



COMPARATIVE ANALYSIS OF PUBLIC PERCEPTION OF RED AND WHITE COOPERATIVES BASED ON JOB CHARACTERISTICS IN KARANG INDAH VILLAGE

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ABSTRACT

This study aims to analyze the difference in public perception of the Red and White Cooperative based on the characteristics of work in Karang Indah Village, Mandastana District, Barito Kuala Regency, South Kalimantan. The study used a descriptive quantitative approach with a survey design of 139 respondents from various work groups. Data were collected through a Likert scale questionnaire consisting of 23 statement items. The results of the instrument test showed good construct validity (KMO = 0.883) and very high reliability (Cronbach's Alpha = 0.938). Data analysis was carried out using descriptive statistics and ANOVA tests. The results showed that the community had a positive perception of the Red and White Cooperative with an average score of 115.97. In addition, there was no significant difference in perception based on the characteristics of the job ($p > 0.05$). These findings show that the Red and White Cooperative is accepted equally by various work groups and has the potential to support inclusive village economic development.

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1. INTRODUCTION

Rural economic development is one of the strategic agendas of national development that aims to improve community welfare through strengthening local economic capacity. One of the instruments that is considered to be able to support the achievement of these goals is cooperatives because they have characteristics as economic institutions based on the principles of togetherness, participation, and economic democracy. In the rural context, cooperatives not only function as business institutions, but also as a means of community empowerment that is able to strengthen economic independence and increase community access to productive

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economic resources (Aritenang, 2021). Research on village economic development shows that the success of local economic institutions is greatly influenced by community involvement and the strength of social capital that develops in the village environment (Adit & Qibthiyyah, 2022). Therefore, the existence of cooperatives is one of the relevant alternatives in encouraging community-based economic growth.

In recent years, the Indonesian government has continued to encourage the strengthening of village economic institutions through various community-based development programs. One of the programs that is currently of concern is the establishment of the Red and White Cooperative which is directed as a forum for the collective development of village community businesses. This program is expected to be able to strengthen the local economy through increasing community participation in productive economic activities. However, the success of a development program is not only determined by the institutional and policy aspects of the government, but also by the level of public acceptance of the program. Public perception is an important factor because it will affect the level of trust, participation, and sustainability of the programs carried out.

Studies on public perception of cooperatives show that the public tends to give a positive assessment if cooperatives are able to provide real economic benefits for their members. Research conducted by Toiba et al. (2021) on dairy farmers in East Java shows that cooperative members have a more positive perception because cooperatives are considered able to maintain the stability of the marketing of production products and provide economic benefits directly to members. On the other hand, people who do not receive direct benefits tend to have a less positive perception of the existence of cooperatives. These findings show that public perception of cooperatives is not only influenced by the existence of the organization, but also by the experience and benefits felt by the community.

Theoretically, this study uses the perspective of Social Capital Theory which emphasizes the importance of trust, social norms, and social networks in building community cooperation. Social capital is seen as a collective resource that is able to strengthen community coordination and collaboration in achieving common goals. In the context of village development, social capital is an important factor that determines the success of various community-based economic programs. Research by Aritenang (2021) shows that social capital has a significant influence on the performance of village economic institutions through increasing community participation and strengthening social relations between community members. The results of the study show that the higher the level of public trust in an institution, the greater the chance of success of the institution in carrying out its economic functions.

In addition, research on rural development also shows that social capital contributes to improving community welfare through strengthening local economic activities. Adit and Qibthiyyah (2022) explain that social capital reflected in the culture of mutual cooperation and community cooperation has an important role in encouraging rural economic development. This finding strengthens the argument that the success of the Red and White Cooperative is not only determined by managerial and administrative aspects, but also by the level of trust and public support for the cooperative.

Although many studies have been conducted on cooperatives and village economic development, empirical studies on public perception of Red and White Cooperatives are still very limited. Most previous research has focused on agricultural cooperatives, livestock cooperatives, women's cooperatives, and Village-Owned Enterprises (BUMDes). There are still relatively few studies that examine how the public views the existence of the Red and White Cooperative as a new government program. In addition, previous research generally focused on aspects of member participation, institutional performance, and economic benefits, while studies that link public perception with work characteristics are still rare.

Karang Indah Village, Mandastana District, Barito Kuala Regency, South Kalimantan is an area that has a diversity of characteristics of community work, ranging from farmers, breeders, traders, laborers, employees, to housewives. These differences in job characteristics have the potential to affect the way the community understands, assesses, and accepts the existence of the Red and White Cooperative. However, there is no empirical evidence that explains whether the difference in work really affects the public's perception of the cooperative program.

