

The Economic Prosperity of Modern Cooperatives Members in Economic Education Perspective

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Abstract

This study aims to examine the prosperity of modern cooperative members in the perspective of economic education. Researcher used qualitative approach with multicentus model. This research was conducted in several cooperatives branch, such as Sinau Andadani Ekonomi Pujon (SAE Pujon Cooperative), Bebarangan Anggayuh Tentreme Urip (BATU Village Unit Cooperative), and Saiyeg Usaha Butuhing Urip (Subur Village Unit Cooperative) in Malang, East Java. In this study, the stages of research used interviews, observations, and documentation. The research result, theoretical and empirical studies of this study can be described as following below: the presence cooperatives of multi-site studies in general help to improves the prosperity of members and non-member communities in cooperative environment, the existence of cooperatives in multisite study Malang Raya increase the intelligence of members and non-member communities to produce and create new economic opportunities and the existence of cooperatives of multisite study in Malang to build a wisdom for cooperative members in consuming their needs.

Keywords

Members Prosperity, Modern Cooperatives, Economic Education.

Introduction

Cooperatives are form of formal institution that has a wide international network, it is rarely known by general public and the members of cooperative itself. Several previous studies has been done such as the studies that conducted by Colleen (Nevison & Pretti, 2016), indicate that cooperative managers and members are given adequate training and coaching to achieve success. The research that was done by Wanglin Ma (Ma & Abdulai, 2016), indicated that cooperative membership has positive and statistic significant effect on crop yields, farm net income and household income. This is supported by previous research by Mahazril ('Aini, Hafizah, & Zuraini, 2012), the research findings show that strategic planning of cooperatives and the participated members is to identify the factors that contribute to their success and performance. By improving the performance, it helps to determine their success and indirectly improve standard of living in community. It is supported in previous research conducted by Yuliarmi (Saskara, Marhaeni, & Yuliarmi, 2020) research findings show that social capital and cooperative empowerment have positive and significant effect on people prosperity as members of cooperatives and social capital, it will strengthen the positive influence of cooperative empowerment on community prosperity.

In discussing the opportunities for cooperatives to become alternative institutions for empowering SMEs, it is necessary to examine the relationship between cooperatives and their SMEs members. therefore cooperative managers needs to continue the development of cooperative members, therefore the relationship between members and managers (managers & supervisors) can be implemented in harmony, it can be done by sharing with cooperative members which can meet the requirements of its members. To change people's assumptions about old cooperatives, the government established modern cooperatives. Modern cooperatives are cooperatives that already use information and communication technology (IT) to support their business activities. Cooperatives can be developed in various business sectors, one of which is the livestock sector. The development of livestock sector is one of leading agribusiness sectors with great potential to be developed and has an important role to improve the prosperity of the community and advancing regional economy. The development of livestock sector is one of leading agribusiness sectors with great potential to be developed and has an important role to improve community prosperity and advancing regional economy.

Sukomulyo Village is one of the villages that located in Malang Regency, precisely in Pujon District. Most of Sukomulyo Village people occupation are dairy farmers and farming. However, the community prioritizes on raising dairy cows. It is because

according to the local community, dairy farming has good potential compared to other livelihoods. Therefore, it is necessary to have a container that can accommodate the result of dairy farmers production. Therefore, farmers did not face any difficulty in selling their products. Sinau Andadani Economic Pujon Cooperative (SAE Pujon Cooperative), was established on October 30, 1962. SAE Pujon Cooperative is engaged in the production of fresh cow's milk which is then marketed to the dairy industry as raw material for processed milk and other dairy products. SAE Pujon Cooperative engaged in the production of fresh cow's milk which is then marketed to the dairy industry as raw material for processed milk and other dairy products. This cooperative is also a multi-business cooperative that implements various types of businesses to fulfill the requirements of members and community. Meanwhile, the activities that carried out by SAE Pujon Cooperative are providing capital loans in form of savings and loans, providing basic needs, distributing production facilities, managing and marketing the product.

