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OYSTER MUSHROOM CULTIVATION BUSINESS DEVELOPMENT STRATEGY THROUGH SWOT ANALYSIS (CASE STUDY OF THE LIMAU MANIH SEJAHTERA GROUP IN KUBANG VILLAGE, PADANG CITY)

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Abstract

Mushroom business in Indonesia has very good prospects, Kubang village is one of the areas for oyster mushroom cultivation. While the oyster mushroom cultivation business in Kubang Village, Pauh Subdistrict, Padang City still does not meet customer demand and the strategy applied is still fairly manual. To solve these problems, the researchers took a qualitative approach with collecting techniques in the form of interviews, observations and documentation. The analysis technique used is swot analysis. From the results obtained, it was found that the oyster mushroom cultivation business of the Limau Manih Prosperous group has the best strategy, namely the growth and four other strategies that can be applied to the SO (growth) strategy, namely giving bonuses to each customer and retaining old customers and expanding market segments such as stalls. eat, supermarket. Maintaining an affordable price with this could be one of the reasons consumers are attracted to mushrooms. ST strategy (diversification) is to diversify products, to innovate to address consumer tastes. The WO (stability) strategy is to take advantage of the role of technology, and create opportunities to make their own raw materials. The WT (defense) strategy is to create a trademark or label and can take advantage of the role of the government in obtaining a permit.

Keywords: Strategy, Development, SWOT Analysis

INTRODUCTION

Indonesia is a country that has very fertile natural conditions with most of Indonesia's population as farmers. Natural conditions owned by Indonesia can be used as agricultural land or plants that have high economic value, both plantations and others. This can improve the economy of the community, especially people who live in remote areas by taking advantage of fertile natural conditions to improve people's welfare. Indonesia has a wide variety of flora, especially in the agricultural sector, one

of the highly prospective agricultural businesses is the oyster mushroom cultivation business. Judging from the existing potential, the mushroom business in Indonesia has very good business prospects, but this does not mean that the income earned is evenly distributed. This incident occurred due to the instability of the entrepreneur in managing the business being carried out not in accordance with the techniques used. Production results are not enough to be marketed in the surrounding area or traditional markets. Limited knowledge regarding the development of oyster mushroom cultivation. To develop the oyster mushroom business, it is wide open for all people in the city of Padang, especially in the hollow areas, almost all people generally cultivate oyster mushrooms. The oyster mushroom cultivating community is part of the Limau Manih Minang Sejahtera group which was founded on the initiative of housewives who have free time to cultivate oyster mushrooms. The Limau Manih Minang Sejahtera group has been around for about 5 years, cultivating oyster mushrooms in Kubang Village, which is quite developed, as evidenced by the fact that the number of business actors is increasing every year, starting with 10 business actors, now there are 30 business actors who are members of the Limau Manih Minang Sejahtera group.

Every business actor is different in who sells mushrooms both in the form of vegetables and *crispy*. One of the things that drives people to cultivate oyster mushrooms is a side business to earn more income because they are curious about new things. Oyster mushroom cultivators produce daily mushroom harvests usually at the nearest market such as the Padang Raya market. The oyster mushroom business has business strengths in the form of high production yields with good production quality where these results can be achieved from good skills. While the weakness is that the workforce is still on a family scale, mushroom seeds are obtained from outside the region.

Problem Formulation

Based on the explanation and discussion above, the limitation of the problem can be formulated as follows:

1. What is the strategy for developing an oyster mushroom cultivation business, the Limau Manih Minang Prosperous Group, Kubang Village, Padang City?
2. What are the inhibiting factors in the development of the oyster mushroom cultivation business in the Limau Manih Minang Prosperous Group, Kubang Village, Padang City?

Problem Objective

The research objectives for the final project are as follows:

1. To analyze the strategy and development of the oyster mushroom cultivation business, the Limau Manih Minang Prosperous Group, Kubang Village, Padang City.
2. To analyze the inhibiting factors in the oyster mushroom cultivation of the Limau Manih Minang Prosperous Group, Kubang Village, Padang City.

Strategy is a comprehensive action plan through a series of critical orders and there are guidelines for the allocation of resources to achieve the long-term targets of an

institution according to Scherhorn, J.R (Wijaya, 2012: 105-106). Development is a planned effort from the organization to increase the knowledge, skills and abilities of employees. Development is more emphasized on increasing knowledge to do work in the future, which is carried out through an integrated approach with other activities to change work behavior. The development of small businesses faces several obstacles such as the level of ability, skills, expertise, human resource management, entrepreneurship, marketing and finance. Weak management and human resource capabilities result in small entrepreneurs being unable to run their business properly, such as weaknesses in obtaining market opportunities and enlarging markets, weaknesses in the capital structure and limitations in obtaining access to sources of capital, weaknesses in the field of organization and human resource management, limited business cooperation between small entrepreneurs, a business climate that is not conducive due to mutually deadly competition.

