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Policy Analysis of the Establishment of the Koperasi Desa Merah Putih

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Abstract

In anticipation of Indonesia Emas 2045, the President of the Republic of Indonesia instructed the formation of the Merah Putih Village Cooperative, which aims to be an economic driver in achieving economic independence and food self-sufficiency. This research aims to analyze the policy for establishing the Merah Putih Village Cooperative. The method used is a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats), which is employed to assess the success rate of the policy. This research utilizes secondary data, including government policies outlined in the Constitution, Presidential Instructions, Government Regulations, and data or information published in both print and online media. The results of this study indicate that Koperasi Merah Putih has strengths that can overcome weaknesses and threats, and capitalize on opportunities for the success of Koperasi Desa Merah Putih. Meanwhile, the conclusion of this study states that the establishment of the Merah Putih Cooperative is a strategic step that can accelerate the pace of Indonesia's economic growth. This policy is essential for improving the living standards of rural communities.

Keywords: Merah Putih Village Cooperative, Village, Economy, Indonesia Emas Vision 2045

1. Introduction

Indonesia, one of the largest countries in Southeast Asia, is preparing itself for Indonesia Emas 2045 (Golden Indonesia 2045). In May 2019, President Joko Widodo inaugurated the Indonesia 2045 vision, which serves as a blueprint for determining policy direction. The pillars formulated to realize the Vision of Golden Indonesia are human development and mastery of science and technology, sustainable economic development, equitable development, and strengthening national resilience and governance (Indonesia 2045: Berdaulat, Maju, Adil, dan Makmur, 2019). These four pillars are an implementation of the mandate of the 1945 Constitution and Pancasila, namely to protect, prosper, educate, and create social justice for all Indonesian people.

In achieving the vision of Golden Indonesia 2045, the pillars of Indonesia's 2045 development are translated into strategies that guide the government's actions. In sustainable economic development, the government is focusing on increasing foreign investment and trade, accelerating industry and tourism, developing the maritime economy, strengthening food security and improving farmer welfare, strengthening energy and water security, and committing to environmental protection (Indonesia 2045: Berdaulat, Maju, Adil, dan Makmur, 2019).

In its journey, Indonesia faces several challenges such as a weakening global economy, trade wars, and widespread geopolitical conflicts (APBN 2025 Terjaga Sehat Dan Kredibel Menghadapi Ketidakpastian Global, 2025). This has led to economic instability and a decline in commodity prices. Additionally, the Minister of Finance of the Republic of Indonesia, Sri Mulyani, predicts that in 2025 the state budget deficit will reach 622 trillion and economic growth will range from 4.7 to 5 percent. He also hopes that the government's priority programs, such as Free Nutritious Meals, the Red and White Village Cooperative, and Public Schools, can have a multiplier effect on the economy (*Breaking News - Banggar DPR RI Rapat Kerja Dengan Menteri Keuangan Dan Gubernur BI*, 2025).

Table 1 Sources of Economic Growth by Region 1-2025



Based on the table above, the agricultural sector dominates the sources of economic growth in Indonesia across almost all islands, such as Sumatra, Jawa, Bali-Nusra, Kalimantan, and Sulawesi. Only in Maluku and Papua does the agricultural sector not appear on the list of major sources of growth. This means that the agricultural sector is the largest contributor to Indonesia's economic growth.

The implementation of sustainable economic development and food security can be achieved through the establishment of cooperatives. The presence of cooperatives is expected to be able to drive the people's economy based on the principle of familyhood (Undang-Undang Republik Indonesia Nomor 25 Tahun 1992, 1992). The formation of cooperatives was initiated due to the persistent problem of poverty and as an antithesis to the individualistic impact of capitalism (Setiyarini & Wisnu, 2014). The Father of Indonesian Cooperatives, Bung Hatta, founded cooperatives rooted in the values of the Indonesian nation, which are based on cooperation and collectivism. Within these cooperatives, shared responsibility, a democratic economic system, and the values of justice are prioritized. In other words, cooperatives are the main weapon of the oppressed people in defending their lives and fighting against the fierce greed of the capitalists (Atmadi, 2004). Cooperatives are intended to be the backbone of the national economy, capable of creating a just and prosperous society.

