

Analysis of Business Development Strategies as an Effort to Increase the Selling Value of Souvenirs Typical of Tanjung Bira Beach Bulukumba District

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ABSTRACT

This study aims to determine and analyze the souvenir business development strategy, especially in the souvenir carving business typical of Tanjung Bira Beach which is appropriate so as to increase the selling value. This research is categorized as qualitative descriptive research using SWOT analysis, namely the IFAS and EFAS matrix which are identified as important factors from both the internal environment and the external environment in the form of strengths, weaknesses, opportunities, and threats from the typical souvenir business of Tanjung Bira Beach. Based on the results of the analysis, the strategy generated in this study is in quadrant 1 (one), namely the aggressive or growth strategy quadrant (growth-oriented strategy), where the total score of strengths and weaknesses is 2.95 while the total score of opportunities is 2.94. The position of this quadrant is very favorable because it can be maximally marketed by implementing marketing mix policies such as improving product quality, expanding promotions, maintenance, and improving service quality that support the aggressive growth of business products typical of Tanjung Bira Beach.

Keywords: SWOT analysis, business development strategy, internal environmental factors, external environmental factors

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1. INTRODUCTION

Economic growth is needed by every country because an increase in economic growth shows prosperity which is reflected in an increase in per capita output and is followed by increased purchasing power (Yunan, 2009). Economic growth can be interpreted as development activities in the economy that cause goods and services produced in society to increase, while economic development is defined as economic growth accompanied by changes in the structure and pattern of economic activity (Sukirno, 2011). The goal of economic development in every country is to achieve fair and equitable economic development. Economic development is a multidimensional process that involves major changes in social structure, attitudes, society, and national institutions, as well as accelerated economic growth, unemployment, inequality, and absolute poverty alleviation (Todaro, 2009). The development and growth of a country's economy can be seen from its national income. The measure of national income that is often used is Gross Domestic Product or commonly abbreviated as GDP. Economic growth can be interpreted as development activities in the economy that cause goods and services produced in society to increase, while economic development is defined as economic growth accompanied by changes in the structure and pattern of GDP economic activities. Gross Domestic Product (GDP) is defined as the total value or market price of all final goods and services produced by an economy over a specified period of time, usually 1 year (Hapsari, 2014). So, GDP is an important indicator to determine the economic growth of a

country, if the GDP level of a country continues to increase, it can be said that the country's economy is better than before.

Micro, Small and Medium Enterprises (MSMEs) have strategic role in development economy national, therefore besides role in growth economy and absorption power work also plays a role in distribution results development. According to State Ministry of Cooperatives and Small and Medium Enterprises in (Rusdastri, 2010). The role of small and medium enterprises is very large in economist mian national among others (1) encouraging appearance entrepreneurship domestic and at the same time save source state power; (2) using technology congested work so that can create more lots chance work compared to that provided by large companies large; (3) development can encourage inter-regional and intra-regional decentralization processes, because business small can located in cities and rural areas; (4) allow achievement objective economic and socio-political. SMEs have a role complementary with companies big in creation chance work nor growth economics (Giaoutzi et al., 1988; Armstrong et al., 2000; Tambunan, 2000; Sudarto, 2001). Urata (2000) which has observed the development of SMEs in Indonesian confirms that SMEs play several roles important in Indonesian. Several roles namely (1) SMEs players main in activity economy in Indonesian; (2) provider chance work; (3) player important in development economy local and development society; (4) market creator and innovation through flexibility and sensitivity as well as relatedness dynamic between activity company; (5) give contribution to enhancement non-oil exports. MSMEs contribution to product domestic Indonesia's gross (GDP) in 2018 contributed up to 60.34 percent, that is increase only by 2.5 percent from figure 57, 84 percent in five years finally. Contribution the obtained from levies tax for must MSMEs tax-based constitution Number 36 of 2008 concerning (PPh) taxes income.

