

Nice Word for Update Cooperative

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Abstract

Communication is important in daily activities, especially when it is done to improve and develop an organisation, in this case, a Cooperative (Kim A. et al., 2017). Gotong-royong, as the nature of cooperatives, is the foundation for its administrators to grow and develop a cooperative in rural areas. Along with the times, a Cooperative should "follow" the flow to accommodate the needs of the community and the needs of the Cooperative itself wherever they are (Khan N. et al., 2019). So that cooperatives in the regions can become simple organisations that are no longer considered an organisation that needs to be modern regarding management and human resources. Due to this fact, cooperatives have also grown and thrived and are well known by urban communities because they can provide practical solutions to several things for some people (Loor Alcívar M. I. e. al., 2020). The forms of cooperatives that exist today are of various types and are scattered in rural and urban areas covering multiple fields, following the development and growth of society.

Keywords: Communication, Cooperative, Human Resources

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1. Introduction

Community needs vary greatly from time to time. Whether in rural or urban areas. In urban areas, the types of cooperatives generally are savings and loan cooperatives, apart from employee cooperatives formed in many private and non-private offices (Loor Alcívar M. I. e. al., 2020). This cooperative form is considered very suitable for the conditions of urban people, who are more dynamic than people in rural areas (Kim A. et al., 2017).

Existing cooperatives should refer to technological advances and the growth mindset of today's society (Khan N. et al., 2019). Advances in technology do not automatically make a Cooperative more updated as desired. This is because the human resources that support it must fully understand the use of technology for cooperatives, even though these technological advances must be used optimally to grow and develop a real cooperative (J. Jansson et al., 2017).

Efforts to develop the use of technology will be fine if you find the right way to establish a cooperative (Lima, F. D. P. A., et al., 2017). Knowledge transfer activities to optimise existing technology can be done anywhere and from anyone. For this reason, management can hold discussions with institutions competent in the knowledge transfer process (Monteiro, N.P. et al., 2018).

Even though a cooperative is located in a rural area, the human resources that run the cooperative are rural people with thoughts that have character and knowledge that can compete with people from urban areas (Guerci, M. et al., 2019). The local government and the cooperative management team need to consider this condition for the cooperative's progress. Cooperation between the Cooperative management team, the local government, and the necessary training institutions must be built (Monteiro, N.P. et al., 2018). Cooperative management team human resource training in all fields will make cooperatives a social organisation capable of solving many things in rural areas, including creating new jobs for rural communities (Lima, F. D. P. A., et al., 2017).

1.1. Communication

Humans are living beings who cannot live alone without other living creatures and humans in their lives. A human also will not be able and cannot live alone without help or assistance from other humans. In dealing with other humans, every human being will carry out the communication process. This communication process is an attempt by every human being to convey what is in his mind and will so that other humans understand it (McDermott K. et al., 2019).

Communication activities are also a way for a human being to understand what is not understood when acquiring new knowledge. The process of asking is included in communication activities. Every human being can use many ways to communicate with other humans. Because now, many tools can be used in communication activities (Preluca, Andreea., et al., 2022).

Current technological advances greatly assist the process of human resource activities in carrying out communication activities to grow and develop Cooperatives without knowing boundaries (J. Jansson et al., 2017). Cooperative management human resources can carry out discussion activities without meeting physically, just virtually. All of that is one of the results of the development of the communication process between humans to develop the knowledge possessed by humans. The impact of the development of science and the ease of management in developing cooperatives can also be created through a good communication process by using the equipment resulting from the development of technology and information (McDermott, K. et al., 2019).

Communication errors or misunderstandings in developing cooperatives can be minimised with better communication equipment. Conveying opinions, ideas and other needs through existing communication equipment, sometimes people experience differences in understanding at certain times. Because the language in the form of writing or text will experience differences in perception or understanding, meeting virtually is needed to resolve these differences properly. When the suitability of agreement between people can be united using better communication tools, then the common goals that have been set will be achieved for the happiness and common good of all members and the community around the Cooperative (Huang, H., 2018).

1.2. Cooperative

As a people's organisation that is of great historical value to this nation, the Cooperative is an organisation that is very suitable for the Indonesian government (McCain, Roger A., 1993). At that time, Cooperatives were able to become a solution in many fields for people in rural areas. Cooperatives helped people in rural areas at that time to get better income (Parker, M., 2017). When the payment is better, then many things can be improved by many families in the area at that time.

