

The Potential Analysis of the Pineapple Chips Household Business in Kuala Alam Village

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Submission date: 08-Jul-2024 02:22PM (UTC+0700)

Submission ID: 2413807427

File name: VOL.2_AGUSTUS_2024_HAL_51-60.docx (75.36K)

Word count: 3045

Character count: 17331



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Abstract. *Pineapple Fruit Chips is one of the creations of processed pineapple fruit into snacks. This study aims to determine the potential of the pineapple chips business, determine the results of the analysis of the potential of pineapple chips with SWOT analysis and how the strategy optimises the potential to develop the pineapple chips business run by Bumdes Kuala Alam. This research uses descriptive qualitative methods by conducting interviews, and documentation. The data analysis technique uses SWOT analysis, IFAS and EFAS matrix. The results of this study show an IFAS score value of 3.67 which identifies a strong internal position, while the EFAS score value is 3.2 which indicates that pineapple chips respond to existing opportunities and avoid threats in the market. Analysis of the potential of pineapple chips products developed at BUMDes Kuala Alam shows that this product is in a favourable condition, located in quadrant I which indicates growth. Strength factors are more dominant than weaknesses, while the influence of opportunity factors is greater than threats. This conclusion provides a strategic foundation for BUMDes Kuala Alam in developing and marketing pineapple chips products effectively and sustainably.*

Keywords: *Potential, Analysis SWOT, IFAS and EFAS*

Abstrak. Keripik Buah Nanas merupakan salah satu kreasi olahan buah nanas menjadi makanan ringan. Penelitian ini bertujuan untuk mengetahui potensi usaha keripik nanas, mengetahui hasil analisis potensi keripik nanas dengan analisis SWOT dan bagaimana strategi mengoptimalkan potensi untuk mengembangkan usaha keripik nanas yang dijalankan oleh Bumdes Kuala Alam. Penelitian ini menggunakan metode kualitatif deskriptif dengan melakukan wawancara, dan dokumentasi. Teknik analisis data menggunakan analisis SWOT, matriks IFAS dan EFAS. Hasil penelitian ini menunjukkan nilai skor IFAS sebesar 3,67 yang mengidentifikasi posisi internal yang kuat, sedangkan nilai skor EFAS sebesar 3,2 yang mengindikasikan bahwa keripik nanas merespon peluang yang ada dan menghindari ancaman yang ada di pasar. Analisis potensi produk keripik nanas yang dikembangkan di BUMDes Kuala Alam menunjukkan bahwa produk ini berada pada kondisi yang menguntungkan, terletak pada kuadran I yang mengindikasikan pertumbuhan. Faktor kekuatan lebih dominan dibandingkan dengan kelemahan, sedangkan pengaruh faktor peluang lebih besar dibandingkan dengan ancaman. Kesimpulan ini memberikan landasan strategis bagi BUMDes Kuala Alam dalam mengembangkan dan memasarkan produk keripik nanas secara efektif dan berkelanjutan.

Kata kunci: Potensi, Analisis SWOT, IFAS dan EFAS

Received: Mei 29 2024; Resived: Juni 16 2024; Accepted: Juni 18 2024; Available online: 08 Juli 2024

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1. INTRODUCTION

As representatives of the government, villages are in the vanguard of bringing developments that directly benefit the populace. By promoting infrastructure development at the village level, the government grants villages the autonomy to administer their own land. One way is through Village-Owned Enterprises (BUMDes), the village's economic institutions. One of the initiatives carried out by villages to boost Village Original Revenue (PADes) is Village Economic Institutions. BUMDes serves as a tool to promote village autonomy, which attempts to elevate the village administration to the status of a community welfare tool by promoting economic development.

BUMDes is a business entity that is regulated in accordance with Law No. 6/2014 Article 87 paragraph 1 which reads (1) villages can establish Village-Owned Enterprises called BUMDes. (2) BUMDes can run businesses in the economic sector and public services in accordance with the provisions of laws and regulations. Because its ownership comes from the entire village community concerned. Every BUMDes decision must be in accordance with the approval mechanism of the village deliberation. Variations of BUMDes are based on the strengths of the village it self, such as plantations, trading, savings and loans, and processing.

BUMDes contribution to the economy's growth is significant. The community's perspective may change as a result of the inventions created, allowing them to grow economically and earn more money. Beginning with a desire to educate people about how to cultivate vacant land, Bengkalis Regency eventually developed a better village product. Pineapple Chips were the meal that was introduced they had been planned for a year. Before the product was released, BUMDes carried out a number of tests and studies.

