

Business Strategy SMEs Alfa Tanjak

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Abstract. The Covid-19 pandemic at the beginning of its appearance and as the case increases because the virus causes the rule of social restrictions that result in business activities being limited and experiencing turnover decreases, even many business people have stopped producing. In this case, Alfa Thanjack was also affected by the Covid-19 Pandemic but still survived. The research aims to determine the strengths, weaknesses, opportunities and threats of Alfa Thanjack SMEs and how the right recovery strategy for the business is. Research methods are qualitative by conducting interviews, observations, and documentation to obtain data and information. Furthermore, the study was conducted with two stages: The Input Stage for IFE and EFE and The Matching Stage for SWOT matrix. Research results show that strengths and weaknesses can be used as a business control factor while opportunities and threats can be used as a consideration in business. Alfa Thanjack SMEs already have enough internal strength and can use the opportunities to avoid threats.

Keywords: Strategy; Management; Business; SMEs; vPandemic

1 Introduction

Today, SMEs become one of the largest contributors to the Indonesian economy sector. This proves that the contribution of SMEs is one of the things that can increase the country's income and potentially become a container of human resources empowerment. Thus, SMEs can be categorized as having a very important role in the sustainability of the economy in Indonesia. Not least in Tanjungpinang City, SMEs are widely developed in this area. SMEs become one of the sectors that are in demand by the community of Tanjungpinang [1].

SMEs Alfa Thanjack is a production and sales business that has been established since 2016. This SME was founded by a woman named Herlena who started from her hobby making customary attributes of local fashion for personal purposes. Tanjak is one of the products that has a history in Tanjungpinang. Based on the results of the interview, data obtained that the average turnover of sales of this uphill product reached 200 million per year, but during the Covid-19 Pandemic in 2020 saw a drop in turnover. Here is the income data obtained from Alfa Thanjack SMEs during the Pandemic period.

The revenue value of Alfa Tanjak SMEs experienced a drop in 2020 from the previous turnover in 2019. This condition is certainly a challenge for SMEs Alfa Tanjak in maintaining and increasing its business revenue during the Covid-19 Pandemic. In the worst economic situation and a decrease in sales turnover due to Covid-19, SMEs Alfa Tanjak must be wise in making business decisions, one of which by formulating the right strategy to restore business conditions.

A strategy that a company builds will have an impact on the success or failure of a company in surviving in market competition. One of the best strategy determinations is to review market developments and the environment with the same company approach to satisfying customers [1][3]. To assess business strategies in increasing competitiveness efforts that usually have weaknesses and strengths, it can be by using SWOT analysis, where SMEs can identify weaknesses and threats by strategizing to capitalize on strengths and opportunities to overcome weaknesses and threats in an effort to increase revenue [5][6]. Through the SWOT analysis approach states that increasing uncertainty in the external environment and competition in the company as an effort to improve strategy adjustment in business with the aim of achieving expected performance [2][4]. Based on the background described above, this research aims to formulate the right strategy alternative and in accordance with the business conditions of Alfa Tanjak SMEs through SWOT analysis.

2 Research Methodology

Research conducted at UMKM Alfa Tanjak which is located at Jalan Bhayangkara Upper No.48, Kel. Mirror Hill, Cec. West Tanjungpinang, Tanjungpinang City, Riau Islands 29111. Research is conducted from November-December 2022. Research is used by qualitative descriptive methods that describe and explain phenomena or events according to actual conditions. The data obtained in this study is primary data that is data obtained from the first source and then analyzed to meet the needs of the research. Then observation where researchers came to the place where the object of research and observed and recorded phenomena of activities that occurred in the field. Then, documentation study is a technique of data collection or information related to the problem studied and then studying documents and records related to research. The data analysis used in this study is SWOT analysis [6].

3 Result and Discussion

SWOT analysis can be made presented in the following table 1.

