

Implementation Of Business Strategies With SWOT For Food Traders At Bungkul Park, Surabaya

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Abstract—Small and Medium Enterprises (SMEs) are a group of one of the largest economic actors in the Indonesian economy and have proven to be a safeguard for the national economy in times of crisis and also create sizable job opportunities for domestic workers, thus greatly assisting efforts to reduce unemployment caused by difficulties looking for jobs. This research is classified into qualitative research. Respondents were taken using the purposive sampling technique. The method used is an analysis using SWOT (Strengths, Weaknesses, Opportunities, and Threats). The results of research with SWOT analysis show that in managing finances, they still use traditional records, in products they still use recipes for the taste and quality of food and beverages, in promotions they are passive in waiting for consumers, strategic locations, and neatly arranged.

Keywords : Marketing, SMEs, Purposive sampling, SWOT analysis.

I. INTRODUCTION

Small and Medium Enterprises (SMEs) is an organization aiming for a profit with minimal capital affordability and minimum skill (Khalique et al., 2020). Some characteristics of SMEs: First, most SMEs produce consumer goods, especially non-durable consumer goods. This group of goods is characterized if there is an increase in people's income, the demand for these goods does not increase much, and vice versa if people's income declines as a result of the crisis, the demand does not decrease much. Second, the majority of small businesses rely more on non-banking financing in terms of business funding. When the banking sector fell due to the crisis, core small businesses were not affected. Third, generally, small businesses carry out strict

specialization, namely producing only certain goods or services (as opposed to conglomeration). SMEs tend to be flexible in owning and changing businesses (Phaphoom et al., 2018). Fourth, is the formation of new informal small businesses due to the many layoffs in times of crisis (Widyanti, 2021) and (Saarenketo et al., 2022). In addition, the resilience of SMEs is created because they do not have much dependence on external factors such as debt in foreign currencies and imported raw materials in carrying out their business activities after all SMEs generally use raw materials from local natural sources (Ratna, 2019).

Speaking of the trade sector, we cannot be separated from the community of traders as the perpetrators, one of whom is then better known as Street Vendors (PKL), namely by selling on the sidewalks or other public places. Street vendors are included in the SMEs sector but the majority of their businesses are not legally registered (Kriastianto et al., 2021).

The development of street vendors from time to time is very rapid in number because street vendors can be more easily found by consumers than official traders who are mostly permanent. So that consumers are facilitated to meet the needs for retail goods. Street vendors (PKL) always take advantage of places that are always considered profitable (nomaden) (Vegantara, 2021), for example, the city center, squares, crowded places to places that have the potential to become tourist attractions. They just think that what they are doing is to make a living regardless of other things. Behind the presence of these street vendors, it turns out that they can provide positive benefits and less profitable benefits. Positive benefits may be felt by people of low economic class because they can obtain goods at affordable prices. From the description above, it can be seen that the informal sector of street vendors has a major role in improving the

economy, especially for the economically weak and this sector also absorbs workers who have relatively minimal expertise.

SWOT analysis can help business people so that in carrying out their business activities they can run according to the business plan and achieve their goals. Business people must dare to admit what are the strengths, weaknesses, opportunities, and threats that exist in their business activities to carry out strategies that are right on target in running their business which include production strategies, financial strategies, strategic MSDM, and marketing strategy.

A. Purposive sampling

the Purposive sampling technique is a sampling technique of data sources with certain considerations (Leiwakabessya et al., 2021). This technique includes based on certain criteria made by researchers based on research objectives. The purposive technique is to determine the criteria, where the criteria must support the research objectives. In total there are 45 existing MSMEs and 7 of them are taken as samples. In deep interview can be chosen because it produces a more accurate response (Handoko and Jannah,

In this study, swot analysis was used to generate the best marketing strategy. This method has been widely used before including Paes et al. (2019) that used this method to analyze organic solid waste management, Wang and Wang (2020) that used that method to analyze China's strategy for Covid-19, Agyekum et al. (2020) that used the same method on Ghana's nuclear Agenda, and also Palomares et al. (2021) that used SWOT to obtain artificial intelligence in panoramic view to achieving sustainable development.

