

## Analysis of Business Development Strategies in Increasing Business Income CCTV CV. Jaya Mumpuni Bandar Lampung

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### ABSTRACT

This study aims to analyze the business development strategy of CCTV Jaya Mumpuni in Bandar Lampung with a focus on increasing competitive advantage and business income through the intended market. The research method used is a descriptive qualitative study with a SWOT analysis approach, with interview and observation techniques as data sources. The results of this study concluded that the company's position is in quadrant II which supports the diversification strategy. The reason the company is in this quadrant is because although there are many threats, CCTV Jaya Mumpuni still has qualified internal strengths. The contribution of this research is that the strategy recommendation given is to use the company's strengths to carry out a diversification strategy in order to achieve company goals and increase CCTV Jaya Mumpuni's business revenue. From the assessment of internal factors, the main strength lies in employees who help with work operations with a score of 0.60. The weakness is the lack of accuracy in recording incoming orders with a score of 0.36. From the results of the analysis of external factors, the main opportunity is to innovate in CCTV installation by offering more complete features with a score of 0.48. Meanwhile, the biggest threat for this company is the high competition with similar businesses with a score of 0.96.

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**INTRODUCTION**

Business development in marketing is a strategic plan for developing a business in the field of marketing. This plan includes steps taken to increase product or service sales, expand market share, and increase profits. The purpose of the business development strategy in increasing business income is to maximize sales achievement and business growth at CCTV CV. Jaya Mumpuni.

Business advancement affects all efforts to improve the skill level of businesses in producing services, production, and profits. This encourages every entrepreneur to make a detailed plan for running their business in order to grow the business. Although not easy, developing a business has significant benefits for the company. Therefore, development is an important aspect of a business that wants to grow or even an ongoing one (Samudra & Nugroho, 2022). Effective marketing is essential to increase sales as well as take a larger market share. Fundamentally, the main objective for the establishment of a company is to obtain as much profit as possible (Wijaya, Syaifuddin, & Wulan, 2022). Every business entity is faced with the dynamics of competition and the dynamics of environmental change. Thus, a marketing strategy that focuses on understanding the market becomes essential in meeting customer needs, overcoming competition, and improving competitive position.

CCTV Jaya Mumpuni is a business founded by one person or individual. This business has been running since 2018, which is located at JL.Wolter Monginsidi No.201, Kupang Kota, Bandar Lampung City. The company offers CCTV installation packages with a team of experts responsible for CCTV installation and maintenance. In addition, Jaya Mumpuni CCTV provides quality products and professional installation services. In Lampung, they also provide additional advanced features to meet customer needs.

Table 1. CCTV Jaya qualified income January - December 2023

Month	Sales (unit)	Income
Januari	104	24.960.000
Februari	98	23.520.000
Maret	77	18.480.000
April	84	20.160.000
Mei	68	16.320.000
Juni	79	18.960.000
Juli	85	20.400.000
Agustus	71	17.040.000
September	65	15.600.000
Oktober	78	18.720.000
November	65	15.600.000
Desember	76	18.240.000

*Source: Results of Data Processed, 2024*

From the data listed in Table 1, it can be concluded that Jaya Mumpuni CCTV experiences an increase and decrease in income every

month. At the beginning of 2023, the company managed to obtain revenue of Rp122,400,000 but in September, there was a significant decrease in revenue. According to the company owner, this was due to low demand in September as many people were busy towards the end and middle of the year, so rarely ordered CCTV for their homes or businesses. As there are fluctuations in revenue over the course of a year and the many competitors in the market offering similar CCTV Solutions competition can affect prices and profit margins, the researcher was interested in carrying out an in-depth study of Jaya Mumpuni CCTV.

After considering the above explanation, the researcher formulated a question: "How can Jaya Mumpuni CCTV business in Bandar Lampung increase its revenue through business development based on SWOT analysis?"