In 2025, after becoming the elected President of the Republic of Indonesia, succeeding Joko Widodo, Prabowo Subianto issued Presidential Instruction (Inpres) number 9, which instructed relevant ministers and institutions to establish the Merah Putih Village Cooperative. The President's instruction aims to achieve national independence thru sustainable food self-sufficiency. This is expected to make villages agents of development and economic equalization for Indonesian society as a whole. The steps taken include establishing, developing, and revitalizing cooperatives in villages or urban districts. The types of businesses that Koperasi Merah Putih can operate are grocery stores, savings and loan units, village pharmacies/clinics, logistics and warehousing services, cooperative administration services, and other business areas that are in accordance with the potential or characteristics of each village (Instruksi Presiden Nomor 9 Tahun 2025 Tentang Percepatan Pembentukan Koperasi Desa/Kelurahan Merah Putih, 2025). Based on the background above, the researcher will examine and analyze the implementation of the Merah Putih Cooperative establishment policy using the SWOT method (strength, weakness, opportunity, and threat).

2. Research Methods

In this study, a qualitative approach using the library research method was employed to analyze the policy of establishing the Merah Putih Cooperative. The data collection technique was carried out by collecting related

documents (Sugiyono, 2022). Every policy and regulation related to Koperasi Merah Putih is analyzed using SWOT (Strengths, Weaknesses, Opportunities, Threats). SWOT analysis is used to filter information to support decision-making. Wheelan and Hunger used SWOT to identify gaps and align competencies, resources, and the business environment (Helms & Nixon, 2010). This research will use secondary data in the form of a review of Presidential Instruction 9/2025, Presidential Instruction 1/2025, Minister of Cooperatives and Small and Medium Enterprises Circular Letter No. 1 of 2025, Circular Letter No. 6/2025, Minister of Law and Human Rights Regulation No. 13 of 2025, Minister of Cooperatives and Small and Medium Enterprises Regulation No. 2 of 2024, Government Regulation No. 7/2021, Law No. 6/2014 concerning Villages, Law No. 17/2012, and Article 33 of the 1945 Constitution. In addition to secondary data, this research will utilize supplementary data sources such as official press releases published in national media and discussion forums presented by government representatives, stakeholders, and experts.

3. Results

The results of the document search related to the policy on the establishment of the Merah Putih Village Cooperative are summarized in the table below:

Table 2 Documents related to the establishment of the Merah Putih Cooperative

NO	POLICY	CONTENT
1	Minister of Law and Human Rights Regulation No. 13 of 2025 (issued on April 23, 2025)	The ratification of cooperatives in Indonesia aims to simplify, expedite, and clarify the process of establishing, amending the articles of association, and dissolving cooperatives (Peraturan Menteri Hukum Nomor 13 Tahun 2025 Tentang Pengesahan Koperasi, 2025).
2	Circular Letter from the Minister of Villages and Disadvantaged Areas Development No. 6/2014 regarding Technical Guidelines for the Merah Putih Village Cooperative (issued on April 11, 2025)	Technical guidelines for accelerating the establishment of the Merah Putih Village Cooperative (Surat Edaran Nomor 6 Tahun 2025 Tentang Petunjuk Teknis Percepatan Pelaksanaan Pembentukan Koperasi Desa Merah Putih, 2025)
3	Presidential Instruction 9/2025 (issued on March 27, 2025)	<ol style="list-style-type: none"> 1. Implementing the strategic policy of optimization and acceleration through the establishment, development, and revitalization of 80,000 Red and White Village/Urban Cooperatives. 2. Implementing activities including the procurement of necessities, savings and loans, village/urban clinics, village/urban pharmacies, warehousing, logistics, and economic institutions. 3. Prioritizing budget allocation and utilization following the provisions of laws and regulations. 4. Melakukan pertukaran, pemanfaatan, dan integrasi data dan informasi antar kementerian/lembaga dan pemerintah daerah (Instruksi Presiden Nomor 9 Tahun 2025 Tentang Percepatan Pembentukan Koperasi Desa/Kelurahan Merah Putih, 2025)
4	Minister of Cooperatives Circular No. 1 of 2025 (issued on March 18, 2025)	Providing an understanding of the formation of the Merah Putih Village Cooperative (Surat Edaran Nomor 1 Tahun 2025 Tentang Tata Cara Pembentukan Koperasi Desa Merah Putih, 2025)