2020).

B. SWOT Matrix

SWOT matrix is a matrix that describes the strengths, weaknesses, opportunities, and threads that can support the company's strategy Leiber et al. (2018).

C. EFAS and IFAS

IFAS and EFAS matrices are tools used to compile the strategic factors of a company (Devi and Triyuni, 2021).

II. METHODOLOGY

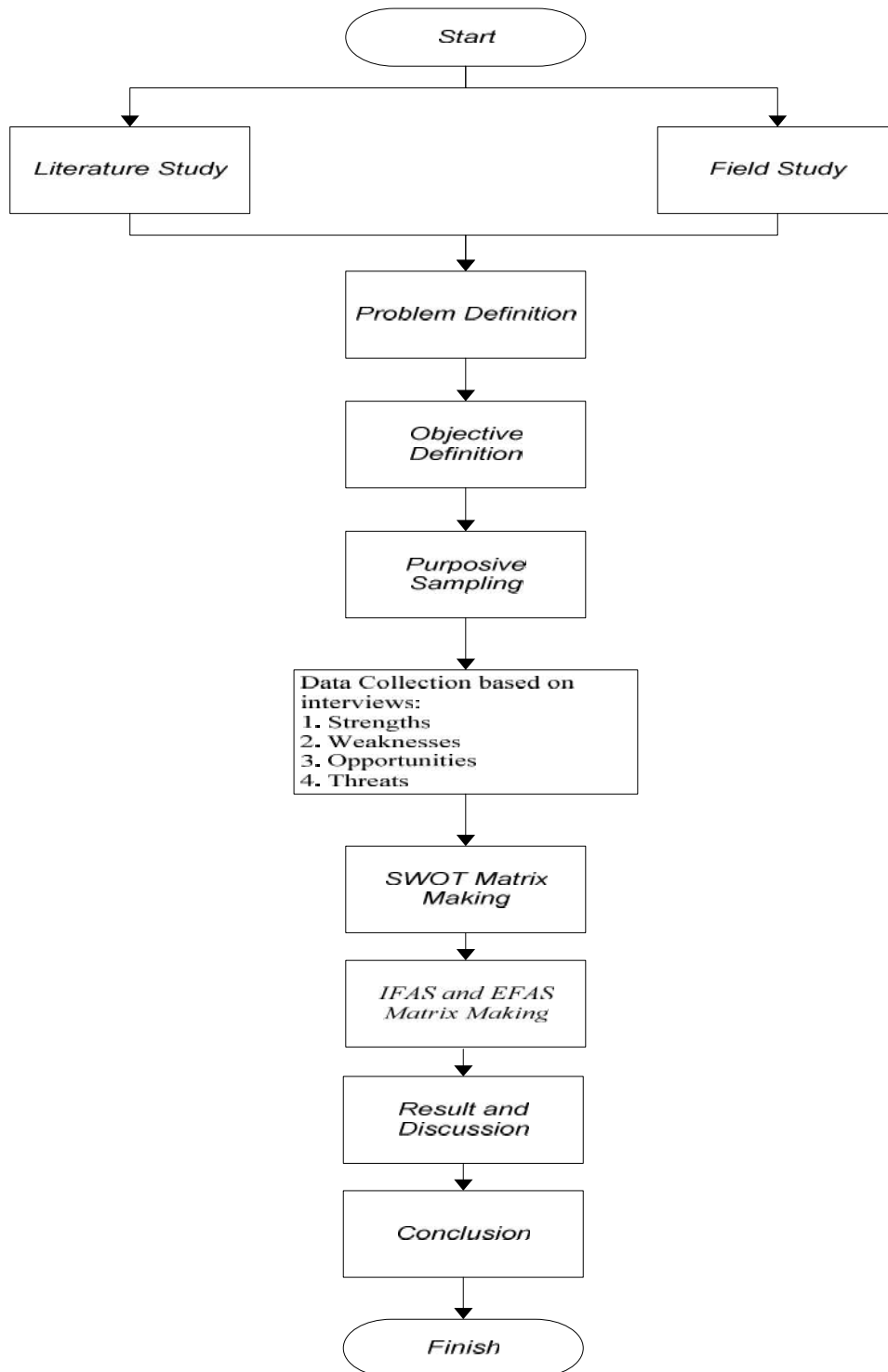


Figure 1: Flowchart methodology

III. RESULT AND DISCUSSION

IFAS and EFAS Matrix analysis generated from the SMEs that have been surveyed.

