

Swot Analysis As A Basis For An Effective Strategy For Cctv Installation Services Business (Case Study at CV. CBS)

Muhdar

Institute Technology and Science Mandala, muhdar@itsm.ac.id

*Correspondence: Muhdar
Email: muhdar@itsm.ac.id

Published: January,2024



Copyright:© 2023 by the writers Submitted for conceivable open access distribution under the agreements of the Innovative Lodge Attribution (CC BY) permit (<http://creativecommons.org/licenses/by/4.0/>).

Abstract: This research aims to determine the company's internal factors, internal and external factors faced by the company and the application of SWOT analysis which can formulate an effective strategy for the CV company. CBS CCTV Banyuwangi. The population studied in this research were Managers, Employees and Consumers of CV. CBS Banyuwangi, which understands directly and indirectly the company's internal and external factors. Data collection methods use observation, interviews and documentation studies. The analysis methods used are the SAP analysis method, ETOP analysis method, and SWOT analysis method. Based on the results of the analysis, there are several strategies that need to be carried out, namely: the company must carry out a joint venture with several similar companies with the aim of pooling resources to carry out certain economic activities or projects simultaneously, the company must make cost savings and narrow down the business and this aims to strengthen its superiority. which distinguishes the distinctive competences owned by the company.

Keywords: *SWOT analysis, Strategy, Business*

INTRODUCTION

Micro, small and medium enterprises (MSMEs) have an important role as drivers of economic development because MSMEs can absorb a large workforce and play a role in distributing development results. MSMEs are also recognized as one of the important players in the economy in terms of the size of the economy (Saleh and Nelson, 2006). Kuncoro (Ayudias Dwi Putra, 2017) states that small businesses and household businesses in Indonesia have an important role in absorbing labor, increasing the number of business units and supporting household income, so that the role of MSMEs has an impact on community welfare with a people-based development model.

Kotler and Armstrong (2012) Marketing strategy is a marketing logic where the company hopes to create value for customers and achieve profitable relationships with customers. In determining a company's strategy, it is necessary to pay attention to the factors that influence the company's survival, both internal and external factors. Strategies for dealing with the environment can be implemented by knowing what strengths the company has and what weaknesses the company has. After knowing the internal environment faced, an external environmental analysis also needs to be carried out to find out the opportunities and threats faced by the company. In this way the company can adapt to its environment so that efforts to achieve the company's goals can be achieved.

Freddy Rangkuti (2012) SWOT analysis is the systematic identification of various factors to formulate a company strategy. This analysis is based on logic that can maximize strengths (Strength) and opportunities (Opportunities), but simultaneously minimize weaknesses (Weaknesses) and threats (Threats). The strategic decision making process is always related to the development of the company's mission, goals, strategies and

policies. Thus strategic planning (Strategic Planner) must analyze the company's strategic factors (strengths, weaknesses, opportunities and threats) in current conditions, which can also be called situation analysis.

The development of CCTV installation service infrastructure is a challenge for business actors. Various business people are starting to welcome these new opportunities. Starting from shops, contractors and related service players, they are trying to plan and even restructure the organization in order to achieve company goals and win competition in this business segment. CV is no exception. CBS Cctv Banyuwangi, for its success in achieving the company's marketing objectives, also has a marketing strategy formulation obtained from a continuous marketing planning process.

Based on the problems described above, the problems studied can be formulated as follows: What are the internal factors (Strengths and Weaknesses) that the company has, What are the external factors (Opportunities and Threats) faced by the company, Can SWOT analysis formulate an effective strategy for the company? . So that the discussion in this research is more focused and does not deviate too far from the research objectives, this research was carried out with CV. CBS CCTV Banyuwangi

