

## ABSTRACT

*This study aims to determine the economic analysis that explains the role of cooperatives on member business development, cooperative management systems, and to determine the business feasibility of the Cooperative Agro Mirasa Boga Bantul Yogyakarta "AMBOY". This research was conducted in Ponggok Hamlet, Sidomulyo Village, Bambanglipuro District, Bantul Regency. Data collection techniques carried out by distributing questionnaires of 30 respondents, interviews with the chairman of the cooperative, and secondary data from the Cooperative RAT Report in 2013-2016. Then the data were analyzed using descriptive analysis and annual feasibility studies.*

*The results of the analysis of this study indicate that cooperatives play a role in business development through activities, facilities, and training provided to their members. "AMBOY" Cooperative Management can be seen from the management system that is already quite good. Feasibility analysis of the Mirasa Boga Bantul Agro Cooperative in Yogyakarta or it can be called an "AMBOY Cooperative" is located in Ponggok Hamlet, Sidomulyo, Bambanglipuro, Bantul. Processed products that are produced from each 'KWT' in the "AMBOY Cooperative" amounted to 40 types of processed products. The business is feasible to run, this is in terms of the Net Present Value (NPV) obtained Rp. 821.976,653, Net B / C value obtained 1.018 results, IRR calculation obtained 15,00000452% results greater than the discount rate (interest rate) the interest on the loan in the study area) is 11% and the calculation of the Payback Period for the cooperative business can return the investment for 3,62 years.*

**Keywords:** *the role of cooperatives, management systems, feasibility studies.*