



## SWOT and STP Analysis to Increase Professional Commitment in Participants of the Entrepreneurial Skills Education Program (PKW) at LKP DINA

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### ABSTRACT

This PKM aims to increase understanding and mastery of entrepreneurial material for salon business managers as an effort to increase the professional commitment of beauty service business people. Entrepreneurial Skills Education is the implementation of lifelong learning applied at LKP DINA where in its implementation it always partners with the Economic Education study program in relation to how to cultivate an entrepreneurial spirit for activity participants who are in fact novice actors of beauty business ventures. This is in line with the four pillars of learning launched by UNESCO, namely Learning to know, Learning To Do, Learning to Live Together, Learning to Live Together (learning to live together with others in the sense of being able to collaborate and communicate) and Learning to be (learning to be).

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## **INTRODUCTION**

The Covid-19 pandemic that has plagued us in the world for the past two years has really affected all aspects of life, especially in the community's economy. To overcome this, the government determines policies that are suitable for economic activities during the post-Covid-19 pandemic. One of them that the government does is to remain consistent in creating superior and independent entrepreneurs through various educational channels. Both formal education, non-formal education and informal education. Entrepreneurial skills education is one of the programs from the directorate general of vocational education which is intended for non-formal education to promote entrepreneurial skill and independent. In order to be able to create the purpose of entrepreneurial skills education, LKP DINA consistently collaborates with the economic education study program to conduct basic entrepreneurship training and assistance in managing home beauty businesses on a regular basis.

The collaboration carried out by the two institutions has been going on since 2018 until now, this collaboration is one of the implementations for the economic education study program to serve the community. This entrepreneurial skills training is carried out for several weeks where one of the weeks discusses how to conduct an environmental analysis starting from internal analysis and external analysis or better known as SWOT analysis, this analysis is carried out to get an objective picture of the position of the business to be run or has been carried out and to determine what strategy is suitable for the analysis. After conducting a SWOT analysis, training participants will be trained in determining the segmenting, targeting and positioning of each beauty business venture that will be carried out.

SWOT analysis itself is the analysis that Albert S Humphrey first introduced. In simple terms, SWOT analysis is a strategy by considering and evaluating 4 main components of environmental analysis, namely: 1) Strengths are part of an internal environmental analysis in the form of how far the strength factor in the business we are going to do or is working on; 2) weaknesses are components of an internal environmental analysis that describes how much weakness you have when going about to run a business; 3) Opportunities are part of the external environment analysis which can be interpreted as opportunities that can be utilized to further make the business success to be run and then 4) Threats which are external environmental analysis which is a manifestation of threats that are likely to be a hindrance to the business to be run.

According to Rangkuti (2017), SWOT analysis is an analysis based on logic that can maximize strengths and opportunities, but can simultaneously minimize weaknesses and threats. Strengths and weaknesses are derived from the company's internals. Things that are controllable and subject to change. Examples include who is on the team, patents and intellectual property and location. Opportunities and Threats are external things that affect a business or things that happen outside the company in a larger market. Take advantage of opportunities and protect against threats, but can't change that. Examples

include competitors, raw material prices, and customer shopping trends (Erwin Suryatama in Cahyono: 2016). The description of the SWOT analysis according to Dj. Rusmawati (2017) Strengths, Weaknesses, Opportunities, and Threats are:

1. Strength

The first component of a SWOT analysis is excess or strength. It is the most important part of our project. We must know what advantages or strengths the business has so that it can produce the best product. The assessment can be seen from the uniqueness of the product, good leadership from the project leader, the skilled workforce in it, and so on. These strengths must be identifiable from the start, so that they can be optimized during project work.

2. Weaknesses

Although there are advantages, every business project also has its drawbacks. The weakness of this company is not to be feared, it must be faced. When successfully facing this weakness, the difficulties that exist in the project will be resolved. This weakness needs to be identified from the beginning. Usually included in things that hinder the running of the project such as lack of budget to hold the project, lack of expert manpower needed, lack of leadership from the project leader, and so on.

3. Opportunities

Find opportunities from the projects you plan. From there, you can add to the advantages of that project. These opportunities do not exist immediately, but we must find a way. The trick is to explore the ideas of each project member or by looking at things that have been done before.

4. Threats

This last element also needs to be considered as well as possible. In contrast to weaknesses, threats can make your project completely fail to be implemented. Therefore, it must be identifiable from the beginning. The existing threats are for example the emergence of competitors who are able to dominate us, company finances that are in trouble, and so on.