5	Presidential Instruction 1/2025 (issued on January 22, 2025)	Improving the efficiency of state budget utilization in the implementation of the 2025 Fiscal Year State Budget (APBN) and Regional Budget (APBD) (Instruksi Presiden Republik Indonesia Nomor 1 Tahun 2025 Tentang Efisiensi Belanja Dalam Pelaksanaan Anggaran Pendapatan Dan Belanja Negara Dan Anggaran Pendapatan Dan Belanja Daerah Tahun Anggaran 2025, 2025)
6	Minister of Cooperatives and SMEs Regulation No. 2 of 2024	Cooperative accounting policies aimed at enabling cooperatives to prepare financial statements in an orderly, good, transparent, and accountable manner (Peraturan Menteri Koperasi Dan Usaha Kecil Dan Menengah Republik Indonesia Nomor 2 Tahun 2024 Tentang Kebijakan Akuntansi Koperasi, 2024)
7	Government Regulation No. 7/2021	Facilities, protection, and empowerment for cooperatives and micro, small, and medium enterprises (Peraturan Pemerintah Republik Indonesia Nomor 7 Tahun 2021 Tentang Kemudahan, Perlindungan, Dan Pemberdayaan Koperasi Dan Usaha Mikro, Kecil, Dan Menengah, 2021).
8	UU No. 6/2014	Strengthening the role of villages in national development as autonomous government units by the 1945 Constitution (Undang-Undang Republik Indonesia Nomor 6 Tahun 2014 Tentang Desa, 2014)
9	UU No. 17/2012	Strengthening and empowering cooperatives as business entities that play a strategic role in the national economy (Undang-Undang Republik Indonesia Nomor 17 Tahun 2012 Tentang Perkoperasian, 2012).
10	The 1945 Constitution, Article 33	<ol style="list-style-type: none"> 1. The economy is structured as a joint effort based on the principle of family spirit. 2. The national economy is conducted based on economic democracy with the principles of togetherness, just efficiency, sustainability, environmental awareness, self-reliance, and while maintaining a balance between progress and national economic unity (Indonesia, 1945).

Based on the data above, the following SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis and strategies were generated:

Table 3 Analysis of Policy Implementation Strategies for the Establishment of Koperasi Merah Putih

Internal Factors	Strength	Weakness
		1. Has a strong foundation based on Presidential Instructions. 2. Receives significant funding from the government. 3. Reaches rural communities. 4. Embraces the values of the people's economy and mutual cooperation.
External Factors		
Opportunity	SO	WO
1. Reach a wide market 2. Maximize government assistance 3. Utilize digital technology to expand market access and operational efficiency	1. Optimize government funding for digitalization training 2. Expand the cooperative network and establish partnerships with other business actors and financial institutions 3. Conduct training that instills the values of cooperation and the people's economy 4. Utilize rural community networks to market products	1. Establish integrated coordination to avoid overlap 2. Enhancing governance capacity through training and mentoring 3. Utilize digital technology to overcome human resource limitations.
Threat	ST	WT
1. Competition with other institutions 2. Commodity price uncertainty 3. Policy changes 4. Decline in public purchasing power 5. Vulnerability to corruption, nepotism, and collusion	1. Utilizing the President's Instruction as a foundation to maintain policy and oversight stability 2. Optimizing government funding to build a risk management system 3. Strengthening rural community networks with people's economic values to increase loyalty. 4. Building a system of transparency and accountability.	1. Simplify the management structure and coordination between ministries/agencies. 2. Strengthen internal governance and oversight systems 3. Diversify products and implement innovative marketing strategies.