Development Principles

1. Benefit

Containing the meaning of goodness and joint contribution. Overall the pattern of development (MSMEs) of micro, small and medium enterprises must provide real benefits and be felt by all stakeholders involved. The preparation of these benefits will be more intensive by following the general principles of current cooperation, namely mutual benefit and bringing mutual good and benefit between various partnerships (parties with an interest in MSME development).

2. National independence

The development of micro, small and medium enterprises (MSMEs) is aimed at making micro enterprises more robust as the main weapon of the pillars of the Indonesian economy. As contained, the aim is for micro, small and medium enterprises (MSMEs) to be able to meet most of the domestic needs with goods and services products and services created by the nation's own children. This makes micro, small and medium enterprises (MSMEs) even stronger as the stick of national independence.

3. Scalable

Planning for the development of micro, small and medium enterprises (MSMEs) must have appropriate directions and targets. Planning must be designed in such a way. The target steps to be achieved must be clear. The output of each program must be measurable. The measure of the success of the program can be both qualitative and quantitative.

4. Comprehensive

Planning for the development of micro, small and medium enterprises (MSMEs) involves several institutions as stakeholders. So, it is necessary to synchronize the plans that will be implemented so that each institution can properly follow the plan, namely the program. Problem solving and empowering micro, small and medium enterprises (MSMEs) must receive a high priority scale in program planning.

METHODS

The method used in this research is descriptive method with a qualitative approach. The researcher chose this method because he wanted to present data in a systematic, factual and accurate manner regarding the conditions that occurred in the research area with the aim of obtaining and exploring information about the strategy for developing the oyster mushroom business in the Limau Manih Minang Sejahtera group, Padang City.

The population in this study were the oyster mushroom business actors in the Limau Manih Sejahtera group, Kubang village, Padang city. While the sample is part of the total population, so the sample in this study are business actors who will be used as informants to dig up information on the oyster mushroom business.

Data collection techniques

1. Observation research, that is, researchers conducting research directly come to the research location through observing the object to be examined.
2. The interview, namely the researcher will conduct a question and answer session between the interviewer and the resource person to obtain and find out about the matter to be studied, namely the oyster mushroom business of the Limau Manih Minag Sejahtera group.
3. Documentation is proof of data collection either in pictures or photos from the research site

SWOT Analysis

SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is a situational analysis tool used by companies in formulating strategies. The result of the SWOT analysis is the identification of the company's competencies that come from the company's internal resources and capabilities as well as a number of opportunities that the company has not exploited so far. SWOT was first introduced by Kenneth Andrew in 1963 during a symposium on business policy at Harvard Business School organized by the McKinsey Foundation for Management Research. The initial idea was then refined and published in the book *The Concept of Corporate Strategy* which was also written by Kenneth Andrew in 1971. SWOT analysis consists of internal analysis, which are elements of strengths and weaknesses, external analysis, which are elements of opportunities and threats. .

RESULTS AND DISCUSSION

SWOT analysis is a powerful analytical tool when used properly. "SWOT" is an acronym for the words *strength* (strength), *weakness* (weakness), *opportunities* (opportunity), *threat* (threat). This analysis is used to find out what factors are the strengths, weaknesses, opportunities and threats that occur in the company's internal and external environment.