This analysis is enforced because it has benefits for companies like this. As project holders, we can maximize our strength to make a profit. We can find the best solution to overcome the weakness before it can become an even greater risk. we can look for ways to further increase the strength of the opportunities you find. We can overcome threats that will have a major effect on our projects. This technique was created by Albert Humphrey, who led a research project at Stanford University in the 1960s and 1970s using data from Fortune 500 companies. When conducting a SWOT analysis, in addition to a SWOT analysis, a novice businessman also needs awareness and ability in mastering STP strategies (segmenting, targeting and positioning). STP is one of the marketing models whose application involves three stages, namely market segmentation, targeting the segments that are believed to be the most profitable

and positioning the products sold in the most valuable way. The main purpose of a SWOT analysis is to raise awareness of the factors used to make business decisions or establish a business strategy. To do this, the SWOT analyzes the internal and external environment and factors that may affect the continuity of the decision. With the ability to conduct an objective SWOT analysis and the right STP strategy, it is hoped that novice business people will be able to increase their commitment to the entrepreneurial profession in the beauty business.

#### 1. Situation Analysis

The DINA course and training institute (LKP) is one of the active partners of cooperation from the Economic Education study program that is consistent together in encouraging and multiplying superior and dedicated entrepreneurs in the field of dating services. Based on the results of observations that have been carried out by the PkM team, it is obtained that LKP DINA always gets grants from the directorate general of vocational education for many years, and to maximize these learning achievements, LKP DINA partners with the economic education study program, this is evident from the Decree on the Appointment of lecturers of the economic education study program a.n Soffi Soffiatun, S.Pd., M.M.Pd. and Dr. Saiful Anwar, S.Pd., S.E., M.Pd as an expert in the field of entrepreneurship and MSMEs at LKP DINA.

#### 2. Partner Issues

In detail, the team found various things that make LKP DINA unconstitutional in internalizing the entrepreneurial spirit in its learning citizens including: 1) Limited facilities and infrastructure supporting entrepreneurship materials 2) Limited internet access. 3) Lack of preparedness for the provision of entrepreneurship teachers.

### **IMPLEMENTATIONS AND METHODS**

Community Service with the theme "SWOT and STP Analysis Training to Increase Professional Commitment in Participants of the Entrepreneurial Skills Education Program (PKW) at LKP DINA" was carried out on September 12-17, 2022. This PKM will be carried out by 3 lecturers, 5 students and 20 warge studying LKP DINA. Even during the pandemic, this PKM was carried out offline at LKP DINA by implementing health protocols in accordance with applicable regulations. This PKM begins with an observation process to the field, in this case the PKM team conducts initial coordination at the LKP DINA, then the team conducts an FGD with the leadership of the LKP DINA to discuss and collaborate on what training should be done to increase professional commitment. Solutions that can be offered to LKP DINA to foster an entrepreneurial spirit in its learning citizens are:

1. Providing training on entrepreneurship materials, especially environmental analysis
2. Provide training related to segmenting targeting and positioning materials
3. Providing training related to MSME establishment materials.

4. Conducting a Sharing Session by inviting the public to share about how they apply entrepreneurship in their profession and daily life
5. Providing education about bad practices and crimes in entrepreneurship.

Doing a SWOT analysis is similar to a meeting of opinions, to find out the right and wrong way of doing things. It is recommended to have everyone take notes and have everyone secretly come up with an idea to start something. This is to prevent groupthink and ensure that all voices are heard. After brainstorming for five to 10 minutes, put all the notes and paste them on the wall don't forget to group similar ideas. Allow anyone to add a side note at this point if someone else's idea triggers new thinking. After all the ideas have been organized, it is time to rank the ideas. Use a voting system where everyone gets five or ten "votes" that they can share in any way they like. Taking notes in different colors is useful for this exercise. Based on the voting exercise, have a list of ideas that can be prioritized. Of course, the list is as material for discussion and debate, and someone in the room should be able to make the final decision on priorities. This is usually the CEO, but it can be delegated to someone else in charge of the business strategy. The process of generating ideas for each of the four quadrants of Our SWOT analysis: Strengths, Weaknesses, Opportunities, and Threats. The Stages of Steps to Perform a SWOT Analysis are as follows:

1. Knowing and strengthening strengths (Strength)
2. Identify weaknesses and try to reduce the consequences.
3. Analysis of threat sources (Threats) and strategies to control them.
4. Knowing the opportunity or potential (Opportunities) and the steps to achieve them.