Community social values in a Cooperative are the source of its strength, one of which is the value of gotong royong (J. Jansson et al., 2017). The value of gotong royong is the main key in cooperatives, so this value must be maintained at any time for the progress and development of a cooperative. The progress and development of a Cooperative will be happy for all members and the community around it because the surrounding community will also experience many good things that result from growing and developing a cooperative (McCain, Roger A., 1993).

Cooperatives have grown and developed rapidly following the times, since several years ago (Harlin U. et al., 2021). The form of cooperatives has also experienced quite rapid development in the past few years. Cooperative locations have also experienced many changes and developments in Indonesia, no longer only in rural areas. Even the location of the Cooperative also exists within the scope of the school to meet the needs of school users.

Cooperatives have also existed in many public and private workplaces for a long time. Even cooperatives' central institutions or organisations have also been formed in many urban areas. Cooperative foremost organisations also develop businesses in many fields to help meet the needs of their members properly and with affordable funds (Harlin U. et al., 2021). The

growth and development of cooperatives is the dream of all its members and the nation of Indonesia from now on and in the future.

1.3. Human Resources

The idea that human resources are an asset to an organisation or institution is a form of appreciation for human resources. Human resources are organisational or institutional assets that must be valued for their abilities now and in the future, without exception (Preluca Andreea., et al., 2022). The human resource component in an organisation will learn independently to improve its abilities, and the organisation or institution must provide a way for this effort (Guerci M. et al., 2019). Because when the existing human resources have better capabilities, those who benefit are not only the human resources themselves, but the organisation or institution will also receive greater benefits than before (Grum B. et al., 2020).

Human resources will be valuable when their results are considered very real for the institution or organisation and have character. Character for an employee (human resources) is a differentiator for anyone who sees and evaluates it (Grum, Darja Kobal., et al., 2022). This differentiator usually becomes a "brand" for an employee (human resources) and is much sought after by organisations or institutions outside the place of work. For this reason, the organisation or institution where he works must provide positive support in many ways, which will definitely "return" to the organisation or institution (Grum B. et al., 2020).

For a Cooperative, human resources who are always updated with knowledge are human resources that are very necessary or very important. Cooperatives in the digital era must think about updating their programs to improve their institutions or organisations (Harlin U. et al., 2021). Updating programs and systems for a Cooperative must be considered (D., Stephens, 2001) because the organisation's goals are an obligation towards members and the surrounding community.

It is possible that when the human resources of a cooperative can help the organisation become better and profitable, members and the surrounding community, even the local government, will greatly support the needs of the cooperative to develop (Foy Connor, R. et al., 2016). Because these human resources consider updating knowledge a necessity that will give them and those around them positive value, for this reason, the organisation needs to prepare support in the form of scheduled training. So that more and better knowledge and character can be possessed by all human resources in the organisation or institution (Gamble E. N. et al., 2020).

2. Research Methodology

This qualitative research aimed to convey that human resources with good character and knowledge skills always updated in a cooperative organisation or institution are very important because the Cooperative organisation or institution is a people's economic organisation that is suitable for the people of Indonesia and must grow and develop following the progress of the global era.

3. Result and Discussion

Communication is a human effort to convey needs and desires so that other humans understand and understand better (Adejumo, Benjamin, 2023). Likewise, efforts to develop a people's organisation in the economic field can be done better. So that the goals set by this populist financial organisation can be achieved together with all its members and the surrounding environment (Gamble, E. N., et al., 2020). This populist economic organisation is certain to be able to develop its business space in several segments according to the needs of its environment.

Communicating directly between members of the organisation is the best way to combine thoughts for advancing and developing populist organisations in the economic field wherever they are (Guerci M. et al., 2019). By carrying out communication, new ideas, criticisms, and suggestions will be obtained, which will help the growth and development of a populist organisation in the economic field. Because of the several incidents that have befallen many populist organisations in the financial sector in many regions, communication confusion has triggered the collapse of these populist organisations (Adejumo, Benjamin, 2023). These complications often start with different thoughts, which are only conveyed via electronic media without further explanation (Huang, H., 2018).

Communication that is not going well triggers many things that are not good in an organisation. This will affect the organisation's daily activities (Adejumo, Benjamin, 2023). Because in a populist organisation in the economic field, in this case, a Cooperative, the communication process between members of the Cooperative management team needs openness. Because an open and clear communication process will create a positive atmosphere for the good of all parties in a cooperative (Grum B. et al., 2020).