Based on from the data above, MSMEs should get serious concern from government and parties others so you can build government and developed so that SMEs can become crutch Indonesia's economy, at the same time empower public in a manner independent. During this is the reality of MSMEs Still face various problems in between weak capital and difficult access sources of banking capital, lack supply material raw materials (production), limited marketing product, limited source energy, access information, availability techniques and expertise, availability infrastructure, difficulties in payment taxes, influence inflation, and problems environment. As a result, MSMEs are difficult growing and not capable compete because that government through agency related need do construction and development towards MSMEs (Kasih and Aprilia, 2014). The problems above are inhibiting factor progress of impactful SMEs to growth and power competitiveness of SMEs, especially again with implementation of the ASEAN free market, no close possibility will lots of products from foreign SMEs enter to Indonesian with bring tough competition. Condition like this become challenge for Indonesian MSMEs products so that it is needed development, coaching, empowerment, and mentoring in a manner continuous.

With along time and knowledge as well as current ICT (Information and Communication Technology) this demand that the business world participate experience positive development to use face very tough competition matter that seen from increasing number of business units increase, fine in business scale micro small nor medium even scale business big. According to data from Ministry and Small and Medium Enterprises processed from BPS data in 2017 the number of MSMEs in Indonesian reached of 62,922,617 units, business micro 62,106,900 units, business small 757,090 units, and businesses medium as many as 58,627 units. So that SMEs are very necessary for implementing the right strategy for win competition in the business world. One region in Indonesian that have MSMEs activities is area South Sulawesi Province District Bulukumba precisely in the object Tanjung Bira Beach. Businesses established in the region is business Tanjung Bira Beach souvenir typical crafts which are still belong business small with amount power work every business not enough more than two up with five people, with power work originate from member each other's family owner effort the venture need do improvement and development to be able compete in the business world market specifically to use obtain

mark sell high with utilization source knowledge and technology even from government though, fine that sources of capital, ideas even material raw in development business.

Based on results interview in activity pre-study by researchers from one owner souvenir business on site the explain that during this no once get sungbangsi from government good that sources of capital, ideas, and tools and technology in the manufacture of these souvenirs, in particular in manufacture of typical Tanjung Bira Beach carving souvenirs or more known with name Passura. Souvenirs with this typical carving of Tanjung Bira Beach they for with equipment simple with material raw main originate from wood, knife special carving, and soil clay as color in making carving. Owner business the state that acquisition knowledge or skills in making art carving typical of Tanjung Bira Beach which lasts this is obtained no from activity empowerment or government programs but obtained from grandma ancestor those who are inherited in a manner hereditary and yet once get attention direct from government like additional ideas inside form innovation carving. Bulukumba is one of the areas in South Sulawesi that has superiority comparative from area other. According to Tarigan (2005) factors that can make something territory has superiority comparative namely giving nature, society control technology, society control skills specifically, that region near with market, region with high accessibility, area concentration or center from something activity kind, area agglomeration from various activity, wages low and available labour in sufficient amount as well as supported by adequate skills and a supportive mentality, mentality appropriate society for development, policy government.

Their marketing still applies limited that is use way still conventional, which is just dependent on visits of tourists to object tour on site the that is object tour Tanjung Bira Beach, they are still not yet utilise development of ICT. Maximum for used as marketing via online. With the existence of the internet and ICT marketing and sales processes can done with easy when just without bound space and time (Jinling, 2009; Quaddus, 2008). Marketing with method conventional need cost high, for example open branch new, follow exhibition, manufacture, and distribution brochures and so on. With the development of the internet is becoming efficient means for open track new marketing model for MSMEs products. Beside the cost relatively cheap, with take advantage of the internet deployment information will more fast and wide range more wide (Supardi, 2009). In development business, company must ready face obstacles in the business world especially in market competition. Besides That according to Ferreira et al (2011), success company very determined by its resources and capabilities capable company change resource that become an economic benefit. So, that needed proper strategic analysis in development effort to get last long (tough) and not broke, with method consider the factors that are potency or become obstacle in development his efforts or with do corporate strategy analysis with proper analysis that is SWOT analysis.