Based on this description, this study has an urgency to provide an empirical picture of the community's perception of the Red and White Cooperative in the context of rural communities. The formulation of this research problem is: (1) how the public perception of the Red and White Cooperative in Karang Indah Village, Mandastana District, Barito Kuala Regency; and (2) whether there is a difference in public perception of the Red and White Cooperative based on the characteristics of the community's work. In line with the formulation of the problem, the purpose of this study is to analyze the community's perception of the Red and White Cooperative and test the difference in public perception based on the respondents' work characteristics. The results of the research are expected to make a theoretical contribution to the development of cooperative and social capital studies and become the basis for village governments and cooperative managers in formulating strategies to increase community participation in the Red and White Cooperative.

2. METHOD

This study uses a quantitative approach with a descriptive-comparative survey design to analyze the difference in public perception of the Red and White Cooperative based on the characteristics of community work in Karang Indah Village, Mandastana District, Barito Kuala Regency, South Kalimantan. The quantitative approach was chosen because it allows objective measurement of respondents' perceptions through statistically analyzed numerical data (Creswell & Creswell, 2018).

The population in this study is the entire community of Karang Indah Village who have knowledge or experience related to the existence of the Red and White Cooperative. The sampling technique uses purposive sampling by considering the involvement of the community in village social and economic activities. The number of samples that were successfully collected was 139 respondents consisting of various job categories, namely farmers / breeders, self-employed / traders, laborers, employees / civil servants, housewives, students / students, and other work groups.

The research instrument used a closed questionnaire with a Likert scale, consisting of 23 statements designed to measure public perception of the Red and White Cooperative. The preparation of the instrument refers to social perception indicators that include aspects of understanding, benefits, trust, participation, and sustainability of cooperatives as community-based economic institutions (Hair et al., 2019).

Before being used in data collection, the instrument was tested for construct validity using Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity. The test results showed a KMO value of 0.883 with a Bartlett's Test significance < 0.001 , which indicates that the instrument met the construct validity requirements and was suitable for use in the study. The reliability of the instrument was tested using Cronbach's Alpha and obtained a value of 0.936 indicating very high internal consistency. A reliability value above 0.70 indicates that the instrument has good measurement stability (Taber, 2018).

Data were analyzed using descriptive and inferential statistics through IBM SPSS Statistics version 25. Descriptive statistics were used to describe the distribution of respondent characteristics and the average of public perception. Before hypothesis testing was carried out,

the data were tested for assumptions of normality and homogeneity of variance. The results of the homogeneity test showed a significance value of 0.786 (>0.05), so that the data was declared homogeneous. Furthermore, hypothesis testing was carried out using One-Way Analysis of Variance (ANOVA) to find out whether there was a difference in public perception of the Red and White Cooperative based on the respondents' job characteristics. The use of ANOVA was chosen because the work characteristic variables consisted of more than two independent groups (Field, 2020).

3. RESULTS AND DISCUSSION

3.1 Results

This study involved 139 respondents from the people of Karang Indah Village who came from seven work groups, namely farmers/ranchers, self-employed/traders, laborers, employees/civil servants, housewives, students/students, and other occupations. Analysis of results was carried out through instrument quality testing, assumption testing, descriptive analysis, and testing of perception differences using One-Way ANOVA.

3.1.1. Construct Validity Test

The construct validity test yielded a Kaiser-Meyer-Olkin (KMO) value of 0.883 with Bartlett's Test of Sphericity of 2,048.579 at $df = 253$ and a significance of < 0.001 . An SME value above 0.80 indicates that the data has a good sample adequacy for construct analysis, while Bartlett's Test significant indicates an adequate correlation between components.

Table 1. Construct Validity Test Results

Indicator	Value
KMO Measure of Sampling Adequacy	0,883
Bartlett's Test Approx. Chi-Square	2048,579
df / Sig.	253<0.001

3.1.2 Reliability Test Results

The results of the reliability test showed a Cronbach's Alpha value of 0.936 and a Standardized Alpha of 0.938 for 23 statements. These values show a very high internal consistency of the instrument so that the instrument can be used to measure public perception consistently.

