

**BUKTI KORESPONDENSI ARTIKEL PADA JURNAL  
NASIONAL TERAKREDITASI SINTA 2**



**PENGUSUL**

Prof. Dr. Rusdarti, M.Si / NIDN 0021045914

**UNIVERSITAS NEGERI SEMARANG**

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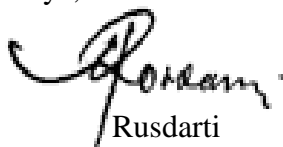
Bersama dengan surat ini, saya bermaksud menyertakan bukti bukti korespondensi proses artikel pada Jurnal Nasional Terakreditasi Sinta 1-2 dengan judul “Strategy to Improve The Competitiveness of Cooperatives”, yang dimuat pada JEJAK (Journal Of Economics And Policy), edisi Vol. 14 No. 1, Edisi Maret 2021, ISSN (p): p-ISSN 1979-715X, ISSN (e) : e-ISSN 2460-5123, hal : 1-8.

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No	Tanggal	Aktivitas
1	27 Agustus 2020	Pembuatan akun dan Submit manuscript pertama kali ke jurnal JEJAK, mendapatkan ID paper 400/JEJAK/IV/2020
2	3 September 2020	Mendapatkan email dari editor naskah dilanjutkan proses review
3	20 September 2020	Mendapatkan email editor bahwa status “revision required”
4	23 September 2020	Mengirimkan artikel revisi melalui email
5	25 Oktober 2020	Mendapatkan feedback dari Editor dan permintaan revisi
6	3 November 2020	Mengirimkan surat balasan ke Editor dan pemberitahuan sudah mengunggah paper melalui OJS
7	13 November 2020	Dinyatakan “accepted submission” dan mendapat bukti LoA
8	30 November 2020	Pemberitahuan artikel telah dinyatakan <i>accepted</i>
9	1 Maret 2021	Terbit dengan alamat link: <a href="https://journal.unnes.ac.id/nju/index.php/jejak/article/view/25420">https://journal.unnes.ac.id/nju/index.php/jejak/article/view/25420</a>

Demikian, agar dapat menjadi periksa.  
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Rusdarti

## KRONOLOGI KORESPONDENSI PUBLIKASI ARTIKEL PADA JURNAL NASIONAL TERAKREDITASI SINTA 2

Judul : Strategy to Improve The Competitiveness of Cooperatives  
Jurnal : Jurnal Ekonomi dan Kebijakan (JEJAK)  
Volume : 14  
Nomor : 1  
Tanggal publikasi : 1 Maret 2021  
ISSN (p) : 1979-715X  
ISSN (e) : 2460-5123  
Hal : 1- 8  
Penerbit : Development Economics Department Universitas Negeri Semarang  
Akreditasi : **Sinta-2 (2018-2023)**  
Penulis : Rusdarti (Penulis Pertama & Korespondensi) Fatkhur Wijang Sakitri (Penulis Kedua)

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2.16667  
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**Strategy to improve the competitiveness of cooperatives in Central Java Province**

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**Abstract**

*This research' purposes is to analyze cooperative's strategy to improve its competitiveness based on information technology utilization. This research employs a quantitative descriptive approach, analysis on cooperative competitiveness with Policy Analysis Matrix (PAM) in consideration of input and output. Cooperative's business development strategy employs an analytic hierarchy process (AHP). The analysis is conducted on active cooperatives with open data system (ODS) in Central Java Province. 64.82% of all cooperatives have utilized information technology in their business operation and 35.18% of all cooperatives have not utilized information technology in their business operation; The results of the PAM analysis show that cooperatives have both cooperative has comparative advantage and competitive advantage competitiveness. The results of AHP analysis with five development criteria show that the information technology criterion is the most prioritized criterion with weight value of 0.365; the capital criterion's weight value is 0.218; the human resource criterion's weight value is 0.195; the network criterion's weight value is 0.164, and the marketing criterion's weight value is 0.058. This research focuses on Central Java Province, so that, it can not be generalized. Knowing the findings, it is suggested to optimize information technology utilization for cooperative for its further development. The cooperative competitiveness standard does not include export variable, thus further research needs to be conducted with different measuring tool from that of this research.*

**Key words :** Competitiveness, Information technology, Cooperatives



Acer

Show the research problem and the PAM result

**Dokumen review dan revisi dikirim melalui surel JEJAK:  
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Tanggal 23 September 2020

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## Strategy to improve the competitiveness of cooperatives in Central Java Province

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Permalink/DOI: .....

