Business Development Strategy Using Swot Analysis at Home Business Lilis Bolu Purwasari Karawang

Dian Ikha Pramayanti[1], Meida Rachmawati[2], Jajat Sudrajat[3], Ibar Adi Permana[4], Entis Sutisna[5]
Asia e University[1,2,3,4,5]

{dianikhapramayanti@gmail.com[1], Meida_r@unw.ac.id[2], jajat.sudrajat0371@gmail.com[3], ibariap12@gmail.com[4], entissutisna.kbi@gmail.com[5]}

Abstract. Home business Lilis Bolu Purwasari is one of the home-based businesses engaged in culinary. This business has interests and opportunities that are quite promising for the future of the business. However, the shortcomings and constraints that this business has have made the business development of the Lilis Bolu home-based business not have a large and monotonous improvement. For the sake of the simplicity of this home-based business, it is necessary to hold a business development by minimizing the shortcomings or constraints of this effort to achieve great opportunities. Thus, the purpose of this study is to find out the development of this business from its inception to the present, to know internal and external factors that will become a reference in designing the strategy of developing the Lilis Bolu home business, as well as designing a business development strategy that is suitable for implementation in the Lilis Bolu home business. The location of this study was conducted in Kp. Warung Kebon RT 02 RW 04 Purwasari village, Purwasari sub-district, Karawang regency, West Java and will be conducted in February 2019 until May 2019. The method used in this research is qualitative descriptive, where the research is structured to describe the real situation in the research area. And to develop a business development strategy, this study uses the SWOT analysis method. The results of the SWOT analysis show the IFAS value in the Lilis Bolu home-based business obtained a score of 2,24 and the EFAS value in this business obtained a score of 2,47. From these results it can be seen that the position of this home business using the Internal External Matrix (IE) is in the cell position 5 (five), which means that the home business is in a growth stability situation. Judging from the current position of the Lilis Bolu home business, development strategies are suitable to be implemented is the Weakness Opportunities (WO) strategy. In this strategy the company will focus on reducing or overcoming shortcomings to achieve greater opportunities.

Keywords: SWOT Analysis; Business Development Strategy; UKM

1 Introduction

Small and Medium Enterprises (UKM) based on Bank Indonesia Circular Letter No.26 / I / UKK dated May 29, 1993, regarding Small Business Credit (KUK) are businesses that have

total assets of Rp. 60 million (six hundred million rupiahs) excluding land or houses occupied. The definition of small business includes individual businesses, private business entities, and cooperatives, as long as the assets owned do not exceed a value of Rp. 600 million. (Meriana, 2016)

To be able to win the competition, entrepreneurs need to make efforts such as providing advantages, taking advantage of opportunities that exist today to develop their business. Business development is an institution that produces goods and services needed by society. If the needs of the community increase, then business institutions will also increase their development to meet these needs while making a profit.

Based on brief observations made by researchers at the site, until now this business has not been able to develop as expected, as only a few people in Karawang know that Karawang itself is a home-based business, even though this industry is quite promising. This is due to the lack of optimal marketing and business performance. According to the author, because of the market share or interest of consumers, Lilis Bolu is quite promising and there are many enthusiasts from various circles because this food is suitable for dishes at various events, such as thanksgiving, social gatherings, birthdays, weddings, etc. The marketing of Lilis Bolu's products is quite extensive because the marketing is direct to consumers, such as marketing to employees of companies around Karawang or come directly to the place where the product is made which is located in Shinwon alley, Purwasari to purchase or order directly. There is no problem to get the raw material for this product and it is easy since the production place is close to several traditional markets and main markets.

