

ABSTRAK
PENENTUAN STRATEGI BISNIS TEMPAT HIBURAN
BERDASARKAN ANALISIS SWOT/TOWS PADA
LIQUID NEXT GENERATION
Studi Kasus : Kafe Liquid Next Generation
Jl. Magelang KM 5,5 Yogyakarta

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Tujuan penelitian ini adalah: (1) untuk mengetahui situasi eksternal dan internal tempat hiburan yang diteliti. (2) untuk mengetahui strategi apa yang nantinya akan sesuai dan akan digunakan tempat hiburan berdasarkan analisis SWOT/ TOWS.

Penelitian ini merupakan penelitian terapan bersifat deskriptif dengan cara studi kasus pada pihak manajemen kafe *Liquid Next Generation*. Pengumpulan data dengan melakukan penelitian terhadap data-data perusahaan, dan dari data tersebut kemudian dianalisis dan ditarik kesimpulan. Sedangkan pengolahan data menggunakan analisis SWOT. Pengklasifikasian dilakukan menggunakan EFAS dan IFAS yang hasilnya akan dijadikan dasar perencanaan strategis berdasarkan Matriks Internal Eksternal. Sedangkan tahap akhirnya/proses pengambilan keputusan menggunakan Matriks QSPM.

Hasil penelitian menunjukkan: (1) ada beberapa variabel eksternal yang merupakan peluang bagi kelancaran usaha kafe yaitu: peningkatan jumlah sponsor, teknologi, daya beli, peningkatan pendapatan dan ekonomi nasional; serta variabel eksternal lainnya yang merupakan ancaman yaitu: pesaing baru, even pesaing, keamanan, liburan, dan sikap pelanggan. Sedangkan untuk lingkungan internal diperoleh sejumlah variabel yang merupakan kekuatan yaitu: kebijakan harga, promosi, variasi program, suasana, kualitas pelayanan, penampilan karyawan, dan kebersihan *venue*; serta variabel yang merupakan kelemahan bagi kafe yaitu sistem informasi akuntansi, komunikasi antarlini dan segmentasi pasar. (2) berdasarkan analisis SWOT diperoleh nilai TAS sebesar 6,29 oleh karena itu strategi yang cocok untuk dijalankan kafe *Liquid Next Generation* pada periode Januari-Juni 2008 adalah Strategi Penetrasi Pasar.

ABSTRACT
FORMULATION OF BUSINESS STRATEGY FOR AN AMUSEMENT
CENTER BASED ON SWOT/TOWS ANALYSIS IN LIQUID NEXT
GENERATION

A Case Study at Liquid Next Generation Cafe
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Objectives of this research were: (1) to indicate both external and internal situation of an amusement center. (2) to indicate which strategy will be suitable and will be used for the amusement center based on SWOT/TOWS analysis.

It was an applied research which is descriptive and is a case study at the Liquid Next Generation Cafe. The data collected were the firm's data. The data were then analyzed to arrive at conclusions. The data were analyzed using SWOT analysis. A classification was done using EFAS and IFAS matrices. The results would be the fundamental of strategic planning; which were drawn from the Internal-External Matrix. And, in the last stage, decision making was conducted using the QSPM Matrix.

Results of the research indicated that: (1) there were some external variables as the opportunity for cafe's business success, namely; increased number of sponsors, technology, purchasing power, income and national economy; and other external variables as the threats, that is, new entrant, event competitor, security, holidays and customer attitude. Meanwhile in internal setting, it was obtained a number of variables as the strengths, that is, price policy, promotion, varied program, atmosphere, service quality, employee appearance and venue cleanness; and some variables as the weaknesses for the cafe, that is, accounting information system, inter level communication and market segmentation, (2) based on SWOT analysis, it was obtained a TAS value of 6.29. Therefore the strategy suitable to adopt in Liquid Next Generation Cafe during period January – June 2008 was Market Penetration Strategy.