## **THEORETICAL REVIEW**

### *Strategic Management*

Strategic management is a process or series of fundamental and comprehensive decision-making activities, along with determining how to carry them out, which are made by the leadership and implemented by all levels in an organization, to achieve goals (Faujiah, Syaifudin, & Andriani, 2023). In strategic management, making complex and future-focused long-term decisions requires significant resources. Thus, the participation of top management is crucial in the process. Strategi Pengembangan Usaha

According to (Sridewi, 2020) Business development actions are strategies undertaken by companies to improve their performance and achieve greater success. By taking business development actions, company leaders can maintain organizational goals while preparing to face upcoming challenges. This has great significance at all levels of work, from business unit, regional, country, department, or function leadership. In addition, leaders must form teams and maintain internal and external relationships to smooth the course of these strategies and create a sustainable organization.

### *Analisis SWOT*

SWOT analysis is the systematic identification of various factors to formulate company strategy (Mashuri & Nurjannah, 2020). According to (Patmarina, Prakasa, & Ardansyah, 2021), to conduct a more comprehensive SWOT analysis, it is necessary to consider external and internal factors as important elements in the process. In this case, SWOT can be explained as:

1. Strengths
2. Weaknesses
3. Opportunities
4. ThreatsPendapatan

According to (Yanti, Rosmawati, & Lastinawati, 2023), Revenue refers to the amount of money or economic value earned or received by a company as a result of selling their products or services. In a business context, revenue is one of the key factors to assess the success of a company. The higher a company's revenue, the more likely they are to achieve greater profits as well.

Therefore, companies generally strive to increase their revenue by offering the highest quality products or services or implementing more effective marketing strategies (Dewi, Putra, Kadang, & Tadulako, 2023).

## METHODOLOGY

In this study, researchers will utilize several pre-existing theoretical concepts with the aim of clarifying the methods to be used in the form of descriptive qualitative studies. This study aims to provide an overview of very complicated social conditions (Abdussahmad, 2021). The focus of this research is on how to improve the business of CCTV Jaya mumpuni in Bandar Lampung by considering the existing social conditions. To achieve this goal, a descriptive qualitative research method by applying a SWOT analysis approach was implemented in this study. SWOT analysis is a technique that helps to find a suitable and appropriate strategy to be developed.

In this study, the CCTV business location at JL.Wolter Monginsidi, Teluk Betung, Bandar Lampung City was chosen as the main object. This is because the location has the ability to compete with similar business owners in terms of CCTV production, using effective strategies so that it lasts long. In this study, the informants selected did not have a fixed number, but were selected based on their understanding and knowledge of the issues relevant to the research topic.

The informants included in this study are:

1. Jaya CCTV business owner is qualified
2. Jaya CCTV staff qualified
3. CCTV Jaya consumers are qualified.

Data collection techniques that will be carried out during the course of this research, namely:

### Observation

(Khasanah, 2020) suggests that observation is the practice of directly observing an object in a certain environment, whether it is in progress or still in process. Observation is a deliberate or planned action, which is carried out systematically and sequentially according to research needs.

### Interview

Data collection methods with interviews are generally applied in qualitative research, which is the main technique for collecting data in the context of the research (Gunawan, 2022). In the interview process, interactions were carried out with various related parties who have knowledge relevant to the information needed by researchers, especially related to the socio-economic impact of tourism on local communities.

In Jaya Mumpuni CCTV business, descriptive analysis technique is used to describe its business development strategy. Information obtained from in-depth interviews about business strategies will be directed to SWOT analysis, then the results will be applied in business development by using SWOT matrix techniques to analyze the collected data.

## RESULTS AND DISCUSSION

### A. Identification of Strengths and Weaknesses of CCTV Business CV Jaya Mumpuni

After conducting interviews with several informants and observing the situation, the researcher managed to find information about the Strengths, Weaknesses, Opportunities, and Threats related to efforts to increase sales at CCTV Jaya mumpuni, are:

#### 1. *Strenghts*

- a. Gained many significant business relationships in Bandar Lampung.
- b. There are employees who assist with work operations.
- c. There is a variety of CCTV prices and models that can be reached by the entire community.
- d. The successfully built sales network has reached a wide market through various online platforms such as marketplaces and social media.
- e. The strategic location is located in the middle of the city center located at JL.Wolter Monginsidi No.201, Kupang Kota, Bandar Lampung City

#### 2. *Weaknesess*

- a. Lack of human resources in promotion due to high buyer enthusiasm.
- b. Inaccurate recording of incoming orders, so many orders are not processed.
- c. There is often an increase in installation orders but a shortage of cctv technicians, hampering work services.

