the QSPM method.

The results show that the Makmur Jaya Village Unit Cooperative has the potential to maximize internal strength to face intense competition through an organizational structure that runs well, has employees who are skilled in their fields, has a good image in the eyes of consumers, supplies raw materials smoothly, has production equipment complete, able to provide what consumers want. In addition, the Makmur Jaya Village Unit Cooperative can respond well to the opportunities and threats that exist in the external environment of the palm oil industry. The opportunities that the Makmur Jaya Village Unit Cooperative has in the form of having its own market, unique compared to competitors, serving with good quality, having substitute products, having many choices of suppliers, good response from the community and competitive prices. Meanwhile, the threat faced by the Makmur Jaya Village Unit Cooperative is in the form of tight competition for the Makmur Jaya Village Unit Cooperative and the ease of opening a business such as the waserda owned by the Makmur Jaya Village Unit Cooperative.

Keywords : Competitive strategy, cooperative, QSPM