Received: ..... Accepted: ..... Published: .....

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**Abstract**

The relatively low competitiveness cooperatives, information technology has not been utilized properly in the cooperatives of Central Java Province. This research' purposes is to analyze cooperative's strategy to improve its competitiveness based on information technology utilization. This research employs a quantitative descriptive approach, analysis on cooperative competitiveness with Policy Analysis Matrix (PAM) in consideration of input and output. Cooperative's business development strategy employs an analytic hierarchy process (AHP). The analysis is conducted on active cooperatives with open data [system](#) (ODS) in Central Java Province. 64.82% of all cooperatives have utilized information technology in their business operation and 35.18% of all cooperatives have not utilized information technology in their business operation. Results of the Policy Analysis Matrix (PAM) using the Domestic Resources Cost Ratio (DRC) = 0.240 This Condition shows that the cooperative's business is efficient and has comparative advantage. Private Cost Ratio (PCR) = 0.229, means the cooperative has been able to use its domestic use the actual price and has competitive advantage. Cooperative has comparative advantage and competitive advantage competitiveness. The results of AHP analysis with five development criteria show that the information technology criterion is the most prioritized criterion with weight value of 0.365; the capital criterion's weight value is 0.218; the human resource criterion's weight value is 0.195; the network criterion's weight value is 0.164, and the marketing criterion's weight value is 0.058. This research focuses on Central Java Province, so that, it can not be generalized. Knowing the findings, it is suggested to optimize information technology utilization for cooperative for its further development. The cooperative competitiveness standard does not include export variable, thus further research needs to be conducted with different measuring tool from that of this research.