#### 3. *Opportunities*

- a. CCTV Jaya Mumpuni continues to innovate in the installation of surveillance cameras and provides more complete features for its customers.
- b. Consumer confidence in Jaya Jaya CCTV can increase through the positive image provided by them.
- c. Jaya Jaya's CCTV products are affordable by various groups, so that more people can utilize them.

- d. The high crime rate has made people increasingly rely on CCTV as an effective means of surveillance.

4. *Threats*

- a. The level of competition with similar businesses is high.
- b. General installation method and easy to search through the internet.
- c. The price of trade goods (CCTV) is increasing.

SWOT Analysis

The data collection analysis technique used is the IFAS and EFAS matrix.

IFAS Matrix (Internal Strategic Factors Analysis Summary) is a matrix used to determine the company's internal factors related to strengths and weaknesses that are considered important to the company or research object.

EFAS Matrix (External Strategic Factors Analysis Summary) is a matrix used to identify and evaluate the company's external factors related to opportunities and threats to the company or research

**IFAS Analysis Results**

The following is an IFAS data table that contains the strengths and weaknesses that exist in CV Jaya Mumpuni, namely:

**Table 2. IFAS Analysis Results (*Internal Factor Summary System*)**

Faktor Strategi Internal	Bobot	Rating	Skor
<b>Kekuatan</b>			
Gained many significant business relationships in Bandar Lampung	0,12	4	0,48
There are employees who help with work operations	0,15	4	0,60
There is a variety of CCTV prices and models that can be reached by the entire community.	0,11	3	0,33
Trade goods taken from the main company	0,12	4	0,48

The successfully built sales network has reached a wide market through various online platforms such as marketplaces and social media.	0,11	3	0,33
<b>Sub Total</b>			2,22
<b>Kelemahan</b>			
Lack of human resources in promotion due to high buyer enthusiasm	0,10	2	0,20
Inaccuracy in recording incoming orders	0,12	3	0,36
Packing is still less secure	0,12	3	0,36
<b>Sub Total</b>			0,92
<b>Total</b>			3,14
<b>Selisih skor Kekuatan serta Kelemahan</b>			1,30

*Sumber : Data Results Processed, 2024*

### EFAS Analysis Results

The following is an EFAS data table containing opportunities and threats that exist at CV Jaya Mumpuni, namely:

**Tabel 3. Hasil Analisis EFAS (Sistem Ringkasan Faktor Eksternal) Hasil Analisis EFAS (Sistem Ringkasan Faktor Eksternal)**

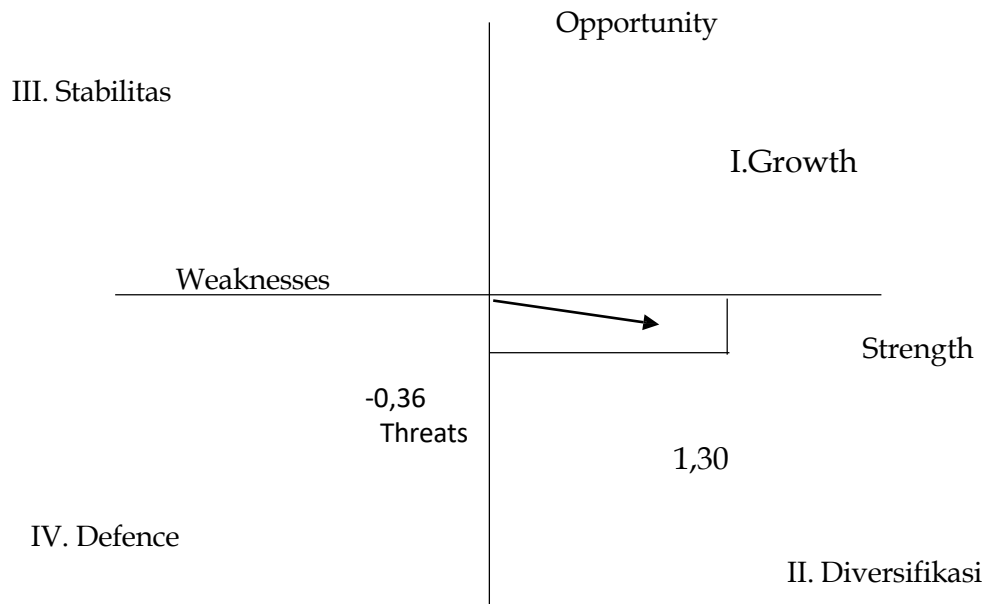
Faktor Strategi External	Bobot	Rating	Skor
<b>Peluang</b>			
CCTV Jaya mumpuni terus berinovasi dalam pemasangan kamera pengawas dan menyediakan fitur-fitur yang lebih lengkap untuk konsumennya	0,12	4	0,48