Notes:

SO= Strengths-Opportunities

WO= Weaknesses-Opportunities

ST= Strengths-Threats

WT= Weaknesses-Threats

Strength Analysis

1. Having a strong foundation based on Presidential Instructions

Presidential Instruction (Inpres) No. 9 of 2025 concerning the acceleration of the formation of 80,000 Red and White Cooperatives in villages and urban areas throughout Indonesia provides a strong foundation for its realization. This policy contains an order to ministries, agencies, and local governments to support the acceleration of the establishment of the Merah Putih Cooperative (Instruksi Presiden Nomor 9 Tahun 2025 Tentang Percepatan Pembentukan Koperasi Desa/Kelurahan Merah Putih, 2025). This Presidential Instruction has a strong foundation for relevant parties to implement, making execution or implementation in the field easier.

2. Securing significant funding from the government

According to Minister of Cooperatives Budi Arie, the budget for establishing the Merah Putih Cooperative is estimated to reach Rp 400 trillion. This figure is derived from the calculation of 80,000 (target number of cooperatives to be established) multiplied by 5 billion. Therefore, each Village Cooperative will receive funds amounting to 5 billion rupiah (Syahrizal, 2025). However, according to the latest information, the Coordinating Minister for Food Affairs, Zulkifli Hasan, stated that the allocation of funds for the Merah Putih Village Cooperative is 3 billion (*Zulhas Tegaskan Dana Untuk Koperasi Desa Merah Putih Bukan Dari APBN*, 2025). Funding for accelerating the establishment of the Merah Putih Cooperatives is charged to the State Revenue and Expenditure Budget (APBN), Regional Revenue and Expenditure Budget (APBD), Village Revenue and Expenditure Budget, and/or other legitimate sources (Instruksi Presiden Nomor 9 Tahun 2025 Tentang Percepatan Pembentukan Koperasi Desa/Kelurahan Merah Putih, 2025). Significant funding from the government can be the primary capital that facilitates the establishment of the Merah Putih Village Cooperative.

3. Reaching rural communities

Based on the data in Table 1 regarding Sources of Economic Growth by Region 1-2025, the business sector that dominates Indonesia's economic growth is agriculture. The establishment of the Merah Putih Cooperative is the right policy because it targets rural communities that are predominantly farmers. In accordance with its duties, the Merah Putih Cooperative can develop or improve the quality and expand the distribution of agricultural products.

President Prabowo Subianto emphasized that to strengthen the village economy, shorten the supply chain of community needs from producers to consumers, and become the main distributor of basic necessities, the establishment of the Merah Putih Village Cooperative is needed (*Presiden Prabowo Perkuat Ekonomi Desa Lewat Koperasi Merah Putih*, 2025). Simply put, the establishment of the Merah Putih Cooperative is aimed at improving the welfare of the village community.

In its implementation, the Merah Putih Village Cooperative uses a Service Request Intake mechanism aimed at making the distribution chain more effective and efficient. This system can minimize the role of middlemen, allowing producers and consumers to maximize the benefits of a product (Arzewiniga & Zulkarnain, 2025). Therefore, farmers will gain greater profits and minimize those who want to take advantage of them.

4. Possessing the values of people's economy and mutual cooperation

Koperasi Merah Putih is a business entity based on the character and ideals of the Indonesian nation. A distinctive feature of cooperatives is their legitimacy, which is found in the 1945 Constitution, Article 33. In that chapter, it is stated that the people's economy is built on the principle of familyhood. This principle directs the Indonesian economy to utilize Indonesia's natural wealth for the prosperity of the Indonesian people (Indonesia, 1945). These values can serve as the spirit or foundation for advancing Indonesia together.

Weakness Analysis

1. Excessive involvement of ministries and agencies

Based on Presidential Instruction (Inpres) No. 9 of 2025, the ministries and agencies involved in the Merah Putih Cooperative are the Coordinating Minister for Food Affairs, the Minister of Cooperatives, the Minister of Villages and Underdeveloped Regions, the Minister of Finance, the Minister of Home Affairs, the Minister of Marine Affairs and Fisheries, the Minister of Health, the Minister of Agriculture, the Minister of Law, the Minister of National Development Planning or the Head of the National Development Planning Agency, the Minister of Social Affairs, the Minister of State-Owned Enterprises, the Minister of Communication and Digital, the Head of the National Food Agency, the Head of the National Nutrition Agency, the Head of the Financial and Development Supervisory Agency, Governors, and Regents or Mayors (Instruksi Presiden Nomor 9 Tahun 2025 Tentang Percepatan Pembentukan Koperasi Desa/Kelurahan Merah Putih, 2025). The large number of parties involved has the potential to create policy overlaps and difficulties in coordination. This is caused by sectoral egos that want to highlight their roles and authorities, which can lead to implementation uncertainty and slow down the policy process.