**Key words :** Competitiveness, Information technology, Cooperatives

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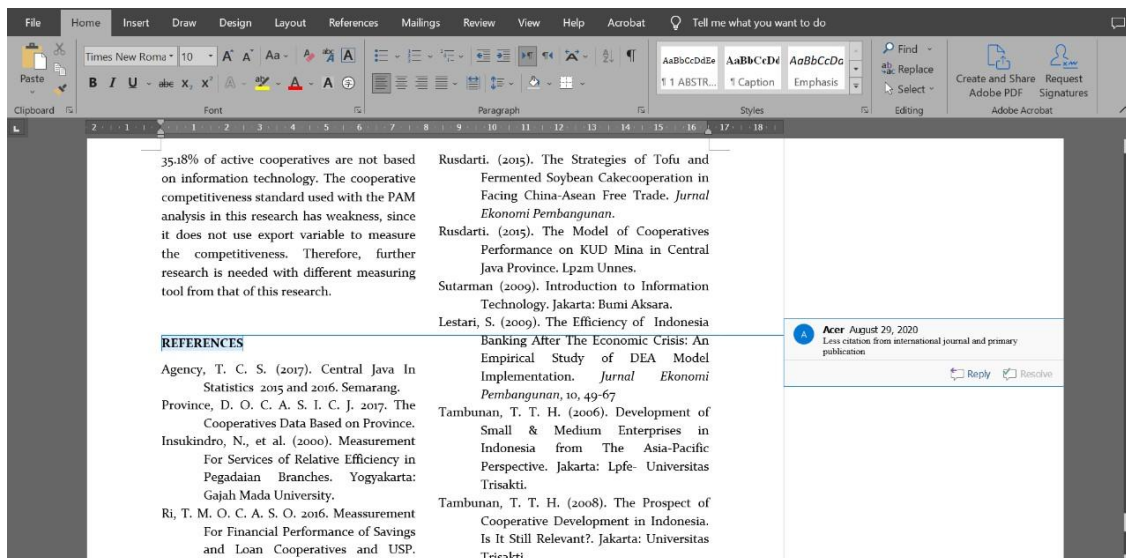
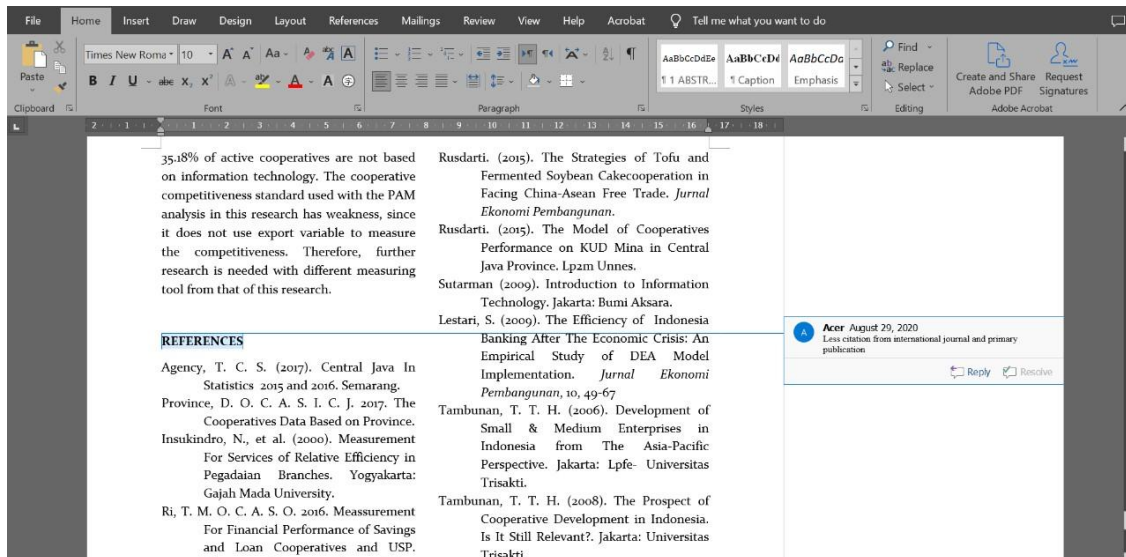
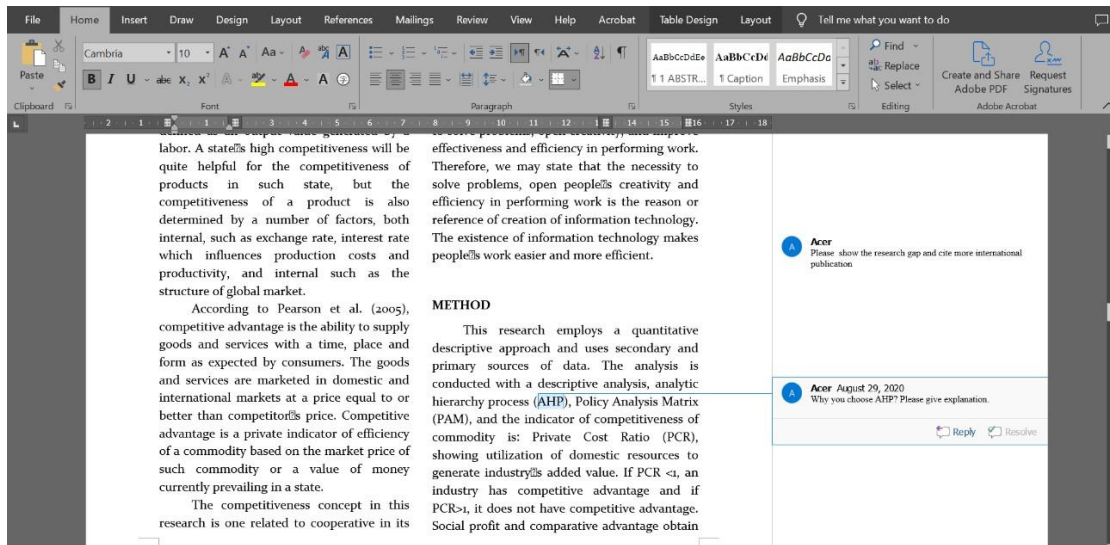
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## Mendapatkan feedback dari Editor, [13 November 2020]



# Mengirim artikel revisi melalui email [30 November 2020]





business unit or have their marketing reached international market. Therefore, with regard to competitive advantage, the cooperatives in Central Java and Indonesia have not reached international market.

**CONCLUSION**

Information technology has been utilized by cooperatives in Central Java, with 14,953 cooperatives of 64.82% of the total cooperatives have utilized information technology in their operation and 8,118 cooperatives or 35.18% of the total cooperatives have not utilized information technology in their operation.

According to PAM analysis, cooperative has comparative advantage and competitive advantage competitiveness. Comparative advantage shows that a cooperative has efficiently used its domestic resources, and competitive advantage shows that a cooperative is able to use its domestic resources at existing

PCR = 
$$\frac{\text{Costs of Private Non-Tradable Input}}{\text{Private Income} - \text{Costs of Private Tradable Input}}$$

$$= \frac{16.181.595}{141.769.393 - 70.975.072.43}$$

$$= 0.229$$

Competitive advantage may be analyzed using the Private Cost Ratio (PCR) indicator calculated from components in PAM table.

