

Peranan Koperasi dalam Pemasaran Gula Kelapa Organik (Studi Kasus Koperasi Semedo Manise Sejahtera di Desa Semedo Kecamatan Pekuncen Kabupaten Banyumas)

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Author Order	3 of 3
Accreditation	3
Abstract	Limited marketing reach and fluctuations in coconut sugar prices are problems for coconut sugar artisans in Semedo Village, Pekuncen District, Banyumas Regency. Semedo Manise Sejahtera Cooperative is an institution that helps coconut sugar artisans in marketing coconut sugar at decent prices. This study aims to determine the role of the Semedo Manise Sejahtera Cooperative in providing market certainty, price certainty, and increasing the acceptance of coconut sugar artisans to cooperative members. The results showed that the Semedo Manise Sejahtera Cooperative succeeded in providing market certainty and price certainty to coconut sugar artisans who were members of the cooperative, but the acceptance of coconut sugar artisans members of the cooperative showed a downward trend.
Publisher Name	Universitas Galuh
Publish Date	2024-01-31
Publish Year	2024
Doi	DOI: 10.25157/ma.v10i1.12732
Citation	
Source	Mimbar Agribisnis : Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis
Source Issue	Vol 10, No 1 (2024): Januari 2024
Source Page	984-991
Url	https://jurnal.unigal.ac.id/mimbaragribisnis/article/view/12732/pdf
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