SWOT analysis is instrumenting powerful analysis when used with right, SWOT is acronym for the word's strengths, weaknesses, opportunities, and threats. Factor strengths and weaknesses there is in organization, meanwhile opportunities and threats are factor environment faced by the company. Efficacy SWOT analysis lies in the ability of the determinants of corporate strategy for maximizing factor power and utilization opportunity so that at a time minimize weakness and pressure impact threat. If the determinants of corporate strategy capable do second matter such, then define and select an effective strategy will produce results (Siagian, 2011: 172). Development strategy business on base its strengths and challenges, therefore that must based in a manner strong especially by being access source of funds, market, source material raw materials, technology and information as well as management (Sulaeman, 2004). Strategy is whole draft how a company arrange himself myself and all activity with purpose for running the business succeed, do competition, and do return results to holder shares (Charles, 2010).

Strategy is means together with objective ample long term three type namely management strategy, investment strategy, and business strategy (David, 2009). Strategy is something determination goals and objectives base period long from something organization

(company) as well adopt set action as well as allocation source necessary sources for reach target the. According to (Susanto, 2014) the concept of strategy is something unity a comprehensive, and integrated plan that is directed for reach objective company. Based on description such, then need done development strategy analysis business in effort in increase mark selling typical souvenirs from Tanjung Bira Beach in the District Bulukumba.

2. METHOD

This study executed on one business souvenir crafts, especially souvenir carvings typical of Tanjung Bira Beach on objects tourism Tanjung Bira Beach Bulukumba District. Election location this study because location this study is one place still travel popular visited tourists and businesses. Typical souvenir crafts of Tanjung Bira Beach in the region still up and running his efforts. The type of data used in this is the primary data in this study obtained direct from respondent in this study through direct interview with use questionnaire that has been prepared, and secondary data obtained no direct from the source but already collected, processed, and presented other related parties with research. Determination informants on research this done with purposive sampling technique, where election done in a manner on purpose based on criteria that have determined based on objective research. The criteria and the appointed informants or chosen in this study is owner business "Adibah Souvenir Centre" namely Mrs. Yustina Limbong Allo with Mr. Samuel Layuk Toding. From an informant key this furthermore will done interview. Data collection techniques used in this study are observation, interview, and documentation. Tech data analysis used is analysis descriptive qualitative and analysis of strengths, weaknesses, opportunities, and threats (SWOT). SWOT analysis which includes:

- a. IFAS Matrix (Internal Factors Analysis Summary), compiled for formulate factors strategy internal the in-framework strength and weaknesses company.
- b. EFAS Matrix (External Factors Analysis Summary), compiled for formulate factors strategy external the in overcome treatment and weaknesses company.
- c. Matrix SWOT (SWOT Matrix) which is tools used for developing four strategy type (1) SO (Strengths-Opportunities); (2) WO (Weakesses-Opotrunities); (3) ST (Strengths-Threats); (4) WT (Weakesses-Threats) match internal and external factors key is the hardest part in develop swot matrix and require good judgement.

3. RESULTS AND DISCUSSION

3.1 Results

- a. Characteristics Source Person

Table 1. Description Informant

No	Name	Age (Year)	Type Sex	Education	Work	Long Time Working
1	Yustina Limbong Allo	47	Woman	Senior High School	Owner Business	7
2	Samuel Layuk Toding	50	Man	Senior High School	Owner Business	7

Source: Data Processed, 2022

- b. SWOT Analysis

1. Analysis Strength Internal Environment

Table 2. Results of Analysis Strength Internal Environment

Aspect	Information
Availability material raw	Adibah Souvenir Centre business has availability material raw that is many craftsmen wood (meuble) as well provider wood easy champ they get material
Quality good service	Owner Adibah Souvenir Centre souvenir business has quality good service, among others well groomed and neat, very well-behaved friendly, always ready for serve consumers, and can afford communicate with nice and polite as well as capable handle complaint customer. With quality service this will become profit for company because will affect on creating satisfaction consumer
Strategic location	Adibah Souvenir Centre souvenir craft business is in object tour Tanjung Bira Beach, Bulukumba District. The venture appropriate is in the street area going to grave hanging and grave in cave which is one of the power icons must pull visited when enter object tour District and that was easy for reached traveler when come visit to that area. This will impact positive for company in obtain visit from consumer
Skills carve still reliable	Skills owned engraving owner Adibah Souvenir Centre souvenir business spelled out reliable, because the skills they have get no characteristic new owned, however he got already dozens year. First time obtained at the time still very young age since they sat on the bench school basic. Owner business neither is this need lots of equipment moment make something product carving, however, only use blade knife special carving and wood or board as place carving
Product no easy damaged	Resilience condemnation product carving eat a long time IE more from one year so this become strength from company where company no will do continuous production which is not will use up cost big so that will capable overcome cost excessive production
Prioritize quality product	Adibah Souvenir Centre souvenir business in making carving always try prioritizing quality product, eg material raw originate from quality wood, making color carving become no easy fade and notice resilience product
Production process required engraving cost low	Production process carving Adibah Souvenir Centre business is not need cost production too big, because tools used just blade knife carving, and wood
Innovation product carvings that have varied motives	Souvenir business owner Adibah Souvenir Centre in try make product carving become superior compared with competitors always try in creating new motifs, and up now owned carving motifs already up to 110 motifs and will always try in create new innovations