Batu Villages Unit Cooperative which has been established since 1978 has been able to survive and develop itself with more than 2000 members until now. The residents in Batu mostly take advantage of its natural potential to own a business which involves flowers, vegetables and dairy cattle. The establishment of KUD Batu can help residents to achieve their prosperity, because the fluctuative price of flowers and vegetables make farmers often felt at a loss during the decrease of the price. The existence of Batu Village Cooperative Unit has provided opportunities for residents to get definite alternative income through farmer partnerships. The existence of dairy farmers in Pujon and Batu areas cannot be separated from the role of cooperatives. SAE Pujon Cooperative and Batu Cooperative continue to develop from year to year, it can be seen by their working area. SAE Cooperative has a work area that is evenly distributed throughout the Pujon area, it can be seen by the existence of shelter posts in each village of Pujon sub-district.

From the various cooperatives that were established in various places, it can be seen that it was a simple cooperative at first, it was a collection of several individuals which has an aim to achieve prosperity. The process of changing from conventional cooperatives to modern cooperatives provide the growth of members, cooperative capital significantly increased, therefore cooperatives are able to develop their business units from being a type of business to multi business units. Moreover, good management is required in the management of cooperatives that have developed to make it easier for administrators to manage their business. Especially in the digital era, there are demands for business entities to use IT in managing their business, including cooperatives, therefore cooperatives that originally in form of traditional cooperatives with conventional

administration turned into modern cooperatives as interconnected between administrators and members, also among the members itself. On its development, cooperatives has been build as modern cooperatives, it has several business units that before only had a unit to accommodate the farmers crop. Modern cooperatives has an aim to make it easier for administrators to manage their business by various existing units. The purpose of this study is to deeply examine the prosperity of modern cooperative members in the perspective of economic education.

Literature Review

Cooperative

Cooperative etymologically comes from the word "cooperation" from English which means cooperate. Kartasura (2001) stated that, in general what is meant by a cooperative is a joint business entity engaged in economic field which of the members from lower to upper classes whose voluntarily join on the basis of equal rights, they are obliged to carry out a business which an aims to meet the requirements of the community members. The definitions of cooperatives can be explained as following below: (1) There is an element of volunteerism in cooperatives; (2) By working together, people will be more easily achieve what they want; (3) the establishment of a cooperative has economic considerations (Hendrojogi, 2012) Cooperatives established by a group of people with similar common goal. This group of people will become members of cooperative they has found. The formation of cooperatives was done based on the principles of mutual cooperation, especially to help the members who need assistance in form of goods or money loans (Kasmir, 2010).

The Prosperity of Cooperative Members

Central Bureau of Statistics (Badan Pusat Statistik, 2007) explained that people's prosperity can be observed from various aspects that can be seen as following below: (1) Membership is the number of members as one of the factors that determine the level of prosperity. The number of members becomes a potential in regional development process, especially for the State. by the number of qualified members, the prosperity of the community will also increase. if the amount of members increases without any increase in the quality, the prosperity level of member will be decreased; (2) Health and nutrition are part of the population's prosperity indicators in terms of physical quality. Health and nutrition is useful as an overview of the progress of efforts to improve and the health status of community, it can be seen from the availability of health facilities; (3) Education is one of determinants factor on the level of community prosperity. If people are aware on

the importance of an education, they will also be able to bring prosperity in their lives; (4) Employment is one of the important aspects to show the community with the indicators of successful employment development including the Labor Force Participation Rate and the Open Unemployment Rate; (5) Consumption or household expenditure is an indication that can describe the state of population's prosperity. If the basic needs have been met, the portion of household expenditures can be diverted to other expenditures such as secondary to tertiary goods; (6) House and the environment are indicators of prosperity which can also be seen from the place of residence. generally, the quality of housing indicates the level of prosperity; and (7) Social is an indicator of a person who have higher level of prosperity in personal social life in travel, entertainment in daily life such as watching TV, reading news, and internet access.