Kepercayaan konsumen terhadap CCTV Jaya mumpuni dapat meningkat melalui citra positif yang diberikan oleh mereka	0,06	4	0,24
Produk-produk CCTV Jaya mumpuni dapat dijangkau oleh berbagai kalangan, sehingga semakin banyak orang yang dapat memanfaatkannya.	0,11	4	0,44
Tingginya tingkat kriminalitas membuat masyarakat semakin mengandalkan CCTV sebagai sarana pengawasan yang efektif.	0,10	4	0,40
<b>Sub Total</b>			1,56
<b>Ancaman</b>			
Tingkat persaingan dengan bisnis serupa cukup tinggi.	0,24	4	0,96
Cara pemasangan cukup general dan dapat dicari melalui Internet	0,14	4	0,56
Kenaikan harga barang dagang	0,20	2	0,40
<b>Sub Total</b>			1,92
<b>Total</b>			3,48
<b>Selisih skor peluang serta ancaman</b>			-0,36

*Sumber : Data Results Processed, 2024*

In detail, the total score of IFAS and EFAS is broken down into four factors, namely a score of 2.22 for strengths, a score of 0.92 for weaknesses, a score of 1.56 for opportunities, and a score of 1.92 on threats. With this information, it can be seen that the difference in total score between the strength and weakness factors is 1.30, while the difference in total score between the opportunity and threat factors is about -0.36. To visualize this data, it can be depicted in the form of a diagram.





Gambar 1. Diagram Analisis SWOT

Based on the picture of the SWOT analysis diagram given, it can be seen that CCTV Jaya Mumpuni has a strong position in quadrant II. Despite facing various threats, CCTV Jaya Mumpuni is still able to survive and develop well (T & Habiburahman, 2022), CCTV Jaya mumpuni still has strengths within the company. They need to set strategies to utilize these strengths to achieve long-term opportunities through the process of market or product diversification. The value of each factor can also be represented in the SWOT matrix found in the following table:

Tabel 4. Rumusan Strategi Matriks SWOT

IFAS EFAS	Strength	Weakness
Opportunity	Strategi SO $2,22 + 1,56 = 3,78$	Strategi WO $0,92 + 1,56 = 2,48$
Threats	Strategi ST $2,22 + 1,92 = 4,14$	Strategi WT $0,92 + 1,92 = 2,84$

Sumber : Data Results Processed, 2024

### A. CCTV Jaya's SWOT Matrix Strategy is qualified in Increasing Revenue

In analyzing the company's situation, it can be considered the strengths and weaknesses of the reliable CCTV Jaya system through the SWOT Matrix in order to identify external threats and opportunities faced. This analysis involves data from the IFAS and EFAS tables of CCTV Jaya mumpuni, so that several alternative strategies (SO, ST, WO, and WT) can be developed in accordance with the situation faced by the company.