2. Analysis Weakness Internal Environment

Table 3. Results of Analysis Weakness Internal Environment

Aspect	Information
Facility simple work/equipment	Owned equipment souvenir business Adibah Souvenir Centre in do production use simple equipment, yet based technology machine and this will affect on level quantity production
Long production process	The production process required by the owner souvenir business Adibah Souvenir Centre in finish product carving, consuming time days, weeks even until months depends on to what extent level difficulty making product carving
Limited marketing	Marketing is carried out by the Adibah Souvenir Centre business limited, is only dependent on visits of tourists, not yet maximizing marketing with using online media
Condition physical already affected age makes quantity production decrease.	Decline power condition physique worker moment do work so will affect on quantity decreased production. Owner the business of Adibah Souvenir Centre Mrs. Adibah own power condition physical in parts existing vision decrease because factor age, which resulted in the production process no swift time still in age young and has a declining effect quantity production
Don't have yet management recording good finances	Adibah Souvenir Centre souvenir business still not yet does record or management finance with well, not yet be equipped with document transaction like transaction exists such as notes, receipts and so on.

3. Analysis Opportunity External Environment

Table 4. Results of Analysis Opportunities External Environment

Aspect	Information
Do promotion via online.	One promotion carried out Adibah Souvenir Centre souvenir business is with do online promotion through social media that is Facebook. Although activity promotion done online not yet maximum however matter this will become opportunity for company because at least already become means introduction product for candidate consumers who haven't time come over location business in a manner direct
Owner skill rare carving so that can control market share.	Carving skills is a rare skill because that Adibah Souvenir Centre souvenir business will chance control market share for consumers who are interested in the product typical carvings of Tanjung Bira Beach on tour District. Due to travel this from that's all many souvenirs business only there is three capable business produce typical carvings of Tanjung Bira Beach with me, for one Adibah Souvenir Centre souvenir business
Traveler still crowded visit.	Tour District is tours that don't quiet from visitor. Can

seen from existing data sources managed by the Department of Tourism District Bulukumba since 2018 to 2019 recorded arriving tourists visit on tour. This reach more of five thousand visitors the month even reach twenty thousand visitors if find season holiday this become opportunity main from business souvenir Adibah Souvenir Centre in activity the marketing

Consumer free choose product in accordance with ability economy they because price offered varied.

Set various type appropriate price with quality product so will chance in interesting interest buy consumer. With availability variant price will chance make consumer do decision in purchase because price product will in accordance with interests and abilities buy them

c. IFAS Matrix (Internal Factors Analysis Summary)

The results of the SWOT analysis using the IFAS Matrix (Internal Factors Analysis Summary) are as follows:

Table 5. IFAS

No	Internals Factors	Weight	Ratings	Score
Strength				
1	Availability material raw	0.10	3	0.30
2	Quality good service	0.08	3	0.24
3	Strategic location	0.08	4	0.32
4	Skill carve still reliable	0.10	4	0.40
5	Product no easy damaged	0.10	4	0.40
6	Prioritizing quality product for the sake of achieving satisfaction consumers	0.08	4	0.32
7	Production of carvings need cost low	0.06	3	0.18
8	Product carving which own motive varied	0.10	4	0.40
Sub-Total		0.70		2.56
Weakness				
9	Facility simple work	0.02	2	0.04
10	Process production which long	0.10	1	0.10
11	Limited Marketing	0.11	1	0.11
12	Existing physical condition affected age	0.03	2	0.06
13	No management yet recording finance which good	0.04	2	0.08
Sub-Total		0.30		0.39
Total		1.00		2.95

