

# The Role of Village Unit Cooperatives (KUD) in Supporting The Productivity of Agricultural Products in The Village

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**Abstract.** Every country must have problems that have been, are being, and will be faced. These problems arise from various sides of the life of the people in it. In this case, social problems are often considered to be complex issues that become the estuary of all the problems that arise. This research is included in the type of qualitative descriptive research which is intended to describe one variable, symptoms, and circumstances of the implementation of the OVOP Program in community empowerment, especially farmer groups in Indonesia. One of the strategies of the Indonesian government through the Ministry of Cooperatives and SMEs of the Republic of Indonesia in community empowerment is implementing the One Village One Product (OVOP) Program by the Presidential Instruction of the Republic of Indonesia Number 6 of 2007 dated 08 policy regarding accelerating the development of the real sector and empowering MSMEs. Based on the data the author obtained from interviews with five asparagus farmers who used to be traditional farmers, the average traditional farmer in the village used to farm plant species such as cassava, oranges, coffee, of course, the sales results were still low. In general, the authors observe that the OVOP program implemented in the village has been going well, as evidenced by the increase in the income of the asparagus farmers.

**Keywords:** OVOP; Cooperative; Empowerment

## 1. Background

Every country must have problems that have been, are being, and will be faced. These problems arise from various sides of the life of the people in it. In this case, social problems are often considered to be complex problems that become the estuary of all the problems that arise. If these social problems arise in Indonesia, of course, they will disrupt development and national stability. Therefore, real solutions are needed from the government and also from every level of society with various fields of expertise, so that the problems faced can be resolved little by little.

One of the strategies of the Indonesian government through the Ministry of Cooperatives and SMEs of the Republic of Indonesia in community empowerment is implementing the One Village One Product (OVOP) Program by the Presidential Instruction of the Republic of Indonesia Number 6 of 2007 dated 08 policy regarding accelerating the development of the real sector and empowering MSMEs. The OVOP program is a community movement involving the government to mobilize unique products from the creativity of local communities in the regions, which can be at the village to district/city levels.[1]

This program is positioned as a regional superior commodity development program to enter the domestic market and foreign markets (exports). There are 3 principles of the OVOP movement, namely (1) Local but global, (2) Independence and creativity, and (3) Development of human resources (HR). OVOP's development target is to improve, develop, and promote a product that can make people proud.[2]

The OVOP program in Indonesia began to be implemented in 2008 by the Ministry of Cooperatives and SMEs. Its application can be in rural areas, sub-districts, and within cities with a focus on developing Horticultural Agribusiness businesses in villages under the auspices of Cooperatives. With the role of cooperatives, it is hoped that cooperatives will be able to provide technical guidance to farmer groups and capital injections to help increase agricultural output from the community. This is what has made cooperatives trusted to carry out the OVOP pilot program assisted by the Ministry of Cooperatives and SMEs which has shown success.[3]

Cooperatives in Indonesia have the goal of advancing the welfare of members in particular and society in general, as well as participating in building a national economic order to create an advanced, just, and prosperous society based on Pancasila and the 1945 Constitution.[4]

According to Rediyono, cooperatives are not just economic organizations but institutions or businesses that also play a role in the social conditions of society. The social role of cooperatives is closely related to the principles or principles and objectives of cooperatives being established. As it is known that the purpose of cooperatives is to meet common needs as a business in dealing with difficulties. When the goal is achieved, it will indirectly place the cooperative not only as an economic organization but also as a social organization that seeks to independently improve the welfare of its members and the surrounding community.[5]

## **2. Method**

This research is included in the type of qualitative descriptive research which is intended to describe one variable, [6] the symptoms and circumstances of the implementation of the OVOP Program in community empowerment, especially farmer groups in Indonesia. The data sources in this study are primary data sources, secondary data, and online data. The organizational analysis unit in this study is the Office of Cooperatives, SMEs, Industry, and Trade. Data was collected using interview techniques, non-participant observation, and documentation.[7] While the stages in analyzing the data are through the stages of reducing, presenting data, and drawing conclusions. Data for further reporting is presented in a description of words and will be supplemented with other formal data in the form of tables, figures, and documents.