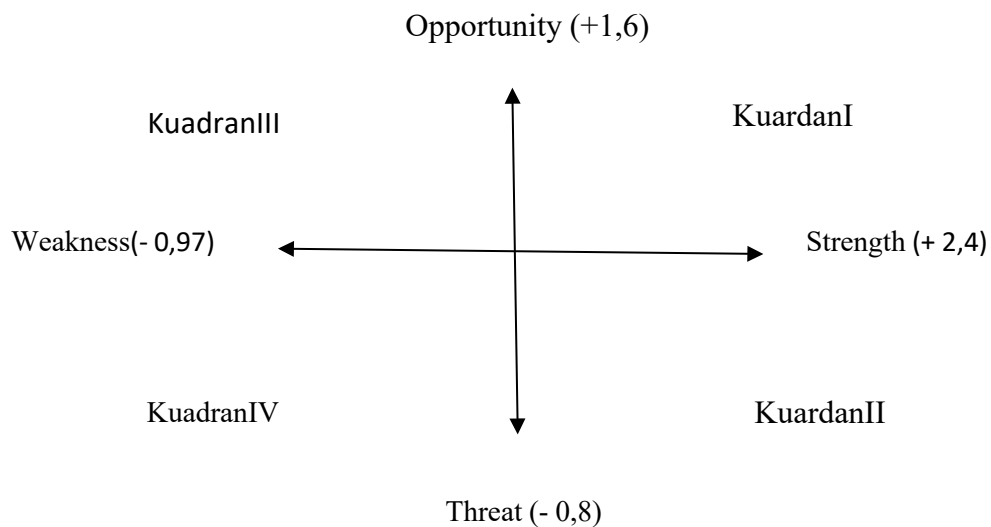


Figure 4.1 Cartesian diagram for SWOT Analysis of Oyster Mushroom Business

From the Cartesian diagram above, it is known that the oyster mushroom business unit is in quadrant I where this quadrant is a very profitable situation, because the company has great opportunities and strengths so that it takes advantage of existing opportunities. The strategy that must be applied in this situation is to support an aggressive growth policy (*growth oriented strategy*).for the company to grow.

<p>IFAS</p> <p>DELETE</p>	<p>Strength (S)</p> <ol style="list-style-type: none"> 1. Strategic oyster mushroom business location 2. The quality of the mushrooms produced is good 3. Affordable product prices 4. Own initial capital 5. The resulting product is high 	<p>Weakness (IN)</p> <ol style="list-style-type: none"> 1. Don't have a license yet 2. Lack of promotion 3. The seeds used are still from outside the area 4. The workforce is still family scale
<p>Opportunities (O)</p> <ol style="list-style-type: none"> 1. The tastes and interests of the community 2. Wide open market potential 3. Evolving technology system 	<p>SO Strategy (Growth)</p> <ol style="list-style-type: none"> 1. Give bonuses to each customer and retain old customers and expand market segments outside the sub-district more targeting market segments such as food stalls, supermarkets and so on 2. Maintaining affordable prices with this could be one of the reasons consumers buy 	<p>WO Strategy (Stability)</p> <ol style="list-style-type: none"> 1. Utilizing the role of technology for information systems to promote mushroom business 2. Creates opportunities to make own raw materials (growing own mushrooms)
<p>Threat (T)</p> <ol style="list-style-type: none"> 1. The emergence of new traders with new innovative processed mushrooms 2. Setting prices that are relatively lower than competitors' prices 3. The emergence of the issue among the public oyster mushrooms contain poison 	<p>ST Strategy (diversification)</p> <ol style="list-style-type: none"> 1. Diversify mushroom products into processed products that have high selling value 2. Innovate to address changes in consumer tastes 3. Dealing with issues circulating among the community 	<p>WT Strategy (Defend)</p> <ol style="list-style-type: none"> 1. Make labels or trademarks in order to compete with competitors both in terms of quality and quantity 2. Can take advantage of the role of the government to obtain a permit

In the Cartesian diagram, it is also seen that the business is in quadrant I, namely supporting an aggressive growth strategy (SO strategy). , it is proven when the difference between the internal factors on the x-axis = 1.17 and the external factors on the y-axis = 0.8, where this quadrant is a very favorable situation. Because the company has opportunities and strengths so that it can take advantage of existing opportunities. After conducting a SWOT analysis it shows that business performance can be determined by a combination of internal and external factors. SWOT, namely by cooperating strengths with company opportunities (SO), and weaknesses with opportunities (WO), company opportunities and threats (ST), company opportunities and threats (WT). This shows that companies can take advantage of internal strengths to get opportunities and minimize weaknesses to anticipate threats from external parties. It is known that the company needs to maintain bonuses at the time of purchase and also provide the best quality for customers when the product will be promoted through social media in order to attract consumers to buy fresh mushrooms, especially mushrooms that are sold at affordable prices.

CONCLUSION

Based on the results of research that has been carried out on the cultivation of group oyster mushrooms (LMS) in Kubang Village, Limau Manih Subdistrict, Pauh District, Padang City, the following conclusions are obtained:

1. From the results of the SWOT analysis, the position of the oyster mushroom business in the Limau Manih Minang Sejahtera group is in the first quadrant, and there are four strategies that can be implemented, namely: first, the SO strategy, namely giving bonuses to each customer and retaining old customers and expanding the market segment outside the sub-district more targeting many market segments such as food stalls, supermarkets and so on. Maintaining affordable prices with this could be one of the reasons consumers buy. Both WO strategies Utilizing the role of technology for information systems to promote the mushroom business, Creating opportunities to make their own raw materials (growing their own mushrooms). The three ST strategies are diversifying mushroom products into preparations that have high selling value, innovating to address changes in consumer tastes, and handling issues circulating among the public. And the four WT strategies are to diversify mushroom products into preparations that have high selling value, carry out innovations to address changes in consumer tastes, and handle issues circulating among the public.
2. The inhibiting factor in developing the oyster mushroom cultivation business is the many issues regarding toxic oyster mushrooms which have a negative impact on health. the emergence of new competitors who charge lower prices than competitors.

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