

ABSTRAK

Anallisis Strategi Pengembangan Usaha Pada Asmara Konveksi

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Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis strategi pengembangan usaha Asmara Konveksi dari aspek produksi, sumber daya manusia, keuangan dan pemasaran. Metode yang digunakan adalah analisis SWOT dan *Business Model Canvas* (BMC). Data penelitian diperoleh dari 30 responden yang terdiri dari 1 pemilik usaha, 13 karyawan dan 16 konsumen. Hasil penelitian menunjukkan bahwa Asmara Konveksi memiliki 5 kekuatan, 5 kelemahan, 5 peluang dan 5 ancaman. Faktor internal yang paling berpengaruh dari sisi kekuatan yaitu kualitas produk yang baik, nyaman, awet dan tahan lama (0,493). Sedangkan, kelemahan terbesar dengan skor terendah yaitu karyawan kesulitan menjelaskan detail produk (0,110). Sementara, peluang utama dengan skor tertinggi yaitu program pelatihan dapat meningkatkan kualitas SDM (0,411). Sedangkan, ancaman utama yaitu kenaikan harga bahan baku mempengaruhi keputusan pembelian konsumen (0,175). Berdasarkan analisis SWOT Asmara Konveksi berada pada Kuadran I dengan titik X yaitu 1,055 dan titik Y yaitu 0,336 yang menunjukkan posisi perusahaan berada dalam pertumbuhan agresif (*growth-oriented strategy*). Selanjutnya, *Business Model Canvas* (BMC) digunakan untuk memetakan model bisnis Asmara Konveksi melalui sembilan utama elemen. Hasil analisis menunjukkan bahwa strategi pengembangan usaha memberikan penguatan terutama pada elemen *Value Proposition*, *Channels*, *Customer Relationship*, dan *Key Resources* melalui penyediaan layanan produk *custom* dan inovasi desain, pemanfaatan *marketplace* dan promosi digital, peningkatan hubungan dengan pelanggan, serta pengembangan kompetensi sumber daya manusia. Strategi tersebut diharapkan mampu meningkatkan daya saing dan mendukung pertumbuhan usaha Asmara Konveksi secara berkelanjutan.

Kata Kunci : Konveksi, SWOT, Pengembangan Usaha, IFAS, EFAS, BMC

ABSTRACT

Business Development Strategy Analysis at Asmara Konveksi

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The purpose of this study was to identify and analyze the business development strategy of Asmara Konveksi from the aspects of production, human resources, finance, and marketing. The methods used in this study were SWOT analysis and the Business Model Canvas (BMC). The research data were collected from 30 respondents consisting of 1 business owner, 13 employees, and 16 customers. The results showed that Asmara Konveksi has five strengths, five weaknesses, five opportunities, and five threats. The most influential internal strength was the good product quality, which is comfortable, durable, and long-lasting (0.493). Meanwhile, the major weakness with the lowest score was that employees had difficulty explaining product details (0.110). The main opportunity with the highest score was that training programs could improve the quality of human resources (0.411). In contrast, the primary threat was the increase in raw material prices, which affects consumers' purchasing decisions (0.175). Based on the SWOT analysis, Asmara Konveksi is positioned in Quadrant I with an X-coordinate of 1.055 and a Y-coordinate of 0.336, indicating that the company is in a growth-oriented strategy position. Furthermore, the Business Model Canvas (BMC) was used to map Asmara Konveksi's business model through its nine key elements. The analysis indicated that the proposed business development strategy strengthens the Value Proposition, Channels, Customer Relationships, and Key Resources elements by providing customized products and design innovation, utilizing marketplaces and digital marketing, improving customer relationships, and enhancing human resource competencies. These strategies are expected to increase the company's competitiveness and support the sustainable growth of Asmara Konveksi.

Keywords: Convection Business, SWOT, Business Development, IFAS, EFAS, Business Model Canvas (BMC)