The pineapple chips business at BUMDes Kuala Alam Village, Bengkalis sub-district, Bengkalis district which will be researched in this study is on the grounds that it can increase community efforts in managing the economic potential of the village and for the welfare of the village community. This business has enormous potential and has a positive impact on the community's economy, this business has been able to accommodate labour and can improve the community's economy, especially the family economy.

Based on this, The Author is interested in conducting research on "The Potential Analysis of the Pineapple Chips Household Business in Kuala Alam Village".

Purpose of the study, to determine the potential of the pineapple chips business at BUMDes Kuala Alam, analyze this potential using SWOT analysis, and identify strategies to optimize and develop the business.

2. LITERATURE REVIEW

There are several general theories in this study, according to Lubis et al. Potential is an ability that has the possibility to be developed. Potential is a huge source that is not yet known and that has not been given at the time of human birth in this world. According to Subaktilah (2018) SWOT analysis has several advantages, including the SWOT analysis model being able to detect every weakness and strength of a company so that it is useful in minimizing the impact or consequences that will occur in the future. This is important to know as the basis for the company to carry out business strategies that are in accordance with the company's conditions (Wiagustini and Permatawati, 2015 in Sari and Oktafianto, 2017).

In this study, it is inseparable from the results of previous studies that have been conducted as comparisons and studies, including Supriyadi (2023) with the title Analysis of the Potential for Establishing and Managing BUMDes in Sagalaherang District, Subang Regency. The results of this study using SWOT analysis show that BUMDes in Sagalaherang Sub-district, Subang Regency have potential that can be utilised, where Sagalaherang Sub-district is included in the Tourism area and even several villages have received Regent Decrees as Tourism Villages but have limitations related to human resources who manage BUMDes besides that the community and its management still do not understand the purpose of establishing BUMDes. Therefore, it is necessary to socialise BUMDes to the community and carry out human resource development for BUMDes managers.

Meanwhile, the result of this study are in line with the result of research conduct by Hatmi (2022) with the title Development Strategy of Pineapples Farm in Doda Vilage, Kinovaro Subdistrict, Sigi Regency. The result found out that the income of the peanepples farmers was at average Rp.3.546.420/0,81 ha/MP Then for the determination of strategy development is WO (Weaknesis–Opportunities) supports the strategy turn around with the formulation of the strategy, namely Give guidance to farmers about increased production, Provide skills training in managing their pineapple, Increase marketing activities, Improve quality of fruit pineapples, Perform maintenance intensive plants. The implementation, in the form of a program that can be applied is Application of technology cultivation, Maximize the use of lan, Increase the added value, Streamline the rural transport, Improving road infrastructure, Application of technology of pre harvest and post harvest, works closely with the College to conduct research.

From this research there is an analysis through IFAS and EFAS matrix calculations the IFAS calculation results show a total score of 3.67, with a strength score of 2.67 and a weakness

score of 1. This analysis illustrates that pineapple chip products have strength factors that are more dominant than weakness factors. EFAS calculation show a total score of 3.2, with an opportunity score of 2.4 and a threat score of 0.8. This analysis illustrates that pineapple chips products have advantages in opportunity factors compared to threat factors that may be faced. Therefore, pineapple chips products can more effectively. Make use of the potential opportunities that exist to improve and develop their business in the future.

3. RESEARCH METHOD

The type of research used in this study is qualitative descriptive. The location of this research was conducted at the BUMDes Kuala Alam, Bengkalis. The data analysis method in researching the marketing strategy of the BUMDes Kuala Alam in Bengkalis was completed using a qualitative descriptive analysis method. Source data of this study namely primary and secondary. In this study, the data collection techniques used by researchers namely interview and documentation.

4. RESULTS AND DISCUSSION

SWOT analysis is a highly relevant and effective approach in understanding the potential of a product, such as pineapple chips. The subject of this analysis not only details the strengths and weaknesses of the product, but also identifies opportunities and threats that may affect the marketing and development of the product.