From the problems above, it can be seen that this Lilis Bolu home-based business needs business development to improve quality and competitiveness so that it can get more profit. Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis can help business people to analyze how their business strategy should be implemented. (Rangkuti, 2015: 19), SWOT analysis is one of the tools that can be used to develop a strategy based on the situation around the company that affects company performance. These factors are classified as internal and external factors of the company, namely the relationship between the organization and society that creates and supports it. (Dayani, Prinadiono, & Noviandari, 2017)

Businessmen must be able to determine their strengths so that they can be used as keys in carrying out their business activities, weaknesses are things that business people need to watch out for so that they are not easily read by competitors. Every business activity must have weaknesses and this must be minimized so that it does not become an obstacle in the future for business people who will also have opportunities n their business. If this opportunity is obtained, the businessmen can immediately take advantage of this opportunity to attract more consumers. Threats are the main obstacles for business people in carrying out their business activities.

By conducting a SWOT analysis, external and internal factors can be obtained which will later be used to formulate a suitable business development strategy to be carried out in Lilis Bolu's home business. A business development strategy is a method related to manufacturing and marketing activities that intend to develop a business or business that is being run.

2   Research Problem

Based on the background of the problems that have been described, the formulation of the research problem is:

a. How has the Lilis Bolu cake home business developed from its inception to the present day?
b. What are the internal and external factors that can be used for business development in the Lilis Bolu home business?
c. How is a suitable business development strategy implemented in Lilis Bolu's home business?

3 Research Method

3.1 Data Collection Method

Data collection methods are in what way and how the required data can be collected so that the final results of the study can present valid and reliable information. In collecting data for this study, the authors used several methods, among others:

a) Field Study

1) Questionnaire

According to Sugiyono (2011: 142), a questionnaire or questionnaire is a data collection technique by giving a set of questions or written statements to respondents to answer. Questionnaires were given to respondents to obtain data on the strengths, weaknesses, opportunities, and threats faced and faced by the Bolu Lilis Purwasari Karawang home-based business.

The questionnaire used by the researcher is a closed one. According to Suharsimi Arikunto (2010: 28) "enclosed questionnaire is a list of questions prepared by providing complete answer options so that the charger only stayed a mark on the selected answer choices". In this study, a questionnaire was used to obtain data on the strengths, weaknesses, opportunities, and threats of the company by providing 20 items. Questions were given to home-based business customers Bolu Lilis Purwasari Karawang.

2) Interview

An interview is a meeting of two people to exchange information and ideas through question and answer, so that meaning in a particular topic can be constructed. To obtain and obtain information on the problem to be studied, the researcher conducted in-depth interviews with the owner of Bolu Lilis.

3) Observation

Data collection technique is by making direct observations of the object, starting from the results obtained from interviews that have been conducted with the business owner, so that the reality and facts needed in the final report can be found.

b) Literature Study

Research conducted by reading literature, written reports, and other reference materials as a theoretical basis in research.

3.2 Data Analysis Method

The method used in this research is descriptive with a qualitative approach. A qualitative approach is an approach that uses data in the form of written or spoken sentences, phenomena, behavior, events, knowledge, and objects of study that can be observed by researchers. Descriptive analysis is a type of presentation of data obtained from the results of research by providing a picture by the facts or facts that exist at the time of the study. The qualitative research method is a research method based on the philosophy of post-positivism and is used in natural object conditions, where the researcher is the key instrument (Sugiono, 2010). The appropriate method will help researchers obtain data relevant to the research (Puspita Sari & Oktafianto, 2017).

3.3 SWOT Analysis

SWOT analysis is the systematic identification of various factors to formulate a company strategy. (Rangkuti, 2016: 19) This analysis is based on the relationship or interaction between internal elements, namely strengths and weaknesses, to external elements, namely opportunities and threats. (Dayani, Prinadiono, & Noviandari, 2017).