Economic Education

The term economics comes from the Greek word *Oikonomia* which consists of two syllables, *oikos* and *nomos*. *Oikos* means household, *nomos* means rule. Therefore *oikonomia* means household rules. Every human being who has a life, they also have needs, it should be fulfilled to survive in order to produce various commodities for both individuals and groups. In secondary school, the principle in economic education cannot be separated from characteristics of economics and competency standards. Therefore economic learning is related to the demands of times, it is developed using the following principles:

1. Principle of relevance is the relationship between what is learned in class with what is done in cooperatives and what is happening in community
2. Principle of harmonization is the debriefing material that is developed based on a synthesis between the field needs and educational principles which related to the educational goals and principles of Indonesian education.
3. Principle of interaction is related to the provision of materials used as the develop insight, understanding, attitudes and professional will in economic field between needs and the ideology of cooperatives.
4. Principle of professionalization is learning and learning experiences that developed on the basis of professional education model. The cooperative leader should deal with every aspects of professional economy not on a basis of case-by-case. Economic education should develop economic learning with its academic and professional abilities.
5. Evaluative principle is the result of learning that has been done after being a member. Therefore, trainers should be able to choose the right evaluation tools and

- forms according to the competencies and indicators of each economic learning activities.
6. Systematic principle is learning materials that has been organized in structure, it begins from apperception, pretest, delivery of main material to conclusions and evaluation. Economics learning needs to be systematically designed, begin from the basic and simple concepts to broader and complex concepts, it is presented using systematic approach related to a better learning steps.
 7. Principle of proportionality related to a close and proportional relationship between the development of cognitive, affective, and psychomotor aspects of the dimensions that required to be developed and achieved in learning economics.

Research Methodology

The approach of this research used inductive with qualitative methods and the strategy to reduce the experience of phenomenon into a description that explains the benefits of cooperatives for the prosperity of it members in multi site analysis. This research provides three cooperatives in Malang Raya as research targets. Subjects were selected based on business units that seemed to be growing rapidly, located in different locations through direct observation and communication with the management and members of cooperative and the community around the location. The selected cooperatives are SAE Pujon Cooperative, Batu Village Unit Cooperative and Subur Village Unit Cooperative, Malang, East Java. Data collection was done through in-depth interviews, participant observation and documentation. In this study, the validity of the data was tested using triangulation technique. The triangulation technique used to test the validity of the data by checking the participant data as a number of cooperatives that represent each research.

Result

SAE Pujon Dairy Cooperative Members Prosperity

Generally, the prosperity of SAE Pujon dairy cooperative member is categorized as objective prosperity. The nutritional health of community members include as quite good because there are no complaints about regarding their health. Furthermore, cooperatives provide education and training to managers and members to improve their skills and self potential. Members also actively involved to participate in developing the cooperative. generally, the members of SAE Pujon dairy cooperative have decent house to live in. Since SAE Pujon cooperative was founded and rapidly developed, the environment in their area is relative safe. By the establishment of SAE dairy cooperative, the environmental comfort is even more perfect for members and general public.

Cooperatives complement the existing facilities by guaranting income certainty for their members.

The prosperity of BATU Cooperative Members

Generally, the prosperity of cooperative members categorized by objective prosperity. The health services of Batu members are provided by hospitals around the city. It is stated that Batu has not paid attention to the health problems of its members. It is known that the guarantee of health aspects for cooperative members has not received attention from Batu Cooperative, therefore each member should independently pay attention to health by accessing health facilities provided by government for general public. Batu Cooperative does not provide children's education facilities in form of assistance or compensation programs for their members, therefore children's education financial is the responsibility of each members.

The Fulfillment of daily needs such as basic necessary that required by community, include the members of cooperative, it has been provided by cooperative through self-service businesses. It is known that cooperatives provide business guarantees for dairy farmers for cooperative members and provide convenience services for meeting the economic needs of cooperative members and society in general. It is known that cooperatives provide business guarantees for dairy farmers and provide convenience services on fulfilling the economic needs of their members and general public. the existence of the Batu Cooperative has a good impact on their members, including the need for housing and they are able to have a decent place to live. The participation of cooperative members on the rapid development of Batu cooperatives is well appreciated by the involved cooperative by giving rewards in form of gifts such as fans, mixers, kitchen utensils and others at certain events, or given annually.