Source: Data Processed, 2022

From the data processed above, the strength factor has a total score of 2.56 and the weakness factor has a total score of 0.39. The biggest strength factor lies in the fact that carving skills are still reliable, the product is not easily damaged, and carving products with various motifs are given a score of 0.40 each. These factors make the Adibah Souvenir Centre souvenir business survive in running its business and survive in the face of competition. The biggest weakness factor lies in the long production process and limited marketing, each of which is given a score of 0.10. Limited marketing causes less than optimal sales turnover. From the data processed above, internal factors have a total score of 2.95. Because the total score above 2.5 means it identifies a strong internal position.

d. EFAS Matrix (External Factors Analysis Summary)

The results of the SWOT analysis using the EFAS Matrix (External Factors Analysis Summary) are as follows:

Table 6. EFAS

No	External Factors	Weight	Ratings	Score
Opportunities				
1	Do promotion via online	0.20	3	0.60
2	Owner skill rare carving so that can control market share	0.20	4	0.80
3	Traveler still crowded visit.	0.20	4	0.80
4	Consumer free choose product in accordance with ability economy they Because price offered varied.	0.13	3	0.40
Sub-Total		0.73		2.60
Threats				
5	Competitor establish business which adjacent to the business Adibah Souvenir Centre	0.20	1	0.20
6	Disaster natural	0.07	2	0.14
Sub-Total		0.27		0.34
Total		1.00		2.94

Source: Data Processed, 2022

From the results data processed above can see factor opportunities has a total score of 2.60, and a factor threat has a total score of 0.34. Two factors' opportunities biggest lie in skill carve out the rare and the regular traveler crowded given visit each weight 0.80. Factor threats biggest lies in the more lots of competitors selling business each other nearby with Adibah Souvenir Centre souvenir business that was given score 0.20. Factor the will impact on the reduction faithfulness consumer. But because of the total score factor external opportunities above 2.5 then this identifies company respond opportunities with good and capable push existing threats.

e. SWOT Diagrams

Deep SWOT diagram this study used for for now position quadrants and determine what strategy is appropriate implemented in the company in accordance assessment that has been done before. Here's the SWOT diagram after done identification internal and external factors.

Table 7. Comparison of Internal and External Scores Adibah Souvenir Centre

Internal	External
Strength > Weakness	Opportunities > Threats
2.56 > 0.39	2.60 > 0.34

Source: Data Processed, 2022

Based on the SWOT analysis above, shows that the Tanjung Bira Beach typical souvenir business Adibah Souvenir Centre which is in Quadrant I with support the SO aggressive strategy on the SWOT Matrix, is the strategy that was created based on road thought company, that is with utilise whole strength for seize and exploit opportunities profusely. This show that Adibah Souvenir Centre has more power and opportunities big from weaknesses and threats. Condition like this possible all strengths and opportunities can be maximized in business development of Tanjung Bira Beach typical souvenirs Adibah Souvenir Centre.

f. Matrix SWOT

Matrix SWOT can produce four cell possibility alternative strategic can taken by the owner of the Tanjung Bira Beach typical souvenir business Adibah Souvenir Centre in face increasing competition. Matrix SWOT for Tanjung Bira Beach typical souvenir business Adibah Souvenir Centre got seen in the table below this:

Table 8. Matrix SWOT of Tanjung Bira Beach Typical Souvenir Business Adibah Souvenir Centre