Table 2. Reliability Test Results

Cronbach's Alpha	Standardized Alpha	Number of Items
0,936	0,938	23

3.1.3 Assumption Test Results

The normality test showed that six occupational groups had a significance value above 0.05, while the housewife group had a significance value of 0.011. Thus, there was one group that did not meet normality at the level of 5%. However, the homogeneity test produced a Levene value of 0.529 with a significance of 0.786, so the variance between groups was declared homogeneous.

Table 3. Normality Test Results

Working Group	Statistic	df	Say.
Farmer / Breeder	0,960	47	0,103
Entrepreneur / Trader	0,925	22	0,095
Labor	0,958	5	0,791
Employee / ASN	0,966	7	0,869
Housewives	0,929	43	0,011
Student / Student	0,994	3	0,854
Others	0,930	12	0,377
Levene Statistic	df1	df2	Say.
0,529	6	132	0,786

3.1.4 Descriptive Analysis Results

Descriptively, the labor group has the highest average perception of 137.20, while the employee/ASN group has the lowest average of 108.43. The self-employed/merchant group also shows a relatively high average of 122.05, while the farmer/rancher gets an average of 111.98. The average difference shows that there is a variation in perception descriptively, but the variation cannot be interpreted as a significant difference before it is inferentially tested.

Table 4. Descriptive Statistical Results Based on Job Characteristics

Employment Status	N	Mean	Std. Deviation
Farmer / Breeder	47	111,98	25,99
Entrepreneur / Trader	22	122,05	29,25
Labor	5	137,20	19,54
Employee / ASN	7	108,43	32,49
Housewives	43	117,65	27,23
Student / Student	3	117,67	41,62
Others	12	109,42	26,67

3.1.5 ANOVA One-Way Test Results

Based on the results of the One-Way ANOVA test listed in the research paper, the significance value was 0.959 (>0.05). These results showed that there was no significant difference in perception of the Red and White Cooperative based on the respondent's work group. Thus, the alternative hypothesis that there was a difference in perception based on job characteristics was not supported by the test results.

Table 5. Hasil One-Way ANOVA

Source of Variation	Sum of Squares	df	Mean Square	F	Say.
Between Groups	2,000	1	2,000	0,003	0,959
Within Groups	104170,000	137	760,365		
Total	104172,000	138			

3.2 Discussion

The results of the study show that the people of Karang Indah Village generally give a positive perception of the Red and White Cooperative. This finding can be seen from the overall average perception of 115.97 and from the tendency of a relatively positive average score in all work groups. These findings are in line with research on public perception of village cooperatives which shows that community acceptance tends to be good when cooperatives are understood to have economic and social functions that can be felt by the community (Wiseka

et al., 2023; Koib & Simamora, 2022). In the context of rural communities, cooperatives can be seen not only as business entities, but also as a collective forum that provides access to economic services and strengthens relationships between community members (Saz-Gil et al., 2021; Wulandhari et al., 2022).

The absence of significant differences in perceptions based on work shows that the type of work has not been the main differentiator in the way the people of Karang Indah Village view the Red and White Cooperative. This result is understandable because the village cooperative has a cross-group service orientation and the benefits are not only directed to one specific profession. Koib and Simamora's (2022) research shows that both farmers who are members of cooperatives and those who are not members can have good knowledge and perception of the importance of cooperatives when the function of cooperatives is understood in the community's economic activities. Thus, the similarity of perceptions in this study can show that the Red and White Cooperative is perceived as a shared economic institution, not as an institution that is only relevant to certain work groups.

These findings can also be explained through the perspective of social capital. Social capital in the form of trust, norms, networks, and mutual relationships can be the basis for the formation of cooperation in cooperative organizations (Saz-Gil et al., 2021). In cooperatives, social capital is not only a consequence of interactions between members, but can also be a resource that strengthens organizational resilience through collaboration, transparency, and expansion of social networks (Wulandhari et al., 2022). Stoop et al. (2021) emphasized that cooperative structures alone are not enough to maintain social capital if member involvement and organizational relationships with the community are weakened. Therefore, the uniformity of perceptions in this study should be understood as an early indication of the existence of a common collective orientation, not as evidence that work characteristics never affect perceptions in other contexts.

In terms of participation, community acceptance of village economic institutions is closely related to the extent to which the community has the space to be involved and obtain information about the program. Kuria and Rodiyah (2022) found that community participation in the BUMDes program emerges, among other things, through providing suggestions and input in the decision-making process, while Priharjanto et al. (2022) show that community participation is related to the performance of village economic institutions. The findings of Sofia and Fitriyah (2022) also show that participation, accountability, and transparency are important elements in the effectiveness of village development management. The implication for the Red and White Cooperative is that positive perceptions need to be followed by a real participation mechanism so that community acceptance develops into involvement in cooperative management.