The following Table 1 is the results of the

Table 1. EFAS and IFAS Matrix

IFAS	<p>STRENGTHS</p> <ul style="list-style-type: none"> - Availability of current capital in sufficient quantities. - Availability of adequate human resources. - Offering quite competitive products. - Government support - The location is quite strategic 	<p>WEAKNESSES (W)</p> <ul style="list-style-type: none"> - Low quality of human resources. - Access to the asset location is very congested and chaotic. - Bound with a fairly long bureaucracy. - Inappropriate pattern of market asset rejuvenation. - Traders as stakeholders are less cooperative. 	
EFAS	<p>OPORTUNE'S (O)</p> <ul style="list-style-type: none"> - Demographic factors - Availability of third parties to utilize Bungkul Park. - Regional autonomy. - Economic growth. - A conducive investment climate. 	<p>S-O STRATEGY</p> <p>Increased marketing of street vendors in Bungkul Park, including development.</p>	<p>W-O STRATEGY</p> <p>Improving the quality of human resources, both human resources managers and traders.</p>
	<p>TREATS</p> <ul style="list-style-type: none"> - Changes in people's lifestyles. - Rules Bungkul park distance. - The presence of street vendors. - Changes to the regional layout. 	<p>S-T STRATEGY</p> <p>Improvement of facilities and infrastructure in the form of rejuvenation or revitalization of Bungkul Park.</p>	<p>W-T STRATEGY</p> <p>Cooperation in asset utilization with the private sector, both in the form of parking management and waste management.</p>

The description of the four strategies in Table 1 is as follows:

a. S-O (Strength Opportunity) Strategy, a strategy that uses strength to take advantage of opportunities in street vendors in Taman Bungkul Surabaya, is carried out with the following actions:

1. Doing promotions by distributing brochures and word of mouth.
2. Conduct marketing cooperation with other street vendors.
3. Improve a clean, safe, and comfortable Bungkul Park.

b. W-O (Weaknesses-Opportunity) Strategy, a strategy that is carried out by minimizing weaknesses to take advantage of opportunities in street vendors in Taman Bungkul Surabaya, carried out with the following actions:

1. Recruitment of employees based on the needs of street vendors in Taman Bungkul.
- 2.Improvement of employee welfare.
- 3.Increasing the merchant cooperative empowerment program.
4. Improve supervision.

c. S-T Strategy (Strength-Threats), a strategy that uses strength to take advantage of long-term opportunities in street vendors in Bungkul Park, is carried out with the following actions:

1. Make physical repairs.
2. Waste management.
3. Arrangement of product display layout in Bungkul Park which is oriented to the convenience of Bungkul Park visitors.
- 4.Improve and supervise street vendors in Bungkul Park

d. W-T Strategy (Weakness-Threats), a strategy that is carried out by minimizing weaknesses and avoiding threats in street vendors in Bungkul Park, is carried out with the following actions:

1. Cooperation in the management of parking areas.
2. Cooperation in waste management.
3. Regional arrangement cooperation.
4. Environmental management cooperation.

IV. CONCLUSION

These are the conclusions obtained from this research:

1. In managing finances, some street vendors in Bungkul Park, Surabaya still use traditional (manual) records.

2. Street vendors are still trying to maintain the

production process and the recipes they use to maintain the taste and quality of food and beverages.

3. The street vendors are still passive in waiting for consumers and customers to come.

4. In Bungkul Park, Surabaya, the trade is more organized.

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