4 Discussion

4.1 Development of Home Business Conditions Lilis Bolu Purwasari Karawang

a) Capital

The capital used by the business owner at the beginning of building this business was Rp. 150,000 of this capital was used to purchase initial equipment and raw materials for making cakes at that time. Along with the development of this business, now the capital spent by home-based business owner Lilis Bolu is Rp. 1,000,000 per day to produce 50 cake pans, Rp. 30,000,000 per month to produce 1,500 cake pans, so the owner spends Rp. 360,000. .000 per year to produce 18,000 cake pans. Thus, Lilis Bolu's household business has increased in terms of capital.

b) Operational

There has been no change since the past until now in terms of operational schedules, it operates every day from 10 am to 5 pm and holidays will be carried out according to the business owner's will. Changes in business operations can be found in the tools used and the number of products produced. The equipment used to produce at the time of the establishment of the business was still using a manual dough beater, a stove oven, a gas stove, and a refrigerator. Then, there are no major changes in the tools used, only changing the manual dough beater changed using a cake mixer. And along with the development of Lilis Bolu's home business, the tools used today are more modern so that the production process is more efficient, while the tools currently used are 2 (two) mixer machines that can accommodate 6

kg of cake dough, 2 (two) sized gas ovens of 60x50, 2 (two) gas stoves with 2 burners, and 2 (two) refrigerators. The number of products produced was 10-20 pans per day, while currently, Lilis Bolu's home-based business can produce 50-100 pans per day. Thus, Lilis Bolu's home business has increased from an operational perspective.

c) Human Resources

Since the establishment of this business, the owner does not have a workforce to help him in both production and marketing activities, all work from production to marketing is done by the business owner himself. Although they had several workers it did not last long, some workers quit for personal reasons. Most of the workers who have helped business owners are relatives or neighbors of the business owner himself. Currently, the business owner is assisted by her first daughter and her husband in running this home business. The conditions determined by the business owner if they want to work in their place of business are that the workers are quite literate and willing to work. The wages given by the business owner to workers are Rp. 1,000,000 which will be given directly per month. Thus, Lilis Bolu's home business does not experience development in terms of Human Resources (HR).

d) Marketing

At the beginning of the owner's establishment of the business, the owner marketed his products using a cart which he placed in front of the local company/factory gate and offered to employees who worked in the company where he traded, the promotion he carried out only offered directly to company employees and relied on the dissemination of information. from mouth to mouth. Currently, owners rarely make direct sales and rely more on resellers who are old customers who have bought their products from the start of their business. Promotions currently carried out by business owners use social media as a promotional medium such as Whatapp. Besides, the owner also provides delivery services for large orders. Thus, Lilis Bolu's home business has increased in terms of marketing.

e) Income

The net income earned by the business owner at the time of its establishment was Rp. 25,000 per day, which means that the owner only earned Rp. 750,000 per month and Rp. 9,000,000 per year. Currently, the owner has an income of Rp. 100,000 per day, which means the owner makes a profit of Rp. 3,000,000 per month and earns Rp. 36,000,000 per year. Thus, Lilis Bolu's home business has increased in terms of income.

4.2 SWOT Analysis

After the SWOT indicators have been determined, the next step is to determine the weight, rating, and score (Rangkuti, 2018).

a) Weighting

The weighting of internal and external factors is based on the distribution of questionnaires that have been carried out to consumers of the home-based business Bolu Lilis Purwasari

Karawang. The average of internal factors and external factors obtained on consumer opinion is as follows:

1) Strength

Table 1. Strength Quality Indicator

No	Indicators	Amount	Quality
1	The products offered are of good quality	53	3,53
2	The products offered are following consumer tastes	50	3,33
3	The price offered is quite affordable	54	3,60
4	The location of the business is easily accessible	45	3,00
5	Providing satisfying service	52	3,47
Quality average			3,39

Source: Processed Data

The data is derived from the sum of scores for each indicator of the strength of the entire respondents amounted to 15 respondents. The average weight value is 3.39, which means that each respondent gives a value to the strength factor of agreeing to strongly agree.

2) Weakness

Table 2. Weakness Quality Indicator

No	Indicator	Amount	Quality
1	The number of products produced is limited	36	2,40
2	The product packaging is less attractive	38	2,53
3	Promotion is not maximal	38	2,53
4	Lack of human resources causes the production process to be less than optimal	34	2,27
5	Do not have a shop in a more strategic place	29	1,93
Quality Average			2,33

Source: Processed Data

The data is obtained from the sum of the scores for each strength indicator on all respondents, amounting to 15 respondents. The average weight value is 2.33 which means that each respondent gives a value to the strength factor of disagreeing to agreeing.

