

ABSTRACT

Cooperatives as one of the business entities that have an important role in the economy in Indonesia. Cooperatives prioritize the welfare of their members, and contribute as much as possible to the surrounding community. By running the business transparently, cooperatives can support overall Indonesian economic development and make a sustainable business to support the improvement of the economy in Indonesia and make business sustainable.

The aims of this study: 1) To find out the existing conditions of the Kosaka Sejahtera Utama Consumer Cooperative according to the Business Model Canvas; 2) To analyze the formulation of the strategy that must be carried out by the KKSU Cooperative in order to realize SDG Target 8.2 Economic Productivity is described by the Sustainable Business Model Canvas. The research method uses a qualitative approach. Collecting data using interviews, observation and documentation. Data analysis technique with Triangulation.

Based on the results of the research and discussion above which related to the existing conditions of the Kosaka Sejahtera Utama Consumer Cooperative (KKSU) in accordance with the Business Model Canvas and building a new Sustainability Business Model Canvas, cooperatives need to refocus on value proposition and channels, fortification of employee competences to support cooperative business, provide cost and right applications which can increase employee competencies, readjust and provide decent wages, running a fresh business idea, implement transparency throughout the cooperative business sector and utilizing social media for communication purposes as a strategy carried out by the Kosaka Sejahtera Utama Consumer Cooperative (KKSU) to run the cooperative business and support SDG target 8.2 economic productivity

This research is expected to contribute to the development of business strategy models for cooperatives. This research suggests that the KKSU Cooperative business must improve the competence of Human Resources so that cooperatives can adapt to changes, especially those related to technology. For further research that will research related to strategy, it should be able to focus more on the implementation of digital transformation in the KKSU cooperative. In addition, it is expected to use applications in data analysis so that research avoids subjectivity.

Keywords: Formulation, Business Strategy, Cooperative, BMC, SBMC, SDGs.