METHOD

In this research, researchers used a type of quantitative research, namely which includes collecting numerical data. Sugiyono (2015, p. 23) quantitative research methods are data in the form of numbers, or quantitative data that is scored (scoring). So quantitative data has a tendency to be analyzed using statistical methods or techniques. This data can be in the form of numbers or scores and is usually obtained using data collection tools where the answers are in the form of a range of scores or weighted questions. The research was carried out at CV. CBS CCTV Banyuwangi is located at Jalan H. Randim Kalibaru Banyuwangi, East Java. The data collection method used in this research is field research which aims to obtain accurate data as a basis for the subsequent analysis process. To analyze the company's position in competition, the data analysis method used is SWOT analysis which compares external factors, namely opportunities, threats and internal factors, namely strengths and weaknesses (Freddy Rangkuti, Qualitative Descriptive Analysis Method according to Mukhtar (2013:10) research method Qualitative descriptive is a method used by researchers to discover knowledge or theories regarding research at a certain time. The qualitative descriptive analysis method is a way of identifying and analyzing existing data so that it provides a clear picture of CV's strengths, weaknesses, opportunities and threats. CBS Cctv Banyuwangi in determining competition and type of business in order to find out competitive company strategies. The SAP Analysis Method is the determination of SAP (Strategic Advantage Profile) analysis for a company to occupy one of the strategic competitive positions in their business. Among them are: 1). Superior Competition (Dominand), namely the company's position is characterized by: a) The company's ability to control the activities of strong competitors. b) The company's ability to control a fairly wide choice of strategic alternatives. 2) Strong, that is, this company is able to act freely without endangering its long-term market position even if competitors do whatever they want or act actively. 3) Safe (Favourable) means that in this position the company has certain strengths, which can be used in certain strategies and can improve conditions above average. 4) Tenable is a company characterized by the characteristics of having sufficient potential to have the strength to ensure business continuity. The ability to profit is only marginal, but the opportunity to improve the position is below average. 5) Weak, namely this position is characterized by unsatisfactory results and performance but there is an opportunity to improve the position, has the opportunity to improve the position as long as we can observe strengths to deal with current weaknesses. 6) There is no hope (Avoid) is the current performance does not provide any chance at all to survive.

Variables used in conducting SAP analysis:

a) Products

Quality of CCTV sold, alternative products sold, features offered by the product.

b) Price

The price offered and alternative payment facilities provided, term and no interest given.

c) Place

Store location, store atmosphere and availability of adequate parking space.

d) Promotion

Promotion frequency: level of consumer awareness of the shop's existence through advertising, effectiveness of brochures, banners, banners and billboards.

e) Process

Employee service process, product sales process, product delivery to the location.

f) Real Evidence

The atmosphere of the place, proof of the existence of promotions, proof of the quality of both products and services.

g) People

The quality of service provided by employees to all shop consumers to the outskirts of East Java, Jember. Steps taken in conducting SAP analysis:

- 1) Determine the internal variables that determine the company's strengths and weaknesses.
- 2) Give weight to each variable.
- 3) Each variable is given a branch.
- 4) The weights and values given to each variable are grouped to obtain a weighted value.
- 5) Add up the weighted values.

ETOP Analysis Method, Variables needed in this analysis:

1) Government

By agreement, the laws and regulations made by the government are deemed to have no effect on the company, because the company does not depend on the government system.

2) Competition

Competition between brands or competitors, competition between brands from different stores.

3) Threat of substitute products for CCTV replacement products.

4) Collaborative relationships

Collaboration with companies that need security systems.

5) Current economic conditions that can affect inflation, the rupiah exchange rate and people's purchasing power.

Steps taken in determining ETOP:

1) Analysis of determining environmental opportunities

a) Determine EOE (Environmental Opportunities Elements). b) Determine the degree of importance of EOE.

c) Measuring the degree of importance or weight of the environmental opportunity itself on a scale of 1 to 5:

- (1) 1 = not important (2) 2 = not very important (3) 3 = quite important (4) 4 = important
- (5) 5 = very important

d) Determine the company's environmental rating.

e) Multiplying the weight and rating of each environmental variable. f) Add up the weighted results.

2) Analysis of Determining Environmental Threats

a) Determine ETE (Environmental Threats Elements).

b) Determine the degree of importance of ETE.

c) Measuring the degree of importance or weight of the environmental threat itself on a scale of 1 to 5:

(1) 1 = not important (2) 2 = not very important (3) 3 = quite important (4) 4 = important

(5) 5 = very important

d) Determine the company's environmental branch.

e) Multiply the branch weights for each environmental variable. f) Add up the weighted results.

The SWOT analysis method is that SWOT analysis clearly describes how the opportunities and threats faced by the company can be adjusted to the strengths and weaknesses it has. SWOT analysis is a combination of SAP and ETOP analysis. In a SWOT analysis, the company's position can be seen more clearly through combining the internal and external conditions faced by the company..