## **2. Results And Discussion**

### **3.1 The Role of Cooperatives in Supporting Increased Farmer Productivity**

Cooperatives can be interpreted as business entities that have members, where each member has their duties and responsibilities. Each member has equal voting rights in every decision that will be taken because it is based on deliberation and consensus. The existence of cooperatives in Indonesia has a crucial role for each institution and member who runs their

business, in its existence the KSU Permata Gayo Cooperative plays an important role in increasing the production of coffee farming for each member.

According to Sibuea, cooperatives as an institution engaged in providing agricultural production facilities such as seeds, fertilizers, tools, capital, and extension service providers, can show a more meaningful role to member farmers. Cooperatives have an important role in the activities carried out by farmers in Legok Hamlet, [8] which can develop the economy of farmers and improve the welfare of members. The results of research conducted by Paramata that cooperatives in running their business units must have a role in improving the welfare of their members. The cooperatives gave a role to members to organize savings and loans, seek goods needed by members and provide services.

According to Hasan, Agricultural Cooperatives play a crucial role in the welfare of farmers. This role includes the supply of inputs needed by farmers, processing, and marketing of the results. Cooperatives have a critical role in agricultural economic activities where the existence of cooperatives can help farmers increase production. Cooperatives also have a role in facilitating every farmer, be procuring fertilizers, buying agricultural products, or helping to find market information so that the products are sold with high economic value.

The role of cooperatives in participating in increasing the productivity of agricultural products is urgently needed, it is hoped that the cooperative government can partner with farmer groups in providing agricultural needs, including:[9]

#### 3.1.1 Cooperatives can provide the needs of agricultural equipment

The role of cooperatives in Indonesia in providing agricultural equipment is intended to meet the need for production facilities in the agricultural sector (saprodi) and herbicides, which consist of fertilizers, poisons, and other agricultural equipment to assist farmers in caring for plants so that with agricultural tools This can increase agricultural production and can improve the economic welfare of society in general and members.

Several cooperatives in Indonesia have been effective in providing agricultural tools for farmers, this is because cooperatives can help village communities in general and members in particular in meeting the needs of agricultural tools to facilitate the maintenance of crops.

The agricultural tools provided by the Cooperative are quite effective in increasing agricultural production, this can be seen from the many members who buy agricultural tools such as Fertilizers, Rond Up, and other agricultural equipment to be able to help farmers in caring for oil palm plants so that the results are obtained from these agricultural tools can increase agricultural production.

The current performance of the Cooperative in providing agricultural tools so far is quite good because it can help farmers meet their needs for agricultural tools, even though the agricultural tools provided in the Cooperative are not fully available, only around 50% but the Cooperative management will try to provide agricultural tools so that farmers can still care for crops, and people in Indonesia in general no longer need to buy agricultural equipment outside the region because the cooperative has provided it because the Sumber Rejeki Cooperative has provided various agricultural tools that can help farmers in increasing production results so that the economic welfare of cooperative members can increase in particular and the village community of Karya Bhakti in general.

Cooperatives providing agricultural tools have a positive impact on Cooperative members including cooperative members in particular or the Village community, in general, get the convenience of buying agricultural tools, agricultural tools in

Cooperatives can be purchased on credit and cash so that members of the cooperative or Village community no longer need to buy agricultural equipment outside the village.

As for the provision of agricultural tools provided by the Cooperative so far, it is very available, such as fertilizers, herbicides, and other agricultural equipment. However, what is not yet available at the Sumber Rejeki Cooperative is the 3P as implemented by company regulations, namely helmets, shoes, and gloves, because people rarely use this equipment and companies also often provide 3P assistance but are not used by the community. It is what makes the Sumber Rejeki Cooperative not provide the 3P.