2. Potential risks of poor governance

According to Febianriza and Zulkarnain (2025), common challenges faced by cooperatives include low human resource capacity in cooperative management and financial literacy, weak management, lack of transparency in management, and poor application of basic cooperative principles (Arzewiniga & Zulkarnain, 2025). For example, at the beginning of 2022, eight cooperatives were required to complete debt payments totaling Rp 20 trillion (Rongiyati, 2022).

3. Limitations of technology and human resources

According to the Minister of Cooperatives, Budi Arie, one of the current challenges for cooperatives is the limited human resource capacity in utilizing technology (Sukamto, 2025). This impacts the recording system, services, and marketing, which also limits the effectiveness of cooperatives (Arzewiniga & Zulkarnain, 2025). Additionally, many villages still lack internet access and technological devices, which hinders the process of digitalization (Rajagukguk, 2025).

4. Difficulties in marketing cooperative products to a wide market

One of the factors hindering the development of cooperative products is the difficulty in reaching a wide market. This is because many cooperatives have not yet adopted e-commerce. Generally, cooperatives are still focused on offline or traditional marketing, such as direct sales among members (Geraldine et al., 2024).

Opportunity Analysis

1. Reaching a wide market

Based on data from the Indonesian Chamber of Commerce and Industry (KADIN), the MSME sector dominates Indonesia's economic structure, accounting for 99% of all business units. By the end of 2024, there were 30.18 million MSMEs in Indonesia (*UMKM* Indoensia, 2025). Meanwhile, Airlangga Hartarto, as the Coordinating Minister for Economic Affairs of the Republic of Indonesia, stated in his press release that MSMEs make a very significant contribution to the Indonesian economy, including contributing 60% to Indonesia's Gross Domestic Product (GDP) and absorbing 97% of the workforce, with a total of 64 million MSME units (Limanseto, 2025). Based on this data, the Merah Putih Village Cooperative has a very large opportunity to expand market access and distribute its products.

2. Maximizing government assistance

To achieve the successful establishment of the Merah Putih Cooperative, the management can maximize funding assistance from the State Budget (APBN), Village Funds, and bank financing in the form of People's Business Credit (KUR) up to Rp 5 billion per cooperative. This funding can be used for the

procurement of goods and working capital, infrastructure development and improvement, expanding productive business units, training and mentoring cooperative managers, and providing low-interest loans to MSMEs and farmers.

3. Leveraging digital technology to expand market access and operational efficiency

In order to help business owners expand market access both nationally and globally, the Merah Putih Village Cooperative needs capable digital technology. This can be done thru e-commerce platforms. Now, village products can be marketed online thru social media and marketplaces, allowing them to reach the widest possible target market. Certainly, by utilizing digital technology, the cost of product distribution will be more organized, faster, and more economical.

4. Collaborating with other business owners

As an official business entity established by the Indonesian government, Koperasi Merah Putih has appeal for collaboration with other business owners. This collaboration will provide benefits in accelerating local economic growth, expanding marketing networks, gaining training, mentoring, and access to technology from partner institutions, shortening the product supply chain, reducing logistics costs, and opening up easier and safer access to financing.

Threat Analysis

1. Competition with other institutions

Cooperatives must compete with large and modern companies that have advantages in promotion, price distribution, and product innovation (Luthfia et al., 2024), sebagai contoh Indomaret dan Alfamart.

2. Commodity price uncertainty

According to the Head of the Food Distribution and Access Center of the Ministry of Agriculture's Food Security Agency (BKP), Risfaheri, the price disparity between producers and consumers is caused by the uneven distribution of commodity production centers (Kementan Jelaskan Penyebab Disparitas Harga Pangan, 2021). This is due to the long supply chain, uneven production and distribution, and inadequate infrastructure conditions.