Factor Internal Factor external	Strengths <ul style="list-style-type: none"> • Availability materials raw • Quality good service • Strategic location • Engraving reliable • Product no easy damaged • Prioritize quality product • Production of carvings require low cost • Product carving which own motive varied 	Weaknesses <ul style="list-style-type: none"> • Facility simple work • Long production process • Limited marketing • Existing physical condition affected age • No management yet recording finance which good
	Opportunities <ul style="list-style-type: none"> • Carry out promotions online • Owner of production expertise such a rare carving can dominate the market share • Crowded tourists visit • Consumers are free to choose product conforms their economic capabilities because of the price offered varied 	SO Strategy <ul style="list-style-type: none"> • Maintain quality sake carving products achieving satisfaction consumer and creation customer • Create comfort and convenience to consumer • Always trying to create creations new and innovative
Threats <ul style="list-style-type: none"> • Many competitors open business close together with effort souvenirs Adibah Souvenir Centre • Disaster natural 	ST Strategy <ul style="list-style-type: none"> • Good service to be priority • Establish a relationship harmony with others supplier/entrepreneur • Create another alternative in the use of materials raw 	WT Strategy <ul style="list-style-type: none"> • Develop and improve quality service in serve consumer • Maintain connection good with consumer • Anticipate competition business that doesn't health and the risks involved

Source: Data Processed, 2022

3.2 Discussion

During research, the data obtained from Adibah Souvenir Centre souvenir business processed then analyzed with use SWOT analysis. In data processed found problems and solutions from the problem. As for the problems can seen from condition internal environment

(strengths and weaknesses) and external (opportunities and threats) of the company as that is own condition the internal environment of the strength of the Adibah Souvenir Centre souvenir business include (1) availability material raw; (2) quality good service; (3) strategic location; (4) skill carve still reliable; (5) product No easy damaged; (6) prioritize quality product to achieve satisfaction consumers; (7) production required carving cost low; (8) product carvings that have varied motifs (innovative). And conditions internal environment weaknesses of the Adibah Souvenir Centre souvenir business, namely (1) facility Simple work/equipment; (2) long production process; (3) limited marketing; (4) condition physically affected by age which results in a decline quantity production; (5) don't have yet management recording good finances. As for conditions environment external opportunities souvenir business Adibah Souvenir Centre among others is (1) do promotion via online; (2) owner skill production rare carving so that can control market share; (4) regular tourists crowded visiting; (5) consumer free choose product in accordance with ability economy they because price offered varied. And conditions environment external threats of the Adibah Souvenir Centre souvenir business, namely (1) competitor open business each other nearby with souvenir business Adibah Souvenir Centre; (2) disaster nature

After do analysis internal and external environment company and processed into the swot matrix IE IFAS matrix is known results from factor strength own score of 2.56 and factor weakness own score 0.39 with a total score of 2.95. Strength scores bigger from weakness with difference (+) 2.17. Because the total score above 2.5 means, this identifies strong internal position. Likewise with analysis environment external company that is use EFAS matrix, factor opportunities own score of 2.60 and factor threat own score 0.34 with have totals score 2.94. Odds score bigger compared to score threat with difference (+) 2.26. Total score factor external opportunities and threats above 2.5 then this identifies company respond opportunities with good and capable push existing threats. Based on SWOT analysis that has been processed and displayed before, results processed data shows that the Tanjung Bira Beach typical souvenir business Adibah Souvenir Centre is in Quadrant I with support an aggressive SO (Strength-Opportunities) strategy. SO on the SWOT matrix is a strategy with utilise whole strength for seize and exploit opportunities profusely.

The types of strategies that can be taken by the Adibah Souvenir Centre souvenir business in effort increase mark sell his efforts that is utilizing the SO (Strength-Opportunities), ST (Strength -Treaths), WO (Weakness-Opportunities, and WT (Weakness-Opportunities) strategies. Utilise whole strength for seize and exploit opportunities profusely. Aviable SO strategy taken by the Tanjung Bira Beach typical souvenir business Adibah Souvenir Centre, namely (1) maintain quality product carving to achieve satisfaction consumer and creation customers; (2) create comfort and convenience to consumers; (3) always try creating new creations and more innovative. The ST (Strength-Treaths) strategy is a using strategy power you have company for overcome all threat from outside. ST strategy that can undertaken by the Adibah Souvenir Centre effort, namely (1) good service become priority; (2) intertwine harmonious relationship with fellow suppliers/ entrepreneurs; (3) create other alternatives in use material raw. WO (Weakness-Opportunities) strategy, this strategy applied based on utilization existing opportunities with method reduce the weaknesses of the WO strategy company implemented by the Adibah Souvenir Centre Business are (1) expanding promotion and marketing through the online shop with beneficiary development of ICT (Information and Communication Technology); (2) add power experts (HR) for increase amount production; (3) increase management more finances good so that capable increase turnover sales. And the WT Strategy (Weakness- Treaths), this strategy based on defensive and trying activities avoid possibility exists threat from outside for reduce weakness company. WT strategy that can taken by Adibah Souvenir Centre namely (1) develop and improve quality service in serve consumers; (2) maintain good relationship with consumers; (3) anticipate competition business that doesn't health and the risks involved.