The Prosperity of Malang Subur Cooperative Members

In general, the prosperity of Cooperative members is categorized by the objective prosperity. Services for the health of KUD Subur members are obtained through health services provided by hospitals in Malang. Educational facilities for children are located around the members place of life, from pre-kindergarten to high school. the development of cooperatives requires participation and support of management and members also related institutions through trust and obedience to the provisions for the development of cooperatives in the future. The participation of cooperative members in was erda business unit belongs to Subur Village Cooperatives, it will have an impact on residual impact that will be received by cooperative members. In general, the member of the Subur

cooperatives are residents who have lived in Malang for a long time and they have a proper and permanent private house. Various electricity and water facilities also toilet facilities have been adequately equipped and fulfilled. The existence of Subur cooperative has a good impact on its members, including the need for housing, where they are able to have a decent place to live and land as the future investment. The cooperative members' participation in the rapid development is well appreciated by the cooperative by providing gifts such as holiday gifts and during others at certain events. Cooperative members are enthusiastic when the cooperative holds such things, because it means that there is an award given for the contribution.

Based on those three cooperatives as subjects in this study, it was found about the development of cooperatives from traditional into modern. Beside the supported technology, the business is also experiencing development from only single business to multi-business. On SAE Pujon Cooperatives, at the beginning it is only produce milk, nowadays it experienced a development that produce your and meat. Moreover, multi-business development also occurs in Batu Village Unit Cooperative and Subur Village Unit Cooperative in Malang.

Generally, the food consumption patterns of cooperative members at the three sites have the same tendency. In the digital era, when the need for mobile phones become the important thing, it is hard to find cooperative members who use cellphones in expensive and up-to-date category. The simplicity of life in material sufficiency can be enjoyed as a form of gratitude, that they have obtained sufficient and abundant income certainty.

Cooperative members at three sites have a good work ethic, and they can express their gratitude with enthusiasm in productive activities. There are many job opportunities in their environment, and they are able to choose which jobs related to their skills. Natural conditions that provide an abundance of resources provide the potential for community to use it as opportunities to carry out productive activities. As a city of tourism, they can get other opportunities to produce, for example by providing accommodation for tourists, processing their own crops or setting up their own cooperative to get more profit. However, they are better to processing their product by partnering with cooperatives and taking good care of livestock to produce good quality of milk and meat.

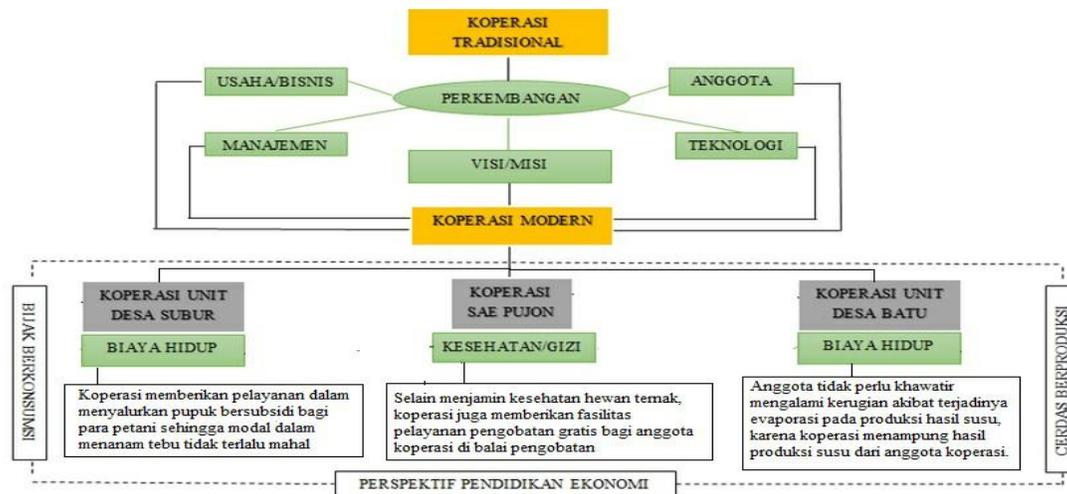


Figure 2 Conceptual Finding (Processed Data, 2020)

Discussion

This chapter will present a discussion of prosperity on modern cooperative members that examined in the perspective of economic education. The first section will discuss the prosperity cooperative member in SAE Pujon dairy cooperative, Batu Village Unit Cooperative, Subur Village Unit Cooperative in terms of individual perspective of members and cooperative managers, in the next section it will discuss regarding the behavior of cooperative members which can be seen from the perspective of economic education.