### 3.1.2 Providing Savings and Loan Business Activities for Farmers

The role of cooperatives in providing savings and loan business activities is intended to help people who need capital loans by channeling credit funds to the community, which are used for caring for crops, and to help parents who need funds in financing children who are studying.

The positive impact that members get in savings and loan business activities is that members can be assisted when their needs are very urgent, such as family members who are sick, can borrow from cooperatives, or can help children who are in school at a higher level and need funds. The benefits derived from the savings and loans provided by the Cooperative are: members can be assisted when they need funds, both for school needs for children who continue at a higher level or for medical treatment for people who are sick, or for needs to care for coconut plantations. palm oil which requires funds from savings and loans, to improve economic welfare for society in general and members in particular

The existence of cooperatives in rural areas has been effective in carrying out savings and loan business activities, this can be seen from the savings and loan business activities that can help members, in urgent needs, for example, sick family members can borrow capital or to care for oil palm plants, the Sumber Rejeki Cooperative in providing capital loans to members are adjusted to the savings and loan transactions carried out by members or adjusted to the member's savings and loan levels.

Village unit cooperatives are very transparent in carrying out savings and loan business activities, this can be seen from the management's accountability book and can be seen from the management's efforts to distribute the accountability books a week before the membership meeting is held so that members of the cooperative can be more active when the annual membership meeting is held, and at Savings and loan business activities have so far been going well, this can be seen from the number of members who carry out savings and loan transactions in village unit cooperatives.

Village unit cooperatives in carrying out savings and loan business activities so far have been running effectively, this can be seen from the benefits obtained from these savings and loan business activities where members can save and borrow at the village unit cooperative to meet the needs of members both in caring for crops and other needs. other. Thus it can be said that savings and loan business activities are carried out transparently, this can be seen from the annual member meeting where all members of the village unit cooperative are invited to participate in the member meeting, and before the annual membership meeting is held, the management of the Sumber Rejeki Cooperative provides an accountability report book management and supervisors of the Sumber Rejeki Cooperative a week

The advantage gained from savings and loan business activities is that the village community can borrow capital to buy agricultural seeds to be planted in agricultural areas.

Village unit saving and loan cooperatives can support the economic welfare of village communities. Whereas in the implementation of savings and loan business activities, it is carried out transparently because the Cooperative provides a book of accountability reports for supervisors and administrators so that the Village community can find out the income that comes in from savings and loans activities and what is issued to be loaned to members as well as expenses to pay the honorarium of the Cooperative management.

#### 3.1.3 Providing and selling goods needed by farmers to increase production

The role of village unit cooperatives in providing and selling agricultural goods to increase production is intended to make it easier for farmers to obtain agricultural goods at relatively lower rates/prices of agricultural goods compared to generally accepted rates/prices of agricultural goods. so that farmers can meet the need for agricultural goods such as fertilizers, poisons, and other agricultural equipment, these agricultural goods, can help farmers increase agricultural production. While the performance of village unit cooperatives in providing and selling goods needed by farmers has so far been running effectively, this can be seen from the availability of agricultural goods provided by village unit cooperatives in meeting the needs of cooperative members in particular and the village community in general.

The provision of agricultural goods in the village unit cooperative is adjusted to the needs of the farmers so that members do not have to worry about running out of agricultural goods because the management of the Sumber Rejeki Cooperative will try to provide these agricultural goods, such as Urea Fertilizer, TSP 36 Fertilizer, Pohnska Fertilizer, Mop/Kcl Fertilizers, Borat Fertilizers, Roundup, Gemaxone, Bablas, Stralon, Dacin, Kep, Angkong, Handle Egrek, Staren, and Garlon, with tariffs/price of agricultural goods sold to farmers lower than the tariff/ general prices. The village unit cooperative has been effective in providing and selling agricultural goods because agricultural goods are already available at the village unit cooperative, and the management of the Sumber Rejeki Cooperative will try to provide agricultural goods that have been purchased by members by purchasing agricultural goods at distributors to meet the needs of farmers for agricultural goods, while the benefits obtained from the Cooperative in providing agricultural goods include that farmers can buy agricultural goods on credit or payments are made by deducting the salary slips of Fortune members and the prices of goods provided in the Cooperative are relatively higher cheaper than the general price.