### 1. SO Strategy

This plan is prepared based on the company's vision to maximize the use of available resources in order to take advantage of the greatest opportunities (Junita & Fahmi, 2022). CCTV Jaya Mumpuni can carry out several strategies, such as:

- a. Establish relationships by attending digital product exhibitions
- b. Utilize the situation to promote additional products on existing e-commerce platforms and add other platforms
- c. Maintain good relationships with suppliers
- d. Trying to expand the range of people to use Jaya Mumpuni CCTV products.
- e. Improve product quality while considering affordable prices that are accessible to all levels of society.

### 2. WO Strategy

WO strategy is a strategy that is implemented based on utilizing existing opportunities by minimizing existing weaknesses (Rahayuningsih, 2020). The strategies that can be carried out by CCTV Jaya are:

- a. Using the good perception of customers to sell products online in marketplaces and e-commerce.
- b. Increase the number and effectiveness of the workforce when holding certain promotions.
- c. Developing product packaging processes to ensure safety when arriving at customers' hands.
- d. Make consumers satisfied with the CCTV installation service.
- e. Provide good service to consumers.

### 3. ST strategy

ST strategy is a strategy created by utilizing existing strengths to overcome threats (Jayadi & Suryawan, 2020) A way to utilize the company's strengths to overcome potential threats. In the context of CCTV Jaya being qualified, there are several strategies that can be done to deal with this situation:

- a. Increasing product sales, maintaining quality, and paying attention to keeping the selling price competitive.
- b. CCTV Jaya mumpuni can continue to utilize a wide variety of products to create uniqueness and differentiate itself from existing standard products.
- c. Improving good relations with key companies will help avoid significant increases in the price of goods.
- d. Utilizing resources on the internet in terms of installation can be a means to continue to innovate in product assembly and increase visual variety on an ongoing basis.
- e. Creating good communication with customers in order to establish a good relationship.

#### 4. WT Strategy

WT strategy is a strategy that aims to overcome obstacles and minimize the impact of existing threats (Rahayu, Astuti, Mustangin, & Sandy, 2022). The strategies that can be carried out by CCTV Jaya are:

- a. Optimize all available resources to increase sales during the pandemic.
- b. Increase the number of workers when conducting special promotions to avoid a bad image from customers regarding service and fast delivery, so as to maintain the tight competition in business.
- c. Increase the frequency of promotions on social media platforms to reach more people and increase brand awareness.
- d. Increase promotions through online media such as e-commerce, etc.
- e. Provide wholesale goods for *resellers* who want to open a new business.

### CONCLUSIONS AND RECOMMENDATIONS

From the assessment of internal factors that has been carried out, it can be concluded that the main strength lies in employees who help with work operations with a score of 0.60 and an extensive business network in Bandar Lampung with a score of 0.48. Meanwhile, the weaknesses found are lack of accuracy in recording incoming orders and lack of attention to packing safety, with a score of 0.36.

Looking at the results of the analysis of external factors, we can conclude that the main opportunity for this company is to innovate in CCTV installation by offering more complete features and products that are affordable to various groups. This is supported by scores of 0.48 and 0.44. Meanwhile, the biggest threat for this company is the high competition with similar businesses, indicated by a value of 0.96. In addition, the common and easily searchable way of installation via the internet is also a threat with a value of 0.56.

Based on the factors previously described, this study concludes that the company's position is located in quadrant II which supports the diversification strategy. The reason the company is in that quadrant is because despite the many threats, CCTV Jaya still has qualified internal strengths.

In order to succeed in the same industry with intense competition, the necessary strategy is to capitalize on strengths and long-term opportunities through diversification. The importance of innovation as the main key in increasing sales cannot be underestimated, as this will have a positive impact on revenue growth.

Some recommendations that can be suggested based on the research findings include: To improve its competitiveness compared to competitors, Jaya Mumpuni CCTV Business needs to further utilize its advantages and overcome existing weaknesses. This can include improving product quality and improving staff skills, especially in the marketing team to ensure good customer service, as well as utilizing social media and digital marketing strategies to increase revenue for Jaya Mumpuni CCTV Business.

## FURTHER STUDY

For future research, it is recommended to use questionnaires during data collection in future quantitative research to further discuss business development.

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