Openness in the communication of a cooperative will be able to open and create a better atmosphere and change for cooperative members, the cooperative itself and its environment (Gamble, E. N., et al., 2020). A cooperative is a means of developing what is owned by the environment around it, wherever it is. Cooperatives in rural areas often experience failure in their development process (Foy Connor, R. et al., 2016). The main thing that is often the trigger is the need for two-way communication between the management team and members.

When two-way communication occurs between the management team and Cooperative members, important matters related to the needs of Cooperative members and the surrounding environment will be fulfilled properly. Openness in all fields, especially in the financial sector, is important in the activities of a Cooperative (Grum, Darja Kobal., et al., 2022). When transparency in the financial industry is the main thing in cooperative activities, cooperative development efforts are relatively easy to carry out jointly between the cooperative management team and its members. Because the basis for developing an organisation besides open two-way communication is the openness of the Cooperative's financial conditions and collaboration between members and the management team (Gamble, E. N. et al., 2020).

Cooperation between members and the Cooperative management team will improve organisational development (Grum, Darja Kobal., et al., 2022). Due to each member's ability, the management team will be able to form a force that will develop a people's organisation, Cooperative, to become a better people's organisation. Considered a better community

organisation, cooperatives have the ability and character to compete with other organisations in the economic sector (Foy Connor R. et al., 2016). The Cooperative has business fields in many fields that practically accommodate the needs of members and the surrounding community.

The creation of good cooperation will produce something better and very productive for cooperative organisations (Foy Connor, R. et al., 2016). Criticism and suggestions from members and the community around the Cooperative should be positive things that can provide new ideas for the Cooperative management team. The younger generation in the environment around the Cooperative should also become the target of discussion partners for the management team and members of the Cooperative. The younger generation is expected to be a source of new ideas or ideas for developing a cooperative in the future (D., Stephens, 2001).

After communication and cooperation are well established, new things that community organisations can produce, cooperatives, are not only in increasingly diverse business fields, but the management system development system will also experience changes for the better. Because, in general, the younger generation will provide tools and equipment in the form of new applications that are very applicable and easy for anyone to run (D., Stephens, 2001). With the use of many new applications that support the development and growth of strong and character cooperatives. Collaboration with many other agencies or organisations, even new personnel outside the Cooperative who come from outside the region, can become media for extending businesses already owned by a Cooperative (Cheney G. et al., 2014).

New networks or connections outside the region will be able to become a new window for a Cooperative to get to know the outside world so that a populist organisation in the economic field called a Cooperative with its specialisation can be recognised by new people outside the region, maybe even outside this country. This connection will eventually open up new markets for Cooperative products consumers need there (Cheney, G.. et al., 2014). The process can also be carried out through electronic media owned by the Cooperative through promotion on social media which is made, and the information is always updated (Al-Hammadany, Firas H. et al., 2009).

4. Conclusion

A populist organisation in Indonesia's original economic sector, Cooperatives, is a multi-sectoral organisation that Indonesian people must maintain and develop wherever they are (J. Jansson et al., 2017). This organisation is a populist organisation in the economic sector that cannot only create a populist economy for Indonesian people in rural areas but also in urban areas (Cheney, G.. et al., 2014). The economic field is indeed the basis for developing a cooperative, but the values of cooperation are the nature of cooperatives which greatly support many other fields. In urban areas, a Cooperative can even help many members obtain basic human needs, namely boards or houses, through a Cooperative (Loor Alcívar, M. I. e. al., 2020).

With these facts, it is assumed that Cooperatives are multi-sectoral organisations in which the original values of the nation are contained and are very flexible (Lombard A. et al., 2020). It is said to be flexible in a Cooperative because this form of Cooperative can be developed according to the current era. The development process has also become more extraordinary through up-to-date ways and the membership structure (Cato M.S. et al., 2018). The condition of

cooperatives that are up to date is greatly supported by new and fresh ideas conveyed by the younger generation of cooperative members who support the growth and development of a cooperative (Parker, M., 2017).

So communication between members, the Cooperative management team and the surrounding environment is a good way for a Cooperative's growth and development process. Generational differences in the membership of a Cooperative are one of the efforts to develop this populist organisation in the economic field (Loor Alcívar M. I. e. al., 2020). With various generations in a Cooperative, mutual respect and cooperation for a joint organisation will become a valuable supporting system (Cato M.S. et al., 2018). Because the experience of the senior generation will become an increasingly valuable source of ideas after being updated by the younger generation, supported by capabilities that are always up to date for the advancement of cooperatives as joint organisations that are increasingly advanced, developing and have positive characters (Lombard, A. et al., 2020)

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