3) Opportunities

Table 3. Opportunity Weights Indicator

No	Indicator	Amount	Quality
1	The products offered are quite varied	50	3,33
2	Provide delivery service	50	3,33
3	Ordering products is easy	52	3,47
4	Timely fulfillment of product orders	41	2,73
5	Information about the product is easy to get	50	3,33
Quality Average			3,24

Source: Processed Data

The data is obtained from the sum of the scores for each strength indicator on all respondents, amounting to 15 respondents. The average quality value is 3.24, which means that each respondent gives a value to the strength factor of agreeing to strongly agree.

4) Treat

Table 4. Threat Quality Indicator

No	Indicator	Amount	Quality
1	Has many competitors	27	1,80
2	Do not have a business license from the central government	30	2,00
3	Do not have "Halal" certification	26	1,73
4	Do not have the latest product innovations	28	1,87
5	Products that are sold are easy to imitate	32	2,13
Quality Average			1,91

Source: Processed Data

The data is obtained from the sum of the scores for each strength indicator on all respondents, amounting to 15 respondents. The average weight value is 1.91, which means that each respondent gives a value to the strength factor, strongly disagrees to disagree. The total number of weights entered in the tabulation must not exceed 1.0 (Rangkuti, 2018) so that to produce a value by the theory, the weight value is calculated as follows:

Based on research conducted by Setyawan (2015), the calculation of the weight of internal factor items can be done by dividing the quality value of each indicator by the strengths and weaknesses by the total internal factor quality. Meanwhile, the calculation of the quality of the external factor items can be done by dividing the quality value of each indicator of the opportunity and threat factors divided by the total weight of the external factors. So in this study, the quality of the internal factor items can be obtained by dividing the quality value of each indicator on the strengths and weaknesses by the total internal factor weights totaling 28.4. Meanwhile, the weight of the external factor items can be obtained by dividing the quality value of each indicator on the opportunities and threats with the total number of external factor weights totaling 25.7.

1) Internal Factor

Table 5. Internal Factor Quality Indicator

No	Strength Indicator	Quality	Item Quality
1	The products offered are of good quality	3,53	0,1235
2	The products offered are in accordance with consumer tastes	3,33	0,1166
3	The price offered is quite affordable	3,60	0,1259
4	Easily accessible business location	3,00	0,1049
5	Providing satisfying service	3,47	0,1212
No	**Weakness Indicator**		
1	The number of products produced is limited	2,40	0,0839
2	Unattractive product packaging	2,53	0,0886
3	Promotion is not maximal	2,53	0,0886
4	Lack of human resources causes the production process to be less than optimal	2,27	0,0793
5	Do not have a shop in a more strategic place	1,93	0,0676
Total Quality		28,6	

The results in the strength and weakness indicator item weight column (internal factors) from the weight value of each strength and weakness indicator are divided by the total internal factor weight, namely the sum of the strengths and weaknesses weights with a total of 28.6. In brief, item weight = (weight: 28.6).

2) External Factor

Table 6. External Factor Quality Indicators

No	Opportunity Indicators	Bobot	Bobot Item
1	The products offered are quite varied	3,33	0,1295
2	Provide delivery service	3,33	0,1295
3	Ordering products is easy	3,47	0,1347
4	Timely fulfillment of product orders	2,73	0,1062
5	Product information is easy to find	3,33	0,1295
No	Threat Indicators		
1	Has many competitors	1,80	0,0699
2	Do not have a business license from the central government	2,00	0,0777
3	Do not have "Halal" certification	1,73	0,0674
4	Do not have the latest product innovations	1,87	0,0725
5	Products that are sold are easy to imitate	2,13	0,0829
Total Quality		25,7	

The results in the quality column of the opportunity and threat indicator items (external factors) from the weight value of each opportunity and threat indicator are divided by the total quality of external factors, namely the sum of the weight of opportunities and threats with a total of 25.7. Briefly, item quality= (weight: 25.7).

