

ABSTRAK

STRATEGI PENGEMBANGAN USAHA MIKRO KECIL MENENGAH WARMINDO WALA WELEU BERDASARKAN ANALISIS SWOT Kasus Jalan Kledokan III Caturtunggal, Depok, Sleman, Daerah Istimewa Yogyakarta

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Penelitian ini bertujuan untuk mengetahui: (1) strategi pengembangan permodalan bagi UMKM Warmindo Wala Weleu berdasarkan analisis SWOT, (2) strategi pengembangan pemasaran bagi UMKM Warmindo Wala Weleu berdasarkan analisis SWOT.

Penelitian ini merupakan penelitian kuantitatif deskriptif. Survei pada pemilik dan karyawan sebanyak 4 orang pada bulan Desember 2016. Data dikumpulkan dengan wawancara dan kuesioner yang kemudian diolah berdasarkan analisis SWOT.

Hasil penelitian menunjukkan bahwa: (1) strategi pengembangan usaha yang dapat dilakukan Warmindo Wala Weleu adalah Strategi Kekuatan – Peluang (S – O), (2) strategi pengembangan permodalan adalah menerapkan prinsip dasar akuntansi dalam pengelolaan dana, (3) strategi pengembangan pemasaran adalah melakukan promosi produk dari Warmindo Wala Weleu.

ABSTRACT

DEVELOPMENT STRATEGY FOR MICRO BUSINESS WARMINDO WALA WELEU BASED ON SWOT ANALYSIS

A Case Study at Kledokan III Street, Caturtunggal, Depok, Sleman, Yogyakarta

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The purposes of this reseach are to know about : (1) development strategy of capital for Micro Business Warmindo Wala Weleu based on SWOT analysis. (2) development strategy of marketing for Micro Business Warmindo Wala Weleu based on SWOT analysis.

This research is a kind of quantitative descriptive research. Data taken from the owner and also from the four employees. This research was carried out in December 2016. Data were gathered by interview and the questionnaires which were processed by SWOT analysis.

The result of this research shows that : (1) development business strategy for Warmindo Wala Weleu is in strength – opportunity (S – O) strategy principle, (2) strategy of capital development applied accounting basic principle, (3) marketing deopment strategy is carrying out by promoting products from Warmindo Wala Weleu.