Prosperity of Cooperative Members from the Individual Perspective of Cooperative Members and Managers

This discussion will explain about the member prosperity in 2 perspectives, in terms of members perceptions and cooperative managers perceptions. Cooperative member perceptions refers to the *Measure of Economic Prosperity*, Prosperity is defined as a condition in sufficiency, happiness and prosperity, prosperity can also be interpreted as a good condition of individuals and society, in state of prosperity and better health condition. In a broad sense, prosperity refers to the well-being of individuals and society. The condition of cooperative members in SAE Pujon dairy cooperative, have fulfilled their living expenses, they have a decent place to live and health insurance. The existence of sufficient income certainty makes community members of SAE Pujon cooperative able to send their children to higher education levels. Crime rarely occurs in the daily live of SAE Pujon dairy cooperative member places. It is indicated a safe and sounds condition of social environment. the most felt and very helpful prosperity for members of SAE Pujon cooperative are indicated by their health and nutrition. It is because SAE Pujon

cooperative has its own medical center to serve cooperative members and when they have health problems, only by showing the members code, the service is provided for free.

Batu city cooperatives unit has more than 2000 registered members it is spread in various locations around the cooperatives area. The members of Batu city cooperative live side by side peacefully in a healthy and safe environment. Their houses are lined up orderly and show establishment. The younger generation of cooperative members have received higher education up to the undergraduate level. It is too easy to find people who are seriously ill, people will look healthy in carrying out their daily activities. The indicators that appear in society show a better level of prosperity. Their activities as farmer members of Batu City cooperative have led their lives to be more prosperous. A good state of well-being is characterized by feeling safe, happy, and healthy. BATU cooperative has a good impact on cooperative members including the need for housing and how the members are able to have a decent place to live.

The indicators of prosperity can be found in Subur cooperative members condition. In general, the members of this cooperative, who are mostly sugarcane farmers, have an established life. This indicator refers to the Indonesian National Statistics Agency which can be fulfilled in this society. They are currently in sufficient condition to meet their living expenses. Their living environment is far from the location of cooperative, however, on the average they have sugarcane plantations close to where they live, which is suitable for habitation. Cooperative members obtain health insurance, and they indirectly obtain the education fee for their children because of the certainty of income they get from harvesting. Subur Cooperative members interpret welfare that is most felt and very helpful for members in expenses for living costs because the presence of cooperatives has a good impact on cooperative members and the general public through services to facilitate the fulfillment of economic needs. If observed from the point of view of cooperative members, the conditions of cooperative members at these multiple sites are in a prosperous condition. The prosperity indicators from various theories have shown that their lives are at a level of well-being. The existence of cooperatives has changed their lives. The real prosperity impact can be felt by the existence of three cooperatives located in different locations of Malang Raya.

The second is the manager of cooperative, cooperative is an organization founded by several people within the settled regulations by government. Cooperatives established to help lower middle class businesses. The society point of view, especially people from younger generation towards cooperatives are still common. They consider cooperatives as traditional and not modern organization. Therefore, the development of cooperatives is

quite slow. The current government provides solutions to these existing problems by establishing or shifting traditional cooperatives into modern cooperatives. Modern cooperatives are cooperatives that already use information and communication technology (IT) to support their business activities. Meanwhile, according to the ministry, modern cooperatives are classified as cooperatives that implement an online operational system, a data system related to members, transparent and information about cooperatives should be accessible via internet connection. Modern cooperatives that have used IT can increase the income of the cooperative or at least there is a change in the management pattern of the cooperative whose ultimate goal is to advance the cooperative itself. Modern cooperatives that have used IT can increase the income of cooperative or at least there is a change in management pattern of cooperative who has ultimate goal is to improve the cooperative itself. Beside, by the use of IT, every cooperatives will find it easier to manage their finances and the members can also directly observe how much their cooperative has saved, therefore the members do not need to come again, cooperatives can simply use the access internet at each members' house.