b) Rating

The rating value is given by asking for help from home business owner Lilis Bolu Purwasari Karawang as a benchmark. The granting of this rating is under the research conducted by Setyawan (2015) which states that business owners are considered to be the source who best understands the conditions of the business they are running both internally and externally, so the results of the rating are as follows:

Table 7. Standard rating in the Calculation

No	Strength Factor Indicator	Rating
1	The products offered are of good quality	3
2	The products offered are in accordance with consumer tastes	3
3	The price offered is quite affordable	3
4	Easily accessible business location	2
5	Providing destructive service	3
No	Weakness Factor Indicator	Rating
1	The number of products produced is limited	1
2	The product packaging is less attractive	1
3	Promotion is not maximal	2
4	Lack of human resources causes the production process to be less than optimal	2

5	Do not have a shop in a more strategic place	1
No	**Opportunities Indicators**	**Rating**
1	The products offered are quite varied	3
2	Provide delivery service	3
3	Ordering products is easy	3
4	Timely fulfillment of product orders	3
5	Information about the product is easy to get	3
No	**Threat Factor Indicators**	**Rating**
1	Has many competitors	1
2	Do not have a business license from the central government	2
3	Do not have "Halal" certification	2
4	Do not have the latest product innovations	2
5	Products that are sold are easy to imitate	1

Source: Home business owner of Lilis Bolu Purwasari Karawang

4.3 Business Development Planning Strategy

Identification of the internal and external factors in Lilis Bolu Purwasari Karawang's home business after being analyzed, then given quality and rating. The next step, the following table arrangement is the result of the analysis that has been carried out at the Lilis Bolu Purwasari Karawang home business which can be used in the implementation of a business development strategy.

Table 8. Factors of Internal Home Business Strategy Lilis Bolu Purwasari Karawang

Internal Strategy Factors	Quality Item	Rating	Item Quality X *Rating*
Strength			
The products offered are of good quality	0,1235	3	0,3706
The products offered are in accordance with consumer tastes	0,1166	3	0,3497
The price offered is quite affordable	0,1259	3	0,3776
Easily accessible location	0,1049	2	0,2098
Providing satisfying service	0,1212	3	0,3636
Weakness			
The number of products produced is limited	0,0839	1	0,0839
The product packaging is less attractive	0,0886	1	0,0839
Promotion is not maximal	0,0886	2	0,1772
Lack of human resources makes the production process less optimal	0,0793	2	0,1585
Do not have a shop in a more strategic place	0,0676	1	0,0676
Total Score			2,2471

Source: Processed Data

The total weight of the item x rating in the table above which is 2.24 is obtained from the sum of the item weights x rating indicators of strengths and weaknesses, the results of this study are supported by Rangkuti's theory (2018) which states that the score can be obtained from multiplying the weight with the rating than the entire score value. summed up so that the total score is obtained. This total score is used as a reference point for the internal conditions of the Lilis Bolu Purwasari Karawang home business. These results are used to see the company's current position.

Table 9. Factors of External Strategy of Home Business Lilis Bolu Purwasari Karawang

External Strategy Factors	Item Quality	Rating	Item Quality X *Rating*
Opportunities			
The products offered are quite varied	0,1295	3	0,3886
Provide delivery service	0,1295	3	0,3886
Ordering products is easy	0,1347	3	0,4041
Timely fulfillment of product orders	0,1062	3	0,3187
Information about the product is easy to get	0,1295	3	0,3886
Threat			
Has many competitors	0699	1	0,0699
Do not have a business license from the central government	0777	2	0,1554
Do not have "Halal" certification	0674	2	0,1347
Do not have the latest product innovations	0725	2	0,1451
Products that are sold are easy to imitate	0829	1	0,0829
Total Score			2,4767

Source: Processed Data

The total quality of the *item x rating* in the table above which is worth 2.47 is obtained from the sum of the quality of *item x the opportunity* and threat rating, the results of this study are supported by Rangkuti's theory (2018) which states that the score can be obtained from multiplying the weight with the rating then all score values are added so that the total score is obtained. The total score is used as a reference point for external conditions in Lilis Bolu Purwasari Karawang's home business, and the results are used to see the current position of the company.