The cooperative businesses in Central Java have PCR < 1, which is 0.229. This means that the cooperatives are able to use their domestic products at actual price and have competitive advantage.

According to the results of competitiveness analysis using Policy Analysis Matrix (PAM), the cooperatives in Central Java have comparative advantage and competitive advantage competitiveness. The cooperatives in Central Java are able to survive under a condition whether there is or there is no Government policy.

**Comments:**

- Acer August 29, 2020: Explain the relationship between AHP and PAM result. It seems like two different result without link. And please cite with previous research.
- Acer November 02, 2020: Belum di revisi
- Acer: DON'T FIGURE. Make it in an equation

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entrepreneurship, which is an alternative in HR aspect, with a priority percentage of 8.3%; Priority (6), cooperation access with various parties, which an alternative in information technology aspect, with a priority percentage of 8.0; and, Priority (7), competition.

The cooperative competitiveness with Policy Analysis Matrix (PAM) in Central Java in 2018 (January-May) can be viewed in table 3 below.

**Table 3. Results of Analysis on the Competitiveness of Cooperative in Central Java using PAM in Millions Rupiahs**

Component	Income	Costs		Profit
		Tradable Input	Non-Tradable Input	
Private	141,769,393	70,975,072.43	16,181,595	54,621,725.57
Social	141,769,393	71,994,268.91	16,181,595	53,593,529.09
Divergence	0	-1,019,196.48	0	1,019,196.48

Source: Primary data, processed data (2018)

The competitiveness of cooperatives in Central Java is examined based on the following comparative and competitive advantage

Comparative advantage may be analyzed using the Domestic Resources Cost Ratio (DRC) indicator based on the Domestic Resources Cost value calculated from components in PAM table

Cooperative businesses in Central Java have DRC value < 1, which is 0.240. This condition shows that the cooperative businesses are efficient and have comparative advantage. The lower the DRC value, the cooperative businesses will have higher comparative advantage

**Comments:**

- Acer August 29, 2020: Make it in an equation. DON'T FIGURE
- asis October 25, 2020: Sudah Saya revisi lampirkan bentuk Word
- Acer November 02, 2020: Anda belum merevisinya. Digmanti bentuk persamaan dan berikan urutan....1...2 det

DRC = 
$$\frac{\text{Costs of Social Non-Tradable Input}}{\text{Social Income} - \text{Costs of Social Tradable Input}}$$

$$= \frac{16181595}{141769393 - 71994268.91}$$

$$= 0.240$$

Tanggal 15 Desember 2020 pemberitahuan artikel dinyatakan accepted dan publish Maret 2021

Dapat diunduh : <http://lib.unnes.ac.id/59200/1/16.%20Strategy%20to%20Improve%20The%20Competitiveness.pdf>



## Strategy to Improve The Competitiveness of Cooperatives

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Permalink/DOI: <https://doi.org/10.15294/jejak.v14i1.25420>

Received: December 2020; Accepted: January 2021; Published: March 2021

### Abstract

*This research purposes is to analyze cooperative's strategy to improve its competitiveness based on information technology utilization. This research employs a quantitative descriptive approach, analysis on cooperative competitiveness with Policy Analysis Matrix (PAM) in consideration of input and output. Cooperative's business development strategy employs an analytic hierarchy process (AHP). The analysis is conducted on active cooperatives with open data system (ODS) in Central Java Province. 64.82% of all cooperatives have utilized information technology in their business operation and 35.18% of all cooperatives have not utilized information technology in their business operation; Result of the Policy Analysis Matrix (PAM) using the Domestic Resources Cost Ratio (DRC) = 0.240 This Condition shows that the cooperatives business is efficient and has comparative advantage. Private Cost Ratio (PCR) = 0.229, means the cooperative has been able to use its domestic use the actual price and has competitive advantage. Cooperative has comparative advantage and competitive advantage competitiveness. The results of AHP analysis with five development criteria show that the information technology criterion is the most prioritized criterion with weight value of 0.365; the capital criterion's weight value is 0.218; the human resource criterion's weight value is 0.195; the network criterion's weight value is 0.164, and the marketing criterion's weight value is 0.058. The cooperative competitiveness standard does not include export variable, thus further research needs to be conducted with different measuring tool from that of this research.*

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**How to Cite:** Rusdarti, R., & Sakitri, W. (2021). Strategy to Improve The Competitiveness of Cooperatives.

JEJAK: Jurnal Ekonomi dan Kebijakan, 14(1). doi:<https://doi.org/10.15294/jejak.v14i1.25420>