The advantages that members get in buying agricultural goods provided at the village unit cooperative include members being able to more easily obtain agricultural goods that are the needs of farmers so that farmers do not have to bother buying agricultural goods outside the village and members are not lost in buying agricultural goods because it will get a share in the distribution of the remaining results of operations each year

#### 3.1.4 Providing Farming Skills Training for Farmers

The positive impact obtained from providing farming skills to farmers, namely from a technical point of view in the field, farmers are better at managing and working their land based on agricultural science, not carelessly in cultivating crops, but can apply the farming skills provided by PPL to farmers, for example how to good

fertilizing, because so far farmers have fertilized carelessly so that it is not productive in increasing agricultural yields, while a good fertilizing method is by spacing it from the main plant by sowing fertilizer so that the fertilizer is still absorbed by the roots.

Village unit cooperatives in providing farming skills training to farmers are carried out by collaborating with the Dharma Agrotama Nusantara company by inviting PPLs to provide training on how to sow seeds, care, planting seeds to treatment until harvest. which is good, and the village community has implemented the farming skills provided by the PPL, this can be seen from the increase in the amount of village community agricultural production and the benefits derived from the farming skills, namely farmers benefit from the farming skills provided by the village unit cooperative including members of the Sumber Rejeki Cooperative do not need to pay for the training provided by the PPL.

Village unit cooperatives in providing farming skills training to the Village community can be said to be effective and can be said to be ineffective because, most of the Karya Bhakti Village community are former members of the Sinar Mas Company so that the Village community can know the correct method of fertilizing, the correct method of seedling and how to cultivate the right without the need to bring PPL.

The positive impacts that members of the village unit cooperative get from these farming skills include farmers being able to sell the oil palm fruit through the cooperative to the company, while the farming skills provided by PPL are still ineffective because PPL does not yet have its own office so that the relationship between village unit cooperatives is unclear, as well as the advantages of the farming skills provided by the village unit Cooperative, namely that farmers know better how to care for crops properly.

### **3.2 Cooperative Strategy in Creating Superior Farmer Products**

The OVOP program in rural areas is a program derived from the collaboration between the Indonesian Ministry of Cooperatives and SMEs and ICDF Taiwan to the Badung Regency Office of Cooperatives, SMEs, Industry, and Trade. The OVOP program is a rural community development program carried out by empowering farmers. Broadly speaking, the objectives of this program are the goals of the central government and local governments themselves. One of them is developing the area starting by building rural communities. Seeing the potential of natural resources in Indonesia which are suitable for agriculture and most of the livelihoods of the Indonesian population are farming. Thus, the aim of implementing the OVOP Program in the Village is to support the achievement of the goals of government commitment and development.

The OVOP Program in Villages is aimed at the agricultural sector. Village selection has been adjusted to the environmental conditions of the village as suitable land for certain plants which will then be developed through the OVOP program. Before implementing the OVOP Program in the Village, the strengths and weaknesses that are the target of the program are first considered. This is information for decisions in program planning that will run. Several factors influence the strengths and weaknesses of program targets. As a natural resource in the form of land that is suitable for asparagus cultivation, it is not in balance with the traditional agricultural mindset. However, the commitment and support from the local government on an ongoing basis have made the OVOP program continue even though sometimes farmers are still pessimistic about the government's new program. So far, the program's target strengths have dominated the program's weaknesses, resulting in the OVOP Program in the Village

Therefore the role of cooperatives in implementing the OVOP program will go through various review methods including:

#### 3.2.1 Input Evaluation

The OVOP program certainly really needs the participation of the program implementing apparatus so that the program's objectives are successful. The human resources that implemented the OVOP Program from 2010 to 2014 consisted of the Office of Cooperatives, SMEs, Industry and Trade, and Cooperatives accompanied by TTM (Taiwan Technical Mission).