An assessment of the internal and external factors possessed by the Lilis Bolu Purwasari Karawang home business can be obtained by a total score of 2.24 internal strategy factors. Meanwhile, the external strategic factors obtained a total score of 2.47. The results of the SWOT data analysis on the Lilis Bolu Purwasari Karawang home business can be described as follows:

a. The internal condition of Lilis Bolu's home-based business can be seen in table 4.9 which is worth 2.24, which is obtained from the sum of the weight of the items on each of the indicators of the strengths and weaknesses of the respondent's assessment multiplied by the rating of each indicator of the strengths and weaknesses given by the owner. The internal condition of Lilis Bolu Purwasari Karawang's home-based business is declared good because the average value of the strength factor is higher than the average value of the weaknesses of this home-based business.

b. The external conditions of Lilis Bolu's home-based business can be seen in table 4.10, which has a value of 2.47, obtained from the sum of the item weights for each indicator of the opportunity and threat factor, the respondent's assessment multiplied by the rating of each indicator of the opportunity and threat factors given by the owner. The external condition of Lilis Bolu Purwasari Karawang's home business is declared good because the average value of the opportunity factor is higher than the average value of the threat of this home business.

c. The company's current position is in cell 5, which indicates growth instability. In cell 5, the external internal matrix (IE) applies a consolidation strategy to avoid loss of sales and profits (Rangkuti, 2018). Identification of internal and external factors can create four main strategies, namely: SO strategy (Strength and Opportunities), WO strategy (Weakness and Opportunities), ST strategy (Strength and Threat), and WT strategy (Weakness and Threat) which can be detailed. seen in the following table:

Table 10. SWOT Matrix

	Strength (S)	Weakness (W)
IFAS	The products offered are of good quality	The number of products produced is limited
	The products offered are in accordance with consumer tastes	The product packaging is less attractive
	The price offered is quite affordable	Promotion is not maximal
	Easily accessible location	Lack of human resources makes the production process less optimal
EFAS	Providing satisfying service	Do not have a shop in a more strategic place
Opportunities (O)	**Strategi (So)**	**Strategi (Wo)**
The products offered are quite varied	Always innovate on the products offered	Adding labor to make time-efficient and the production process more productive
Provide delivery service	Provide quality assurance for the products offered	Utilizing Go-food or Grab-food services to optimize delivery services
Ordering products is easy	Optimizing services to consumers	Maximizing the use of social media as a means of promotion
Timely fulfillment of product orders	Build a more accessible business location	Making the latest product innovations
Information about easy to get	Optimizing delivery service	Creating new packaging innovations that are more attractive to consumers and have their characteristics
Threat (T)	**Strategi (St)**	**Strategi (Wt)**
Has many competitors	Applying competitive prices to the products offered	Recruit more workers in order to increase the amount of production
Do not have a business license from the central government	Make a business license so that it is legally protected	Making the latest innovations both from products and product packaging in order to attract more consumer interest
Do not have "Halal" certification	Has a "Halal" certification to gain more trust from consumers	Provide quality assurance for the products offered
Has not the latest product innovations	Making the latest product innovations to increase consumer interest	Build a new branch or store in a more strategic place
Products that are sold are easy to imitate	Make the product as attractive as possible so that it has its characteristics both in terms of taste and appearance	Maximizing the use of social media as a means of promotion

Source: Processed Data

Based on the information on the internal table of strategic factors/external table of strategic factors (IFAS/EFAS), it can be described as follows:

a) SO (*Strength* and *Opportunities*) Strategy

This strategy is carried out to take advantage of the company's strengths to seize the opportunities the company has (Rangkuti, 2018). Making the latest product innovations and ensuring the quality of the products offered and maximizing the services provided to customers to gain the trust of customers.