This analysis is quite easy to perform. By doing so, we also come to know what the current state of our company or business is like . The way we can do this is to create a SWOT matrix consisting of four parts. Below is an example of this. Companies that are in the mood to create a new product, conduct an analysis of the company whether it is able to make that product in this period or not. They conducted the study using a SWOT matrix:

1. Strength

The company has adequate equipment for producing new products. The company is able to use overhead costs efficiently (can be seen in the financial statements), so it is not too high. The pegged selling price will not be far from the market. The company often conducts surveys on customers, so it knows what the company needs. The company has good customer service performance that is ready to respond to customers with various complaints.

2. Weaknesses

The internal weakness of the company is that it often falters in the cash department because we often pay receivables. The funds needed to create a new product are not enough to cover any needs. It is necessary to search for

funds in another way. It requires more manpower in a certain part, but this matter is still not approved by the management.

3. Opportunities

The product to be made has few competitors. The products that the company will produce are needed by many people based on surveys that the company makes.

4. Threats

The company is not ready for digital business because it focuses on production that costs a lot of money. The development of existing technology is difficult for companies to follow. It is difficult for companies to obtain funds in banking because they do not belong to large companies.

According to Nisak (2013) SWOT analysis compares between external factors of opportunity and threat with internal factors of strengths and weaknesses. Internal factors are included in a matrix called the internal strategy factor matrix or IFAS (Internal Strategic Factor Analysis Summary). External factors are incorporated into a matrix called the EFAS (External Strategic Factor Analysis Summary) external strategy factor matrix. After the matrix of internal and external strategy factors is completed, then the results are included in the quantitative model, namely the SWOT matrix to formulate the company's competitive strategy.

## **RESULTS AND DISCUSSIONS**

Community service activities are carried out for six working days starting on Monday, September 12, 2022, where there are 18 residents studying at LKP DINA who are participants in community service, two of which are speech impaired. Where the 18 study residents were divided into 4 groups based on the domicile area, namely the Limo group, the Beji Group, the Citayem Group and the Cimanggis Group. Each group was given the same training starting with conducting a SWOT analysis for each business to be carried out and closed by introducing segmenting, targeting and positioning strategies. In this PKM we collaborate with LKP DINA, especially in entrepreneurial skills education activities where there are several other institutions involved including marizo and several local brands in the city of Depok.

Based on the training for several days, there were 4 efforts carried out by each group, namely the limo group with yeopo salon, the cimanggis group with elegant salon, the citayem group with the approdite salon and the beji group with wonderfull salon. Each salon based on SWOT analysis has determined their respective superior products, namely the limo group with graduation makeup, the cimanggis group with hairstylist, the citayem group with hairtreatment and bridal makeup and the beji group with hairtreatment and spa.

In Rangkuti (2017) The tool used to compile the company's strategic factors is the SWOT matrix. This matrix can clearly illustrate how the external opportunities and threats facing a company can be adjusted to its strengths and weaknesses. This matrix can generate four sets of possible strategic alternatives After classifying various possibilities from internal and external factors and to make it easy to find the results of the analysis, a SWOT matrix is used. This matrix can clearly illustrate how the external opportunities and threats facing a company can be adjusted to its strengths and weaknesses. This matrix can produce four possible strategic alternatives, namely the following:

Table 1. Possible Strategic Alternatives

Internal and External Factors	<p><b>STRENGTHS (S)</b></p> <ol style="list-style-type: none"> <li>1. Facilities provided by the beauty center in the salon business</li> <li>2. Selection of strategic places</li> <li>3. The business area looks clean and comfortable for visitors.</li> <li>4. The cost of renting a place and other costs is cheap.</li> </ol>	<p><b>WEAKNESS (W)</b></p> <ol style="list-style-type: none"> <li>1. Less aggressive in advertising/marketing</li> <li>2. Narrow parking area.</li> <li>3. On weekdays, especially morning to evening, it tends to be empty of visitors</li> <li>4. Business competition is not so fierce</li> </ol>
<p><b>OPPORTUNITIES (O)</b></p> <ol style="list-style-type: none"> <li>1. The existence of government protection with the issuance of local regulations</li> <li>2. The growth of people's purchasing power due to the increasingly practical and increasing mindset of society</li> </ol>	<p><b>SO STRATEGY</b></p> <ol style="list-style-type: none"> <li>1. LKP DINA maintains service quality before and after relocation</li> <li>2. Improving the ability and quality of human resources by conducting marketing training</li> </ol>	<p><b>WO STRATEGY</b></p> <ol style="list-style-type: none"> <li>1. Improve coordination and communication between customers</li> <li>2. Increase relationships with outside parties to increase revenue and performance of managers and visitors</li> </ol>
<p><b>THREATS (T)</b></p> <ol style="list-style-type: none"> <li>1. The mindset or mindset of customers is that after the relocation to pratistha harsa, the price of the service will be more expensive than before the relocation.</li> </ol>	<p><b>STRATEGY ST</b></p> <ol style="list-style-type: none"> <li>1. LKP DINA maintains the quality of business quality, both product quality and service</li> <li>2. Establishing a pricing strategy (prices</li> </ol>	<p><b>WT STRATEGY</b></p> <ol style="list-style-type: none"> <li>1. Improve business management in a better direction.</li> <li>2. Pay attention to the quality of service quality to customers</li> </ol>