Commodity price uncertainty can lead to a weakening of the selling prices for farmers' (cooperative members') harvests. The most common issue is the high cost of production materials like seeds and fertilizers, which is not accompanied by an increase in selling prices. Additionally, farmers will face difficulties in marketing and storing their harvests due to the large volume but low value. As a result, cooperatives will face economic uncertainty that will impact the welfare of their members.

3. Policy changes

The failure of village cooperatives is usually caused by politicization and dependence on government funds (Arzewiniga & Zulkarnain, 2025). Usually, every change in leadership and government will affect existing policies because each leader has their own orientation and strategic programs. Additionally, this will result in the sub-optimal use of the cooperative's available budget. As a result, cooperatives find it difficult to develop and lack innovation to compete.

4. Decline in public purchasing power

BPS announced annual deflation in February 2025, which was recorded at 0.09% compared to the previous year, or year-on-year (Kamal & Fahriza, 2024). According to Uswah Sahal, in early 2025 the purchasing power of the Indonesian people will decline even tho commodity prices remain stable. One of the reasons is that there have been 77,965 layoffs in 2024 and 3,325 in January 2025 (Sahal, 2025). Furthermore, according to the Economic Policy Analyst from the Indonesian Employers Association, in the first quarter of 2025, Indonesia's economic growth plummeted to only 4.87% compared to 5.11% the previous year (Rengganis, 2025). As a result, many people lost their income, which impacted household consumption.

5. Prone to corruption, nepotism, and collusion

The large number of parties involved in accelerating the formation of the Merah Putih Cooperative has the potential for budget misuse. This statement is supported by Subagyo, who stated that the current weak cooperative supervision system has led to mismanagement, resulting in significant losses (Prof. Dr. Ahmad Subagyo: *Koperasi Perlu Strategi Tepat Hadapi Regulasi Terbaru Merespon Tantangan 2025*, 2024). Additionally, Koperasi Merah Putih faces quite crucial problems related to the principles of managing state finances due to still-low resources and financial literacy (Rajagukguk, 2025).

4. Discussion

To achieve Indonesia Emas 2045, economic policies are needed that can accelerate the pace of Indonesia's economic growth. This policy must be able to improve the welfare of Indonesian society broadly, especially rural communities. Therefore, in 2025, the President of the Republic of Indonesia inaugurated the program to establish the Merah Putih Village Cooperative. To ensure the successful and targeted implementation of the Red and White Cooperative formation policy, an in-depth analysis of each policy and regulation issued by the government is required. Here is a SWOT analysis related to the Red and White Village Cooperative formation policy:

Strength-opportunity strategy

1. Optimizing government funding for digitalization training

In order to optimize the significant funding from the government, the management of Koperasi Merah Putih can focus on developing digital infrastructure, such as e-commerce and digital financial management systems. This can be done by conducting joint training sessions with professional experts. The training can be structured with clear formulations regarding the material, duration, and measurable targets or outcomes. The goal is for digital literacy training to be able to expand MSME markets to national and international markets.

2. Expanding the cooperative network and establishing partnerships with other business actors and financial institutions

The management of the Merah Putih Cooperative can use the legitimacy of the Presidential Instruction as the main capital in expanding the cooperative's reach to remote villages. The Presidential Instruction can force village heads and village officials to assist in the proper management of the Merah Putih Cooperative. Additionally, expanding the cooperative network can be achieved by establishing partnerships with strategic business partners and financial institutions. This strategy is expected to strengthen the position of Koperasi Merah Putih and make it a sustainable center for the people's economy.

3. Conducting training programs that instill the values of mutual cooperation and the people's economy

Indonesia is known for its culture of mutual cooperation and spirit of togetherness. This can be seen from the struggle of the Indonesian people against colonialism. In fact, the value of democracy is legitimized in the 1945 Constitution. Strengthening the values of mutual cooperation can be done thru seminars, training, and propaganda aimed at fostering a spirit of unity and togetherness. This value will foster and enhance the loyalty of the people to ensure the success of the Red and White Cooperative programs.

4. Utilizing rural community networks to market products

In Indonesia, almost the entire rural population has groups and organizations that oversee their professions, such as farmer and fisherman groups. Koperasi Merah Putih can collaborate with these groups and build a distribution network for MSME products. This collaboration is expected to bring mutual benefits and increase the productivity of these groups.