Table 1 Result of IFAS (Internal Factor Analysis Summary) Matrix

IFAS (Internal Factor Analysis Summary)				
No.	Internal Factor	Weight	Rating	Score
Strengths				
1.	Unique and innovative flavors	0,17	4	0,67
2.	High quality and fresh	0,17	4	0,67
3.	Strong branding	0,17	4	0,67
4.	Attractive packaging	0,17	4	0,67
Total				2,67
Weaknesses				
5.	Dependence on pineapple harvest season	0,06	3	0,17
6.	High production costs due to specific raw materials	0,06	3	0,17
7.	Limitations in product variety	0,11	3	0,33

8.	Limited global distribution.	0,11	3	0,33
Total		1,00		1
Sum of S+W				3,67

Source: Processed data ,2023

Based on the data contained in the table above, the IFAS calculation results show a total score of 3.67, with a strength score of 2.67 and a weakness score of 1. This analysis illustrates that pineapple chip products have strength factors that are more dominant than weakness factors. This indicates that the potential of pineapple chips, as reflected in its strengths, can be further optimized to improve the performance and sustainability of the pineapple chips business in the future. Thus, focusing on the utilization of these internal strengths can be an effective strategy in facing market challenges and capitalizing on existing growth opportunities.

Table 2. Result of EFAS (External Factor Analysis Summary) Matrix

EFAS (External Factor Analysis Summary)				
No.	External Factor	Weight	Rating	Score
Opportunities				
1.	Increasing consumer interest in healthy snacks	0,2	4	0,8
2.	Expansion to international markets	0,1	3	0,4
3.	Partnership with healthy snack shops	0,2	4	0,8
4.	Provision of product variations to meet consumer tastes	0,1	3	0,4
Total				2,4
Threats				
5.	Increased competition from similar products	0,1	2	0,1
6.	Weather uncertainty that may affect pineapple supply	0,1	3	0,4
7.	Fluctuations in raw material prices	0,1	2	0,1
8.	Changes in food regulations that may affect production	0,1	2	0,1
Total		1,00		0,8
Sum of O+T				3,2

Source: Processed data ,2023

Based on the table presented, it can be observed that the results of the EFAS calculation show a total score of 3.2, with an opportunity score of 2.4 and a threat score of 0.8. This analysis illustrates that pineapple chips products have advantages in opportunity factors compared to threat factors that may be faced. Therefore, pineapple chips products can more effectively. Make use of the potential opportunities that exist to improve and develop their business in the future. By highlighting strategies that take advantage of market opportunities, pineapple chips

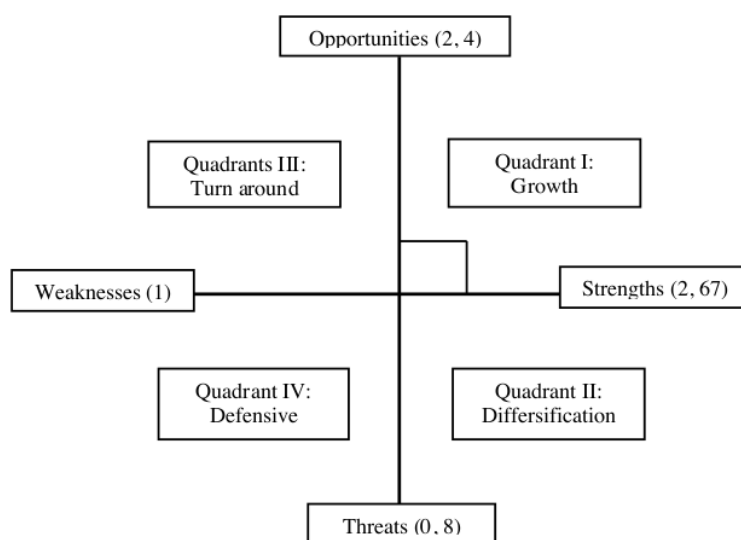
products can be more proactive in dealing with environmental changes and creating a sustainable competitive advantage.

Table 3. IFAS and EFAS Matrix in Analyzing the Potential of Pineapple Chips

EFAS \ IFAS	Strenght (S)	Weaknesses (W)
Opportunity (O)	Strategy (SO) $2,67 + 2,4 = 5,07$	Strategy (WO) $1 + 2,4 = 3,4$
Threat (T)	Strategy (ST) $2,67 + 0,8 = 3,47$	Strategy (WT) $1 + 0,8 = 1,8$

Source: Processed data, 2023

Based on the data in table 3, it is known, the highest score is in the SO (strenght-opportunity) strategy with a score of 5.07, while the lowest is in the WT (weaknesses-threat) strategy of 1.8. Based on the IFAS and EFAS matrices, the The assumptions of the strategy for analysing the potential of pineapple chips at BUMDes Kuala Alam, as the basis for the formulation of strategic assumptions are SWOT diagrams which are arranged as follows:



Source: Processed data, 2023

Figure 1. Diagram of SWOT Analysis

Based on Figure 1. of the SWOT analysis diagram, it shows that the position of the pineapple chips potential analysis strategy on the strategic environmental analysis mapping (internal environment and external environment) is in quadrant I of the Growth strategy. Analysis of the potential of pineapple chips in quadrant I indicates that the strengths and opportunities of the potential of pineapple chips are in a condition where they have enormous strengths and opportunities. The focus of this strategy is to utilise existing strengths and opportunities.