Table 1. SWOT Matrix Analysis

Matriks SWOT	<i>Opportunities</i>	<i>Threats</i>
	1. The uphill business is a promising market share	1. Competitors with similar business fields
	2. The fast-growing SME industry	2. Technology is rapidly evolving
	3. Fashion trends and accessories are growing	3. Dynamic raw material price
	4. Raw materials are easy to obtain	
	5. Digital technology is constantly evolving	
	6. Cooperation with various agencies and other	

	businesses	
	7. The Covid-19 pandemic is subsiding	
<i>Strengths</i>	SO	ST
1. Strategic business location	- S2-O4 Maintaining price stability adjusted to HPP calculation	- S2-T1 Maintaining the prices offered are cheaper and affordable than competitors.
2. Product Price is relatively affordable	- S2-O6 Offer cooperation packages as a brand support	- S3-T1 Maintaining product diversity of good quality
3. Products are diverse	- S3-O3 Innovate creating varied and unique products to meet the needs of fashion trends and accessories	- S4-T1 Good branding by maintaining iconic brands and logos
4. Brand is well known	- S4-O1 Branding with endorsements	- S4-T2 Maximize promotions through social media and e-commerce
5. Good product packaging	- S4-O2 Building innovative core competencies with HR skills development	- S5-T1 Packaging with attractive design can be accompanied by customization labels
6. Marketing is digital	- S6-O5 Maximize online promotions and try advertising to attract new customer	- S6-T1 Promoting products regularly by posting on various social media
	- S3, S4-O7 Hold a work shop and bazaar in a specific event	
<i>Weaknesses</i>	WO	WT
1. Limitations in the number of employees in the production field	- W1-O2 Recruit expert workforce to optimize business activities	- W1-T1 Increase the number of employees to maximize production activities
2. Limitations in the number of production tools	- W3-O4 Utilize financial applications in reporting such as business friends or quickbooks	- W2-T1 Adding tools as a work requirement to increase production capacity
3. Not yet mastering technology in the preparation of financial statements		- W3-T2 Use financial applications that suit business and employee capabilities

Source: data processing, 2022

Based on the table 1, S-O strategies for SMEs Alfa Tanjak are: 1) Maintaining price stability adjusted to HPP calculation; 2) Offer cooperation packages as a brand support; 3) Innovate creating varied and unique products to meet the needs of fashion trends and accessories; 4) Branding with endorsements; 5) Building innovative core competencies with HR

skills development; 6) Maximize online promotions and try advertising to attract new customers; and 7) Hold a work shop and bazaar in a specific event

W-O strategies for SMEs Alfa Tanjak are: 1) Recruit expert workforce to optimize business activities; and 2) Utilize financial applications in reporting such as business friends or quickbooks

S-T strategy of Alfa Tanjak is: 1) Maintaining the prices offered are cheaper and affordable than competitors; 2) Maintaining product diversity of good quality; 3) Good branding by maintaining iconic brands and logos; 4) Maximize social media marketing and e-commerce promotions; 5) Packaging with attractive design can be accompanied by customization labels; and 6) Promoting products regularly by posting on various social media

W-T SMEs Alfa Tanjak are: 1) Increase the number of employees to maximize production activities; 2) Adding tools as a work requirement to increase production capacity; and 3) Use financial applications that suit business and employee capabilities.

4 Conclusion

Based on the results of the study, the conclusions acquired regarding internal elements and outside factors and resolution of enterprise strategies for SMEs Alfa Tanjak is inside the I quadrant wherein the commercial enterprise situation is very worthwhile. enterprise has enough energy and opportunities so that it could be applied for commercial enterprise development SMEs Alfa Tanjak need to recall alternative techniques that fit the potential and situations of the enterprise to slowly upward push and grow in a specific manner with a purpose to boom promotion and sales. In this example, growth orientated approach is the proper method for Alfa Tanjak SMEs. This, may be utilized by SMEs Alfa Tanjak to make bigger the market share of products that can be provided and grow to be a logo this is an increasing number of recognized by way of the older marketplace.

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