Weakness-Opportunity Strategy

1. Establish integrated coordination to avoid overlap

The government needs to establish a body as a coordination center to integrate the roles of ministries and agencies involved in cooperative management. The purpose of this body is to ensure coordination among the parties involved to avoid conflicts of interest. This is also beneficial for the efficiency and effectiveness of Koperasi Desa Merah Putih's continued operation. In addition, the body must focus on ease of decision-making, accelerating the distribution of government assistance, and developing Koperasi Desa Merah Putih's programs.

2. Enhancing governance capacity thru training and mentoring

Koperasi Merah Putih is a government program with significant funding and a very wide reach. As a result, governance becomes an important element in the success of this program. The government should conduct training programs such as cooperative management, financial governance, and transparency thru digitalization to reduce the risk of poor governance. The goal is to improve the professionalism of cooperative managers and build trust with the partners of Koperasi Merah Putih.

3. Utilizing digital technology to overcome human resource limitations

Koperasi Merah Putih is one of the government programs with a very large state budget. Qualified human resources and the right number of people involved are needed. The government must empower human resources in rural areas thru digital literacy mentoring and training. This empowerment is expected to increase operational efficiency and the ability to market Koperasi Desa Merah Putih's products to a wider market..

Strength-Threat Strategy

1. Utilizing the President's Instruction as a foundation to maintain policy and oversight stability

In order to maintain policy and oversight stability, the government must leverage the president's legitimacy and support to facilitate and ensure the position of cooperatives in efforts to collaborate with various parties. The president's legitimacy can support policy sustainability and the continued operation of Koperasi Merah Putih. Additionally, the president's support can be beneficial in reducing harmful policy risks and tightening the cooperative's operational oversight system.

2. Optimizing government funding to build a risk management system

The large amount of government funds spent on the Merah Putih Cooperative could be allocated to building a risk management system such as insurance or commodity price subsidies. The Merah Putih Cooperative could also diversify its business areas to avoid dependence on a single type of commodity.

3. Strengthening rural community networks with people's economic values to increase loyalty

To face increasingly competitive business competition, the government needs to create empowerment programs for cooperative members based on people's values in order to strengthen solidarity and pride as cooperative members. Simply put, the programs in question must be able to make members and the surrounding community love cooperative products.

4. Building a system of transparency and accountability

To increase member trust and participation from the Indonesian public, the government must create and implement a transparent and accountable financial reporting governance and financial system. This can be achieved thru a digital reporting system that is accessible to the public at any time.

Weakness-Threat Strategy

1. Simplifying the management structure and coordination between ministries/agencies

The government needs to review and simplify the ministries and agencies involved. This is intended to minimize complex bureaucracy and reduce the risk of fluctuating policies due to difficulties in coordination.

2. Strengthening internal and external governance and oversight systems

The government can implement strict governance standards, conduct regular audits, and make technology available as public information. Additionally, external supervision can be carried out by partnering with the police and the Cooperative Eradication Commission in overseeing policies and budgets.

3. Implementing innovative marketing strategies and adapting policies

The government must collaborate with non-governmental entities such as students and universities to create innovative marketing strategies that can reach a wide audience. Additionally, campus involvement can help with creative marketing. Meanwhile, the Government can establish a mechanism for periodically monitoring and evaluating policies, accompanied by a sustainability plan to address market conditions and policy changes. If the Merah Putih Cooperative performs well in the coming years, the Government can propose to the House of Representatives to form legislation related to the Merah Putih Cooperative. This is done so that when the political landscape changes in the future, the Merah Putih Cooperative's policies can continue to be implemented and are not dependent on political conditions.

5. Conclusion

The establishment of the Koperasi Desa Merah Putih is a strategic step that can accelerate the pace of Indonesia's economic growth. This policy is essential for improving the living standards of rural communities. Conceptually, the Koperasi Desa Merah Putih will strengthen the position of MSMEs and the village economy. In its implementation, the Koperasi Desa Merah Putih requires a professional monitoring system, digital literacy training, human resource capacity building, and government consistency in periodically overseeing every development of the Koperasi Desa Merah Putih. Additionally, direct support from the President and significant capital can be a catalyst for the success of the Koperasi Desa Merah Putih.

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