The availability of human resources in quantity both in the department and cooperatives is quite a lot involved. However, judging from the work carried out more specifically, the quality is lacking. The service is only a facilitator or planner for activities in the program, while special assistance for agriculture is assisted by TTM from Taiwan's ICDF (International Cooperation and Development Fund). Likewise, cooperative managers who ideally work as farmers for the time being require further guidance and training so that they specifically understand the duties and responsibilities of cooperatives.

Funds play a very important role in the implementation of real sector development programs, as can be seen from the form the program pays attention to farmers, which means paying attention from upstream to downstream. The source of funds and the number of funds for the OVOP Program come from the APBN and APBD and are provided by ICDF Taiwan. Regarding the number of funds that can be extracted from the community for all types of cooperative activities, besides coming from government funding, it also comes from the initial savings of the cooperative members themselves. The budget needed in implementing the program is adjusted to the priorities of the program. Because the funds allocated in the development of the real sector have been utilized for the needs of cooperatives and the official accounts of these funds by cooperatives.

The success of program implementation must also be supported by the facilities owned. The intended facilities are facilities and infrastructure to carry out the functions or tasks of the Mertanadi Farmers Cooperative. The supporting facilities for implementing the program at the Mertanadi Farmers Cooperative are good, it just depends on the commitment of the program implementers to work well in the program. Based on the existing facilities in the OVOP Program, it is felt that they are adequate. The existing facilities come from government grants or the cooperative's assets.

#### 3.2.2 Process Evaluation

The Business Development Sector of the Office of Cooperatives, SMEs, Industry and Trade of Badung Regency together with TTM (Taiwan Technical Mission) has carried out outreach to the community which was held either by the agency itself or in collaboration with the Ministry of Cooperatives and SMEs of the Republic of Indonesia. Socialization is carried out on an ongoing basis or continuously adapted to existing activities. Outreach to the farming community is carried out by visiting farmer groups in the village directly. The socialization provided begins with program objectives, program objectives, program implementation processes, and program impacts. The socialization is not only to attract farmer groups but socialization is also held to related agencies to establish cooperation and synergy between agencies.

Socialization and promotion are carried out directly or indirectly. The socialization was carried out in the form of OVOP Program booklets and brochures. In addition, every year an Asparagus Festival is held which consists of a cooking

contest made from asparagus, an exhibition of asparagus products, and various information about the OVOP program in the village. However, the use of the website has not run optimally as a result of the cooperative management's incomprehension of managing technology.

The OVOP Program development activity plan is by the presentation of the Deputy for Research and Resources for UKMK which is listed on the official website of the Indonesian Ministry of Cooperatives and SMEs, namely:

1. Coordination with stakeholders in the regions and preparation of future action plans
2. Introduction of market access through product promotions and business meetings both in local and international markets
3. Assistance, namely production technical assistance, processing assistance, or processing design and packaging assistance
4. Facilitating the strengthening of supporting facilities, namely facilitating production facilities and facilitating marketing facilities
5. Promotional support through exhibitions, publications, and festivals
6. Increasing the capacity of human resources through mentoring, counseling, training, and comparative studies
7. Business meetings with potential buyers

Monitoring is always carried out by the service as material to see the progress of farmer groups. This process is continuously carried out throughout the stages of the OVOP Program intensively. The Office often visits the field, both routinely and urgently to mediate the resolution of problems that arise. The results of this monitoring are given to cooperative management and employees as input and basic guidance. Then, in line with that, internal monitoring of the Cooperative has been reported through the Annual Member Meeting (RAT) and the cooperative supervisor's report every year. Directly, monitoring is carried out by cooperative management on members by going directly to farmers who have problems or complaints.

### 3.2.3 Product Evaluation

Product evaluation is intended to see what needs have been met and the impact that has been obtained from the implementation of the OVOP Program in the Village. The OVOP program is a government action to create community welfare, especially for the people of Pelaga Village, thereby reducing the problems of powerlessness, poverty, dependency, and urbanization.