b) ST (*Strength* and *Threat*) Strategy

This strategy is applied where the strength of the company is used to overcome threats that the company may face avoiding threats from growing businesses in the same field (Rangkuti, 2018). The company will excel if the products offered already have "Halal" certification. This can build consumer confidence in the products offered. Make a business license from the central government to be legally protected, so that the company can get a good image in the eyes of consumers.

c) Strategi WO (*Weakness* dan *Opportunities*)

This strategy is applied when the company has opportunities to overcome business threats (Rangkuti, 2018). Companies must innovate to seize the opportunities that exist so that they have their characteristics in the eyes of consumers. In addition to interesting product innovations, product packaging also needs changes so that products are not easily imitated. Optimizing the use of developing social media technology as a means of promotion so that the company can be more widely known.

d) WT (*Weakness* dan *Threat*) Strategy

This strategy must be able to overcome the weaknesses that are owned to avoid the business threats that will be faced (Rangkuti, 2018). The company must be able to fulfill existing orders and have workers to increase the amount of production so that orders can be fulfilled, as well as additional facilities to smooth the company's operations.

The appropriate development strategy applied to the Lilis Bolu Purwasari Karawang home business is currently implementing the WO (Weakness and Opportunities) strategy. This WO (Weakness and Opportunities) strategy is carried out by minimizing deficiencies to seize existing opportunities. This result is supported by the theory of Rangkuti (2018) based on the company's position in 5th cell, the strategy used in this position uses consolidation to avoid losing sales and profits. So, the company can apply the WO (Weakness Opportunities) strategy by minimizing shortcomings to seize opportunities to avoid loss of sales and profits. In implementing this strategy, it is suggested that the company be able to innovate to seize the opportunities that exist so that it has its characteristics in the eyes of consumers. Recruiting competent workers to maximize the production process and optimize the use of developing social media technology as a means of promotion so that the company can be more widely known. Making the latest attractive product innovations will increase consumer interest and increase competitiveness.

The home business of Lilis Bolu Purwasari Karawang does marketing using the Whatapps application, media promotion by utilizing social media can minimize operational costs, in addition to utilizing Go-food and Grab-food services which are currently developing can maximize promotions and sales.

5 Conclusion and Suggestion

5.1 Conclusion

Based on the results of research and discussion, several conclusions can be drawn that the development of Lilis Bolu Purwasari Karawang's home-based business conditions has increased in terms of capital, operations, marketing, and income. But in terms of Human Resources (HR), Lilis Bolu Purwasari Karawang's home business has not increased. This is because this home-based business has a minimum number of workers, which only has 2 workers, including the owner.

The internal factors (strengths and weaknesses) and external factors (opportunities and threats) of Lilis Bolu Purwasari Karawang's home business based on the data obtained from the research are as follows: strengths include: the products offered are of good quality and the prices offered are quite affordable. Weaknesses include: promotion is not optimal and lack of human resources causes the production process to be less than optimal. Opportunities include easy product ordering and easy product information. And threats include: not having the latest product innovation yet and the products being sold are easy to imitate.

The results of data analysis regarding the position of the company using a SWOT analysis show that the home business of Lilis Bolu Purwasari Karawang is in a stable growth phase. With the value of the internal factor of 2.24 and the value of the external factor of 2.47. A suitable business development strategy applied to Lilis Bolu's home business is to implement the WO (Weakness Opportunities) strategy. WO (Weakness Opportunities) strategy is carried out by minimizing deficiencies to seize existing opportunities.

5.2 Suggestion

Assessing from the position of the home business Lilis Bolu Purwasari Karawang is in the position of cell 5 (five), which means that this business is in a stable development phase, so the appropriate strategy to be applied in the home business of Lilis Bolu Purwasari Karawang is the strategy of weakness opportunities (WO) which focuses on reducing or overcoming lapses to seize opportunities. The suggestions that can be given based on this strategy are as follows: making the latest product innovations, changing product packaging to be more attractive, optimizing promotions through social media, utilizing *Gojek* or *Grab* service facilities to save promotional costs, and optimize delivery services. For the perfection of this study, it is suggested that further research be conducted.

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