RESULTS AND DISCUSSION

1. Competitive Position Based on SAP Analysis Methods

Based on the results of SAP analysis of internal environmental factor indicators, a total score of 5.2 was found, indicating that the company's competitive position is in a dominant position, which means CV. CBS CCTV Banyuwangi has a very strategic location that can reach cities and villages throughout Besuki. Products sold by CV. CBS CCTV Banyuwangi, which is very varied and of high quality, also supports the company's marketing progress

2. Company Position Based on the ETOP Analysis Method

Based on the results of the EOE analysis of the opportunity element indicators, a total score of 5.6 was found, while the results of the ETE analysis of the threat element indicators found a total score of 38.24. The ETOP matrix shows the position of the CV company. CBS Cctv Banyuwangi is a speculative business, which means the company's opportunities and threats are very large. If this business

If successful, you will get very high profits, whereas if this business fails it will have fatal consequences.

3. Company Strategies Based on SWOT Analysis

Based on the calculation of the strength factors from the strength indicators, a total score of 5.4 was found, the calculation of the weakness factors from several weakness indicators found a total score of 35.34, the calculation of the opportunity factors from the opportunity indicators found a total score of 5.4, the calculation of threat factors from several threat indicators found a total score of 35.62 The results of the SWOT matrix calculation from the total number of calculation scores for strength factors, weakness factors, opportunity factors, threat factors found total strategies namely SO (5.4-5.4), SW (5.4-35.34), ST (5.4-35.62), WT (35.34-35-62) The SWOT analysis diagram in Figure 4.2 shows survival strategies including joint venture strategy, cost reduction strategy, business reduction strategy which means the company must work together with other companies to improve sales, regrouping through reduction of costs and assets against sales and profits..

CONCLUSION

Based on the results of data analysis and discussions that have been carried out using SWOT analysis, several conclusions can be drawn as follows. From the results of the SAP analysis, a value of 5.4 was obtained, which means the company's position is dominant (superior competition). From the results of the ETOP

(Environmental Threats Opportunities Profile) analysis, a value of 35.12 was obtained for the opportunity element (Opportunities) and 38.25 for the threat element (Threats), which means the company's position is in speculative business. The results of the SWOT analysis show that the strategy that must be used is a survival strategy, including (a) Joint venture strategy (b) Cost reduction strategy (c) Business reduction strategy.

REFERENCES

- [1] Ahmad, Suryana. 2003. Capita Selecta Evolution of Food Security Policy Thinking. FE UGM.
- [2] Alma, Buchori. 2014. Marketing Management and Services Marketing. Bandung: Alfabeta
- [3] Darmanto. 2016. Marketing Management. Yogyakarta: deepublish.
- [4] David, Zfred R. 2006. Strategic Management. Book 1, Tenth Edition, Jakarta: Selemba 4.
- [5] Fandy, Tjiptono and Greforis Chandra. 2016. Services Marketing (Principles of Application and Research), Yogyakarta: Andi.
- [6] Fatihudin, Didin. 2019. Services marketing: Strategy for measuring customer satisfaction and loyalty. Yogyakarta: Budi Utama.
- [7] Fandy. Tjiptono. 2015. Marketing Strategy. Edition 4: Andi.
- [8] Armstrong.2008 Marketing Management. Millennium Edition. Jakarta:PT. Phrehallio.
- [9] Kotler, Keller. 2016. Marketing Management. 15e, Buston, Percon Education.
- [10]Kotler, Philip and Armstrong, Gary. 2016. Principal of Marketing. 15th, Percon Education Limited.
- [11]Lipiyoadi, Rambat and Ikhsan, Ridho Bramulya. 2015. Business Research Methods Practicum. Jakarta: Selemba Four.
- [12]Son, A Yudyas. 2017. Influence of People's Business Credit, Entrepreneur Education Level, and Entrepreneurship on MSME Productivity
- [13]Gianyar Regency. EP Unud E-Journal, 7(8): 1796-1825.
- [14]Prism Doni. 2017. Integrated Marketing Communications, Bandung: Alfabeta.
- [15]Rushdi. 2017. Customer Excellence. Yogyakarta: Gosyen Publishing.
- [16]Embrace it, Freddy. 2014. SWOT Analysis: Techniques for Dissecting Business Cases. Jakarta: PT. Gramedia Pustaka Utama.
- [17]Sudaryono. 2016. Marketing Management Theory and Implementation. Yogyakarta: Andi.
- [18]Sugiyono. 2016. Qualitative, Quantative and R&D Research Methods. Bandung: PT Alfabet. 2018.
- [19]Research Methods. Bandung: Alfabeta.
- [20]Slamet, Rokmad. 2012. Academic Seminar for the Jakarta Institute of Management BBA Program Studies. Jakarta : PT Gramedia Pustaka Utama..