The need that has been fulfilled is the formation of cooperatives. The formation of this cooperative as a legal entity strengthened the existence of farmer groups. Seeing the function of cooperatives is very important in community empowerment including capital, and definite marketing management. In addition, funding mechanisms or assistance from the government are easier to implement and properly accounted for. The existence of this cooperative makes it easier for farming communities to market their products so this affects the income of farmers regularly. This is in response to the failure of previous experience which is difficult to find a market.

The goals of the OVOP program are mutually sustainable. Most village communities whose livelihoods are farmers initially have very low incomes. The low income of these farmers is because farmers in the village are still farming traditional crops which have a low selling value on the market. Based on the data the author obtained from interviews with five asparagus farmers who used to be traditional



farmers, the average traditional farmer in the village used to farm plant species such as cassava, oranges, coffee, of course, the sales results were still low. In general, the authors observe that the OVOP program implemented in the village has been going well, as evidenced by the increased income of the asparagus farmers.

In line with the OVOP Program in this Village, it can be seen from the stages of empowerment activities according to Mardikanto, namely: [10]

1. Determination and identification of work areas. The selection of the Village area as the work area of the OVOP Program has previously been agreed upon by the relevant parties starting from the ministries, provinces, and local governments with the cooperation of Taiwan. Early activity By looking at the regional superior potential that can be developed, holding a coordination meeting for development locations, and selecting land as a pilot planting of asparagus.
2. Socialization of the OVOP program is carried out to Village communities as program targets so that they support and participate actively in program implementation. Explained the program objectives, stages of implementation, and program objectives to the impact that can be generated by participating in program implementation. Socialization is not only for the community but also for related parties who will be asked to play a role in this program.
3. Public awareness. Oversight of the OVOP program is carried out first by making the community aware to actively participate in improving and adding value to activities that have been carried out for generations, namely farming.
4. Community organizing. The OVOP program is community organizing under the Mertanadi Farmers Cooperative. Cooperatives are obliged to start by accepting members and monitoring the marketing of farmers' products. When a problem occurs, it can be solved and repaired without personal interest.
5. Implementation of the OVOP Program is based on training farmers to plant with modern patterns to produce superior quality asparagus. Managers of Farmers Cooperatives are taught to carry out marketing to establish partnerships with buyers.
6. Policy advocacy. With this, the management of the Mertanadi Farmers Cooperative is given knowledge about law and bureaucracy such as correspondence, and submission of proposals in obtaining assistance.
7. Politicization. It is what the OVOP Program needs to achieve program sustainability which is achieved through the dissemination of articles in the mass media, television news broadcasts, newspapers, and the annual asparagus festival.

### **3. Closing**

Indonesia is a maritime country where most of the population depends on farming and fishing activities. Agriculture in Indonesia is difficult to develop due to a lack of access to good equipment, fertilizers, and proper and correct maintenance procedures. Through the OVOP program carried out by cooperatives in collaboration with Taiwan, it is hoped that it will be able to boost the productivity of Indonesian people's farming products. The OVOP program in rural areas is a program derived from the collaboration between the Indonesian Ministry of Cooperatives and SMEs and ICDF Taiwan to the Badung Regency Office of Cooperatives,

SMEs, Industry, and Trade. The OVOP program is a rural community development program carried out by empowering farmers. Broadly speaking, the objectives of this program are the goals of the central government and local governments themselves. One of them is developing the area starting by building rural communities. Seeing the potential of natural resources in Indonesia which are suitable for agriculture and most of the livelihoods of the Indonesian population are farming. Thus, the aim of implementing the OVOP Program in the Village is to support the achievement of the government's commitment and development goals. Based on the data the author obtained from interviews with five asparagus farmers who used to be traditional farmers, the average traditional farmer in the village used to farm plant species such as cassava, oranges, coffee, of course, the sales results were still low. In general, the authors observe that the OVOP program implemented in the village has been going well, as evidenced by the increase in the income of the asparagus farmers.

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