Table 4. SWOT Analysis Matrix

Internal Factors (IFAS)	Strengths (S) 1. Unique and innovative flavors 2. High quality and fresh 3. Strong branding 4. Attractive packaging	Weaknesses (W)
External Factors (EFAS)		
Opportunity (O) 1. Increased consumer interest in healthy snacks 2. Expansion to international market 3. Partnerships with stores 4. Provision of product variations to meet consumer tastes	Strategy (SO) 1. Utilizing Unique and Innovative Flavors with Increased Consumer Interest in Healthy Snacks. 2. Utilizing High Quality and Fresh Products for International Market Expansion. 3. Increase market reach Combine Strong Branding with Store Partnerships. 4. Integrate Attractive Packaging and Analyze Consumer Preferences Periodically.	Strategy (WO)
Threats (T)	Strategy (ST)	Strategy (WT)

Source: Processed data, 2023

Based on table 4., four strategy formulations can be drawn resulting from the SWOT matrix analysis, as follows S-O Strategy (Growth strategy). The S-O strategy is a strategy based on all internal activities owned by pineapple chips to take advantage of existing opportunities.

Conclusions And Suggestions

Conclusions:

1. Pineapple chips products from BUMDes Kuala Alam have strong growth potential, with strength factors dominating over weakness factors, and the influence of

opportunities is greater than threats. In quadrant I of the SWOT analysis, the recommended development strategy is to take advantage of the uniqueness of pineapple flavour and attractive packaging design to develop new product variants, and establish cooperation with large retailers to increase distribution. With the S-O approach, the company can optimally combine internal strengths with external market opportunities, making pineapple chip products a formidable player in the market by minimising potential weaknesses and threats.

2. Based on the IFAS and EFAS recapitulation, the analysis of the potential of pineapple chips products developed at BUMDes Kuala Alam shows that this product is in a favourable condition, located in quadrant I which indicates growth. Strength factors are more dominant than weaknesses, while the influence of opportunity factors is greater than threats.
3. In optimising the potential of pineapple chips products, BUMDes Kuala Alam chose the SO (Strengths-Opportunities) strategy. It leverages unique and innovative flavours to increase consumer interest in healthy snacks, relies on high-quality and fresh products for international market expansion, builds a strong brand through store partnerships, and integrates attractive packaging while periodically analysing consumer preferences. By focusing on the product's internal strengths, BUMDes Kuala Alam aims to position the pineapple chips product as a superior choice in the growing market

Suggestions:

1. As an innovative attempt to expand the pineapple product line, the author suggests launching "Pineapple Jelly". This product combines the deliciousness of fresh pineapple fruit with the pleasure of soft jelly, creating a unique and refreshing flavour experience. This product not only reflects the rich flavour of pineapple, but also provides added value in creating product variations that can meet the tastes of diverse consumers. Quality Improvement: Focus on improving product quality to maintain a competitive edge. Ensure that the pineapple chips produced maintain high quality standards.
2. The author suggests that to expand the marketing reach of pineapple chips in BUMDes Kuala Alam, a strategy of partnering with ole-ole shops in each region should be implemented. The initial step is to identify potential ole-ole stores that already have loyal customers and have a good reputation in selling local products. Distribution

Diversification: Partner with major retailers to increase product distribution. Also consider selling the product online to reach a wider market.

3. Marketing Strategy: Utilise the power of attractive packaging to increase the visual appeal of the product. Conduct effective marketing strategies, including the use of social media and local promotions to increase public awareness.
4. Distribution Diversification: Partner with major retailers to increase product distribution. Also consider selling products online to reach a wider market.

5. ACKNOWLEDGMENTS

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Acknowledgments are extended to the Bengkalis State Polytechnic, supervisors and lecturers who provided input so that this research could be completed on time, as well as researchers whose names and research results were used as references.

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