2. Many businesses with similar systems as well..	similar are able to compete with traders outside the pratistha harsa market)	
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1. SO Strategy

This strategy is based on the company's way of thinking, namely by utilizing all forces to seize and take advantage of the greatest opportunities, including:

- a. LKP DINA maintains the quality of service before and after the relocation.
- b. Improve the ability and quality of human resources by conducting marketing training or increasing the turnover of traders.

2. Strategy ST

Is a strategy in using the power that the company has to overcome threats, including

- a. LKP DINA maintains the quality of business quality, both product quality and service.
- b. Establishing a pricing strategy (prices are able to compete with traders outside the pratistha harsa market).

3. WO Strategy

This strategy is applied based on the utilization of existing opportunities by minimizing existing weaknesses, including:

- a. Improve coordination and communication between customers.
- b. Increase relationships with outside parties to increase revenue and performance of managers and visitors.

4. WT Strategy

This strategy is based on defensive activities and tries to minimize existing weaknesses and avoid threats, including:

- a. Improve business management in a better direction.
- b. Pay attention to the quality of service quality for customers.

Based on the SWOT analysis on PKM activities at LKP DINA, the results obtained are:

1. The advantages contained in LKP DINA include complete facilities, low rental costs
2. The existing weaknesses, including the lack of promotional steps carried out by the management.
3. The opportunities found in LKP DINA include the increasingly diverse and increasing purchasing power of the community that can make the income of entrepreneurs better and of course make it easier for buyers to find the food that brands want.
4. The threats found include the mindset of the community regarding the participation of managers and the Regency Government which of course can

determine the policies that must be followed by entrepreneurs, especially in LKP DINA, one of which is regarding the price of merchandise.

From this problem, the strategy that is suitable for use is the SO strategy. Where in this strategy the institution will use all its strength to take every opportunity that exists. In the SO strategy, the institution is given several strategic inputs ranging from improving cooperation and performance, to developing existing programs. This PKM activity ended with a presentation of each group related to the salon business that will be carried out in the future. There are 2 groups, namely the beji group and the citayem group that have been able to do a good SWOT analysis and STP analysis well. However, the other two groups need further discussion regarding the STP analysis because the two groups, namely the limo and cimanggis groups, are still confused about determining the efforts to be made.

Furthermore, this PKM will be carried out further PKM in early 2023 with the theme of business assistance and business evaluation which has been carried out 6 months after this PKM activity takes place, this is carried out in line with the entrepreneurial skills education program organized by LKP DINA which is a grant from the Directorate General of Vocational Education in 2022 on the type of hair beauty skills, hairstylist, hairtreatment and makeup. Thus, SWOT analysis can be interpreted as a strategy planning and problem-solving technique that we can use in everyday life, especially for certain business purposes or a project. This method emphasizes the importance of the role of internal and external factors in order to develop an effective strategy for planning ideas and solving problems. From the use of these four components, we can clearly see how a business based on a SWOT analysis plan will significantly help the business that is being run. Thus, a SWOT analysis can greatly help businesses in planning various business strategies based on important factors that exist so that it will give birth to the right decision making.

## **CONCLUSIONS AND RECOMENDATIONS**

From this problem, the strategy that is suitable for use is the SO strategy. Where in this strategy the institution will use all its strength to take every opportunity that exists. In the SO strategy, the institution is given several strategic inputs ranging from improving cooperation and performance, to developing existing programs. This PKM activity ended with a presentation of each group related to the salon business that will be carried out in the future. There are 2 groups, namely the beji group and the citayem group that have been able to do a good SWOT analysis and STP analysis well. However, the other two groups need further discussion regarding the STP analysis because the two groups, namely the limo and cimanggis groups, are still confused about determining the efforts to be made. Furthermore, this PKM will be carried out further PKM in early 2023 with the theme of business assistance and business evaluation which has been carried out 6 months after this PKM activity takes place, this is carried out in line with the entrepreneurial skills education program organized by LKP DINA which is a grant from the Directorate General

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