The criteria for modern cooperatives are: competent; use IT to support its business therefore it can be easier to monitor, evaluate and collect data accurately and up to date; Competitive, Cooperative business actors can carry out their business quickly, accurately and reliably, and finally Commercial, namely Cooperative managers can conduct e-business and connected to e-commerce to improve the welfare of their members. The government is trying to equip cooperatives with IT, because in the current era there are almost no people in various circles who do not rely on technology in their lives. With IT, it will also easier to introduce each cooperatives. On the cooperative as this research subject at three different sites is modern cooperative where cooperative management has used IT technology to manage their cooperatives.

There are several differences between modern cooperatives and traditional (social) cooperatives, such as: *First*, in the treatment of social cooperatives members, they tend to give equal treatment to every cooperative members, whereas in modern cooperatives, they treat members fairly based on their participation, therefore to get better service and satisfactory remaining business results, the members are encouraged to continue their participation in cooperatives. Members participation is donations for livestock products for milk and meat, also sugarcane farming. *Second*, the voting rights granted by traditional cooperatives are each person for each vote, while in modern cooperatives voting depends on the participation of members in the activities, therefore those who determine the vote are people who play an active role in cooperatives and understand the management to achieve their goals. In this case the cooperative as subject of this research is modern

cooperative as the respects for voting rights of each members, where they are not always active in cooperative activities because they are concerned to increase the productivity in producing livestock quality and agricultural products.

Third, in traditional cooperatives the number of cooperatives is large but small in scale, while in modern cooperatives, it has large scale cooperatives, it can be seen that traditional cooperatives only rely on quantity without showing maximum quality, therefore it gets less attention and sympathy from community, which is actually really needed by cooperatives as business entities mandated by the State. In this study, the cooperatives as the subject of research are cooperatives that have good quality in terms of management, technology and business units. Fourth, the services provided by traditional cooperatives are passive, while modern cooperatives in service are active. Therefore, modern cooperatives provide a stimulus to members to continue participate and provide services to cooperatives. Cooperatives of this study are cooperatives that are active in services, both to members and consumers. The active services provided to members was done by opening shelter posts for livestock and agricultural products in adjacent locations to the location of farmers and breeders of cooperative members. Active services provided by cooperatives to consumers are opening outlets and showrooms that provide dairy and meat products, and sugar.

Fifth, traditional cooperatives have an agreement not to act without mutual consent with the authority of the member discussion, while modern cooperatives make decisions based on a majority and discretion that fully delegated to the management. Modern cooperatives evaluate that those who can encourage a good development of cooperatives are administrators as managers and decision makers, as cooperative actors who have a higher level of cooperatives knowledge. In cooperatives as research subjects this applies, and cooperative members agree. Sixth, the policy adopted by traditional cooperatives is decentralized, while in modern cooperatives is centralized.

Seventh, traditional cooperatives are managed by region, it limits the movement of cooperative development, while in modern cooperatives management is organized based on the marketing needs, therefore it can be adapted based on the needs of cooperative members. The management of cooperatives subject on this research is carried out centrally and still involves cooperative members as representation of each region. Furthermore, the development of cooperative continues and the harmony of the members is well maintained. Eighth, traditional cooperatives have personnel policy in the selection and acceptance of as many members as possible without any meaningful selection. Whereas in modern cooperatives, the personnel policies are carried out selectively in

order to produce a good quality of Human Resources. Ninth, in traditional cooperatives, the quality and employees performances is related to the status quo and past, therefore it is considered to be able to inhibit employee creativity. While in modern cooperatives, the quality and employees performances are tied to the development of era, it is dynamic and provide opportunities for employees and cooperative managers to take advantage of creativity for the development of cooperatives. Tenth, in traditional cooperatives, the resolution of problems by management regarding political pressure does not pay attention to it long-term consequences. While in modern cooperatives, on contrary, modern cooperatives have thought about the risk and risk management based on the problem solving.

The explanation of modern cooperatives has indeed made cooperative institutions more advanced and developed to higher profits, however they are far from the established line observed from the initial ideals of cooperatives. Modern cooperatives are less concerned to the members prosperity refers to the capitalist practices that has a purpose to achieve high profits by actively developing businesses, which of course is not related to the cooperative principle of cooperatives prosperity. Modern cooperatives also prioritize quality and selective in choosing it members, while traditional cooperatives still hold the initial ideals, it has purpose to gather individuals and help each other to improve the mutual welfare. There should be education and training to gather the members become qualified and community has the same opportunity to become the members of cooperative. From the point of view of cooperative management, they feel that they can provide welfare to their members, however within the system built in modern cooperatives, it will gradually make cooperative members far from prosperous ideals. It is because not every members understand or have the time to use IT.