The transparency aspect is also important because positive perceptions do not automatically guarantee the sustainability of cooperatives. Research by Putri and Erlinawati (2023) shows the importance of governance that includes transparency, accountability, responsibility, independence, and fairness in supporting cooperative performance. Turi and Muharram (2023) found that transparency of financial statements has a positive effect on the trust of cooperative members, while Novatiani et al. (2023) show that good cooperative governance is related to financial performance. Thus, the results of the research in Karang Indah Village provide the basis that managers of the Red and White Cooperative need to maintain these positive perceptions through information disclosure, accountability, and communication that are easy for the public to understand.

The results of the study are also relevant to the findings regarding the economic benefits of cooperatives. Toiba et al. (2024) show that cooperative membership can be related to improving the welfare of farmers, especially through resolving the problems of market access,

financing, and business sustainability. Siregar et al. (2024) also show that cooperatives can support economic empowerment through financing, savings, business development, and the creation of economic opportunities. At the village level, Masyhuri (2024) emphasized that cooperatives can be a means to develop local economic potential, expand access to capital, and strengthen the economic resilience of rural communities. Therefore, public perception of the Red and White Cooperative will be stronger if the benefits felt by the community can be proven through concrete economic services and activities.

However, there are methodological considerations that need to be taken into account before the manuscript is published. The ANOVA table in the manuscript shows df Between Groups = 1, even though there are seven working groups so mathematically the degree of freedom between groups should be 6. Therefore, the original SPSS output needs to be re-checked and the ANOVA table must be adjusted to the correct output before the article is submitted to the journal. The interpretation of the significance value of 0.959 in this revision is maintained based on the results listed in the manuscript, but the df number and the Sum of Squares component should not be considered final until verified from the statistical output file.

Overall, this study shows that community acceptance of the Red and White Cooperative in Karang Indah Village tends to be inclusive across jobs. However, these results do not mean that work is completely irrelevant in the formation of perceptions, but rather shows that in the sample and context of this study, job variations do not produce statistically significant differences. Further research can include education, income, cooperative experience, trust levels, access to information, and social participation as variables that have the potential to explain perception variations more comprehensively (Sarjiyanto et al., 2024; Nainggolan et al., 2024).

4 CONCLUSION

This study aims to analyze public perception of the Red and White Cooperative and test the difference in perception based on the characteristics of community work in Karang Indah Village, Mandastana District, Barito Kuala Regency, South Kalimantan Province. Based on the results of the analysis that has been carried out, the research instrument is proven to be valid and reliable to measure public perception of the Red and White Cooperative. The results of hypothesis testing using the One-Way Analysis of Variance (ANOVA) show that there is no significant difference in public perception based on the characteristics of the work, which is shown by a significance value of 0.959 ($p > 0.05$). Thus, the characteristics of the work are not a factor that differentiates the public's perception of the existence of the Red and White Cooperative.

These findings indicate that public perception of the Red and White Cooperative tends to be formed collectively and relatively uniformly in various work groups. The community views cooperatives as village economic institutions that have goals and benefits that can be felt by all levels of society regardless of certain work backgrounds. The results of this study also strengthen the perspective of social capital which emphasizes that trust, social interaction, and common interests have a more dominant role than work characteristics in shaping people's perception of community-based economic institutions.

Theoretically, this research contributes to enriching the study of public perception of village economic institutions, especially the Red and White Cooperative as an instrument of community-based economic development. Practically, the results of the study show that efforts to develop the Red and White Cooperative do not need to be focused on a specific work group, but are directed to an inclusive approach and involve all elements of society. Therefore, the village government and cooperative managers need to continue to strengthen program socialization, increase management transparency, expand community participation space, and

build public trust so that the existence of cooperatives is more accepted and able to provide sustainable benefits for village communities.

However, this study still has limitations because it was only conducted at one research location and only tested work variables as a differentiating factor in community perception. Therefore, further research needs to expand the scope of the research area, involve a larger number of respondents, and include other variables such as education level, income, cooperative experience, level of trust in village institutions, and community social participation. In addition, the use of a more comprehensive analytical approach, such as the Rasch Measurement Model or Structural Equation Modeling (SEM), can be considered to gain a deeper understanding of the factors that affect the community's perception of the Red and White Cooperative and village economic institutions in general.

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