

ABSTRACT

Laila Ulinnuha. 2012. *Skripsi*. Title “The Analysis of Credit Management with *Tanggung Renteng* System to Increase Profitability in the Period of 2009-2012 (the Study on Setia Budi Wanita Cooperation Malang)”

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Key words : Credit Management, *Tanggung Renteng*, Profitability.

Cooperation is one of finance institutions that give funds for the development of communities' business. Seeing the various needs of human causes them to feel the needs for funds or venture capital to fulfill the desire, interest, or even the aspiration. This helping fund is known as credit. In cooperation, credit is a source of some funds which has an important role for the continuation of the cooperation's existence. To maximize the cooperation's profitability, it needs a good credit management. The purpose of this research is to analyze a credit management using *Tanggung Renteng* system in order to increase the profitability of *Koperasi Serba Usaha* (Multi Purposes Cooperation) “Setia Budi Wanita” Malang.

The type of research is a qualitative research using descriptive approach known as a qualitative descriptive research. It is carried out by interviewing the manager of the cooperation and analysing the cooperation financial report.

The result of this research shows that a credit management applied by *Koperasi Serba Usaha* “Setia Budi Wanita” Malang can be considered as a good management. A credit management consisting of credit planning, credit provision, and the procedure of credit provision and credit monitoring carried out by *Koperasi* “Setia Budi Wanita” Malang proves that it makes the cooperation able to increase the number of *Koperasi* “Setia Budi Wanita” Malang members. However, it can be seen that the profitability level is not optimal enough. This matter is shown by the decreased ratio of ROA, NPM. But if it is seen from the ROE ratio, the cooperation has already able to maximize its own capital which is actually affected by its income and sales. The capital's strength is influenced by the application of *Tanggung Renteng* system. Implementing the system, cooperation is able to restrain and control all activities accurately. *Koperasi Serba Usaha* “Setia Budi Wanita” Malang has done some efforts to accomplish it maximally and carried out an empowerment/coaching for its members. This kind of process has proved its effectiveness to save the cooperation's asset with 0% NPL. It can minimize bad credits rate.