Economic Education Perspective

There are two discussions that explain the perspective of economic education, economic rationality and altruism. *First*, the economic rationality of cooperative members

1. Domicile; Each member is domiciled around the cooperative environment, making it easier for them to deposit their harvest, besides, it provide temporary milk storage facilities;
2. Consumpting behavior of environmental use; Dairy cooperative members take advantage of natural conditions that suitable for agriculture and animal husbandry, farmers also grow their own feed for their cows, while sugarcane farmers use land that suitable to plant sugar cane;

3. Consuming behavior in education financing utilizes government funding and saves for higher education costs;
4. Health financing consumption behavior; each member of Cooperative already has health insurance in form of a member number and BPJS insurance also a Indonesia Healthy Card;
5. Productive behavior in fulfilling the needs of food, utilizing agricultural land to obtain food and animal food;
6. Correct behavior in production by caring for the environment by managing livestock waste into biogas for sugarcane farmers, always pay attention to the environment that are used for sugarcane transportation vehicles.

This series of behaviors fulfills the element of economic rationality as proposed by Mankiw (2003) yakni: (1) *Tradeoff*, each member of cooperative, faces a tradeoff between various choices of goals; (2) *Opportunity costs*; every member of cooperative, have a cost that must be sacrificed to get something, in form of the cost of each action measured by missed opportunities; (3) *Marginalism*, each cooperative member will compare the marginal cost with the marginal profit in making decision; & (4) *Incentive*, each cooperative member will change their economic behavior as the effect of change regarding the incentives they will get.

The economic behavior of each cooperative member is classified in rational economic behavior, which assumes that every human being takes economic action by considering existing facilities to achieve the goals. For example a fisherman will settle in a beach or riverside area (Weber, 1978).

Second, altruism is a general concept that refers to behavior or actions aimed at people prosperity, communities, or groups, begin from ancient wisdom of every cultures in this world. This altruistic behavior is not exclusive for a particular religion follower and it only done by modern humans. Human evolution expert have found irrefutable evidence that both extinct archaic humans and primates implemented the altruistic behavior to save their groups live (survival).

Cooperatives are part of the altruism implementation, because cooperatives are cooperation. 45 constitution article 33 (1) emphasized that "economy is structured as a joint effort based on the principle of kinship," in the other words, the family based economy is a characteristic of Indonesian economy. It means that cooperation and altruism should be the foundation of national life, not utility maximization. According to Myers (2018) altruism is a motive to increase other people prosperity which unknowingly

for individual personal interests. Altruistic people are willing to help even if there is no benefit offered or no hope of getting it back. The principle of cooperative members in general is togetherness which help to achieve prosperity. Cooperative members who are the subjects of this study are humans who care about other members. According to Dovidio (1996), altruism as volunteering and intentionally helping others within the aim of alleviating other people's difficulties, meanwhile according to Einsberg, Fabes dan Spinrad (inside King, 2017), altruism is a selfless interest in helping others.

Conclusion

Overall, the results of multi-site research has an aims to reveal the phenomenon of welfare on modern cooperative members in Malang Raya as following below, the birth of cooperatives in several sites in Malang Raya has improved the prosperity of cooperative members in particular and the community around the area even it is not a member in general, the increase in prosperity can be felt by the community after they become a member of a cooperative by the indicators of guaranteed income certainty and fulfilling the needs of life, community education levels increased, guaranteed health and nutrition, decent housing, and the existence of social security guarantees in the area where community lives, the productivity of cooperative members increases by training and education, cooperative members have been able to consume wisely by sorting between needs and wants, persist in the simplicity of appearance, and understand how to invest for the cost of their children's education, cooperative members are able to produce intelligently, by taking care their environment and managing waste to be reused into useful goods, such as biogas and fertilizer. Towards a modern cooperative with indicators of management, technology, expansion of business units in which the operation of its activities uses Information Technology (IT).

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