

ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi pengembangan usaha serta menyusun rencana pengembangan usaha atau *business development plan* pada Anugrah Advertising berdasarkan evaluasi aspek produksi, pemasaran, keuangan, sumber daya manusia, dan hukum. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Teknik pengumpulan data dilakukan melalui wawancara, kuesioner, observasi, dan dokumentasi. Teknik penentuan jumlah sampel menggunakan teknik Roscoe, sehingga ditetapkan sampel 30 responden, sedangkan teknik pengambilan sampel menggunakan *Accidental Sampling*. Analisis data dilakukan melalui evaluasi kewirausahaan, analisis SWOT, *Porter's Five Forces*, serta analisis kelayakan bisnis menggunakan *Payback Periode (PP)*, *Net Present Value (NPV)*, *Internal of Return (IRR)*, dan *Profitability Index (PI)*. Hasil penelitian menunjukkan bahwa Anugrah Advertising berada pada Kuadran I SWOT, yaitu strategi SO atau *growth Oriented strategy*, sehingga usaha memiliki kekuatan internal dan peluang eksternal untuk dikembangkan. Dari aspek keuangan, usaha dinilai layak dikembangkan dengan *Payback Periode* 2,9 tahun, *Net Present Value* sebesar Rp 38.017.650, *Internal of Return* sebesar 24,35%, dan *Profitability Index* sebesar 1,44. Rencana pengembangan usaha yang disusun meliputi peningkatan variasi produk dan bahan, optimalisasi pemasaran digital melalui Instagram Business, perbaikan pencatatan keuangan, peningkatan kompetensi karyawan khususnya desain grafis, serta penguatan legalitas melalui pembuatan Nomor Induk Berusaha (NIB). Dengan demikian, pengembangan usaha Anugrah Advertising dapat diarahkan pada peningkatan daya saing, perluasan pasar dan keberlanjutan usaha.

Kata kunci: Business Development Plan, Pengembangan Usaha, SWOT, Porter's Five Forces, Anugrah Advertising

ABSTRACT

This study aims to analyze business development strategies and formulate a business development plan for Anugrah Advertising based on the evaluation of production, marketing, financial, human resource, and legal aspects. This research employed a qualitative method with a case study approach. Data were collected through interviews, questionnaires, observation, and documentation. The technique for determining the sample size used Roscoe's technique; therefore, the number of samples was set at 30 respondents, while the sampling technique used was Accidental Sampling. The data were analyzed using entrepreneurship evaluation, SWOT analysis, Porter's Five Forces analysis, and business feasibility analysis through Payback Period (PP), Net Present Value (NPV), Internal Rate of Return (IRR), and Profitability Index (PI). The results of the study indicate that Anugrah Advertising is positioned in Quadrant I of the SWOT analysis, namely the SO strategy or growth-oriented strategy, which means that the business has internal strengths and external opportunities to be developed. From the financial aspect, the business is considered feasible to develop, with a Payback Period of 2.9 years, a Net Present Value of Rp38,017,650, an Internal Rate of Return of 24.35%, and a Profitability Index of 1.44. The proposed business development plan includes increasing product and material variations, optimizing digital marketing through Instagram Business, improving financial recording, enhancing employee competencies, particularly in graphic design, and strengthening business legality through the issuance of a Business Identification Number (NIB). Therefore, the development of Anugrah Advertising can be directed toward improving competitiveness, expanding the market, and ensuring business sustainability.

Keywords: Business Development Plan, Business Development, SWOT, Porter's Five Forces, Anugrah Advertising