



ABSTRACT

The business units within the Village Unit Cooperative (Koperasi Unit Desa or KUD) are crucial sources of revenue, with a primary focus on rural economy and agribusiness, particularly in the agricultural sector. This study aims to: (1) analyze the contribution of agribusiness unit revenues to KUD's total income in Sleman Regency; (2) assess stakeholder perceptions of agribusiness units within KUD in Sleman Regency; (3) formulate strategies for the development of agribusiness units in KUD in Sleman Regency; and (4) determine priority strategies for these units. Data collection methods include observation, interviews, and questionnaires. The analysis employs descriptive statistics with a quantitative approach to depict the condition of KUDs and their surrounding environment. The contribution of agribusiness unit revenues is calculated by dividing the revenue from agribusiness units by the total revenue of the KUD and multiplying by 100%. Stakeholder perceptions are evaluated using a Likert scale. Strategy formulation for the development of agribusiness units employs SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis with IFAS-EFAS tables. Priority strategies are determined using the QSPM (Quantitative Strategic Planning Matrix) analysis. The sample consists of 111 individuals, including 26: supervisors, administrators, KUD staff, and representatives from the Cooperative Department, and 79 active KUD members who have attended the Annual Member Meeting (Rapat Anggota Tahunan or RAT) in the past two years. The findings reveal that the contribution of agribusiness unit revenues to KUD's total income is relatively low, with a value of less than 40%. Stakeholder perceptions of agribusiness units within KUD are very positive, with a value exceeding 4.19. The KUDs in Sleman Regency are positioned in quadrant III, indicating that viable development strategies include expanding marketing networks by leveraging technology to attract new customers and seeking investors for agribusiness unit development. The priority strategy is to seek investors for the development of agribusiness units.

Keywords: Village Unit Cooperative, Agribusiness Units, SWOT, QSPM