Hypothesis test results first show that exists influence literacy entrepreneurship in a manner positive and significant to intention entrepreneurship. There is influence positive as

indicated by literacy entrepreneurship identify that the taller literacy entrepreneurship student so the taller intention entrepreneurship. Research results this in accordance with results research conducted by Untag Teddy Wijaya (2014) Untag Teddy Wijaya (2014) results from his research show that there is influence knowledge entrepreneurship to interest entrepreneurship. Research conducted by F. X Adi Purwanto (2016) results from his research show that knowledge entrepreneurship influential significant to interest entrepreneurship.

4. CONCLUSIONS AND SUGGESTION

4.1 Conclusions

- a. Based on results SWOT analysis can conclude that inside IFAS matrix shows that the Tanjung Bira Beach typical souvenir business Adibah Souvenir Centre is in such an internal position strong, where business this own good internal strength from facet product and in superiority compete. Whereas based on analysis use EFAS matrix shows that the Tanjung Bira Beach typical souvenir business is the Adibah Souvenir Centre respond existing opportunities with very kind and capable way push threats in the industrial market.
- b. Based on the SWOT diagram shows that the Tanjung Bira Beach typical souvenir business Adibah Souvenir Centre is in Quadrant I, namely Aggressive Strategy Quadrant, where quadrant the is very favorable situation. The company own opportunities and strengths so that can utilise sophistication technology for increase activity promotion and earn expand activity marketing to add turnover sales, and more increase more production effective for fulfil desire consumer, maintain quality typical souvenir products from Tanjung Bira Beach in particular typical carvings of Tanjung Bira Beach as well more try in create and create innovative products.
- c. Based on SWOT matrix can is known that after combine strength with SO opportunities and strategies (Strenght-Opportunity), then obtained must factor maintained for capable take opportunities that exist, is maintain quality product carving to achieve satisfaction consumer and creation customer, create comfort and convenience to consumers and always try creating new and innovative creations. The ST strategy (Strength-Threat) is obtained results that company must prioritize good service, establish harmonious relationship with fellow supplier/entrepreneur and creates other alternatives in use material default. Combination weaknesses and opportunities or a WO (Weakness-Opportunities) strategy IE can expand promotion and earn expand marketing through the online shop with utilization the development of ICT added power experts (HR) for increase amount production as well as increase management more finances good so that capable increase turnover sales. And finally, that is combination between weaknesses and threats, or WT strategy (Weaknes-Threats) is develop and improve quality service in serve consumer, maintain connection good with consumers, anticipate competition business that doesn't health and the risks involved.

4.2 Suggestion

- a. Souvenir business Adibah Souvenir Centre should more increase promotion and expand marketing with way online, because in the era of technology. Now this public already no foreign again with marketing modern via online, so range promotion and marketing broader.
- b. Souvenir business Adibah Souvenir Centre should register the product in the marketplace (online shop), if need to create a sales website the selves for consumers satisfied see product in a manner specific and complete.

- c. Souvenir business Adibah Souvenir Centre to maintain quality product typical carvings of Tanjung Bira Beach and looking for other alternatives in use material raw for anticipate if anytime happen disaster natural as well as to be more and innovative in gift form product carving.
- d. Adibah Souvenir Centre souvenir business to take advantage of SIUP (Trade Business License), because with there is a SIUP then development business will more good like can increase credibility product, got follow exhibition held government as a promotional medium, follow auction or tender, support go international trade (export and import) and convenience get loan funds from the bank as capital.
- e. Bulukumba business Adibah Souvenir Centre should add power expert (HR) in engraving, for increase amount fast production if get booking from consumer so that can create satisfaction consumer and bring in turnover more sales increase.

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