

## Analysis of Business Strategies to Increase Competitiveness During the Covid-19 Pandemic in the Aco Interior Design in Bandar Lampung

Amanda Cartatika<sup>1</sup>, Prof. Dr. Iskandar Ali Alam, SE, MM.<sup>2</sup>  
Faculty of Economics and Business, University of Bandar Lampung  
Email: Amanda.18015021@student.ubl.ac.id<sup>1</sup>, Iskandar.aa@ubl.ac.id<sup>2</sup>

### Abstract

*The purpose of this study is to find out Business Strategies to increase competitiveness during the pandemic, increase interior development as it is today, so that more and more competitors in the interior sector result in Aco Interior. Regarding product development during the covid-19 pandemic, sales tend to decline, on average - reaching -2.88%, this condition may be the strategy used is not right. The design of this research uses qualitative research using observation techniques, interviews, with a population and a sample of 3 competitors with aco interior position as a challenge. This research can be said as several points in writing, namely, from SWOT analysis, IFAS EFAS calculations. The results of the analysis of the SWOT analysis of the Cartesian diagram show that the interior aco is in the growth quadrant I (SO) position, so the strategy that is used is to take advantage of existing opportunities. With that Aco Interior is able to create different products that have characteristics that do not exist in other interior competitors and maintain the quality of existing ones.*

**Keywords:** Business Strategy, Competitiveness, Interiors

### INTRODUCTION

Marketing strategy plays an important role in all areas related to business. Intense competition requires business people to be more creative and innovative to attract the attention of consumers. The development of business in Indonesia is increasing day by day. This situation has given rise to sharp competition between companies, because competitors are increasing and the rapid development of technology is also increasing, so companies pay more attention to the environment that can influence the company's business strategy, so companies know how to which must be applied in business strategy. To win the competition the company must give a good impression to its consumers regarding the product, for example: between price and product, product quality, product benefits, product design, the types of products offered to consumers. In this era of globalization, entrepreneurs are competing in advancing their business activities.

Bandar Lampung is the center of the capital city in Lampung which can develop rapidly through the progress of community SMEs. One of them is on Jalan dr cipto mangunkusumo, To achieve an effective competitive business strategy, a company needs to get as far as possible about its competitors. The company must constantly compare its products, prices, channels and promotions with those of its competitors. In this way the company will be able to find the weaknesses and competitive advantages that exist, and can prepare a strong defense against the actions of competitors.

Interior is an attempt in the form of a physical arrangement such as furniture to meet the requirements of a room and determine the shape of the room itself. Interior design is planning, arranging, and designing the rooms in a building. The development of interior design has taken place since ancient times and has increased to produce the modern design it is today.

Aco interior is one example of a company that has survived for years with the production of a business strategy carried out by its business people. It is this business strategy that creates a competitive advantage in the MSME field. By producing quality properties, tidiness only adds value to consumers. Over time, many MSME entrepreneurs are engaged in the interior sector, so that the competition is very tight. Interior entrepreneurs generally get orders when buildings such as houses, offices, and the like require properties such as kitchen sets, room sets, partitions, office desks, pouring baffles, minibars, receptionists and so on.

How does the company have its own advantages in the eyes of its competitors. Aco Interior design is one of the MSME businesses that has been established for 5 years and already has its own characteristics and uniqueness from the products it makes. In order to face very tight market competition, different strategies carried out by companies are imperative to improve marketing performance. What was done by Rahman as the interior owner who originally founded Aco Interior Design since 2015, who previously started his own business, learned about an interior from his relatives. Execute the right strategy and run the business, Run the business diligently with his expertise.

Price is the only marketing element that generates revenue for the company. The decision regarding price is not easy to make. On the one hand, prices that are too expensive can increase short-term profits, but on the other hand it will be difficult for consumers to reach, while low prices or affordable prices are a trigger to improve marketing performance.

In this interior business, Rahman the owner sees a promising opportunity because the interior business has its benefits, every month or even year, wholesale orders are increasing. Especially new offices that need interiors. This interior business requires a target to match the number of requests. The number of requests greatly affects the profits and consumer interest in ordering at this Aco interior design. The benefits obtained by Aco interior design can be seen from the number ordered, not from the number of consumers. Because the number of consumers can not be determined how much the number of requests. Therefore, it can be seen from how many orders/wholesales, not how many consumers.

From some of the explanations above, the researcher wants to know what strategy is right for Aco Interior Design to use in order to remain competitive. With the research title: "Analysis of Business Strategies to Increase Competitiveness in the Aco interior design business in Bandar Lampung.

## LITERATURE REVIEW

### Definition of Management

According to Malayu SP Hasibuan (2016: 1) "management is the science and art of managing the process of using human resources and other sources effectively and efficiently to achieve a certain goal".

Management comes from the word to manage which means to manage. The management elements consist of 6M namely man, money, method, machines, materials and market. Management is the art of managing something that is done by someone to achieve goals.

### Definition of Business

Business is an activity carried out by individuals and organizations that create goods and services to make a profit and meet the needs of society.

### Definition of Competitiveness

Competitiveness is a concept of comparing the ability and performance of a company to sell or provide services in the market. Regulation of the Minister of National Education no. 41 of 2007 in Afriyani (2011:11) regarding process standards defines competitiveness as the ability to show better, faster or more meaningful results. The capability in question is strengthening its market share, the ability to connect with its environment, the ability to improve performance non-stop, the ability to uphold a profitable position. By using performance or looking at certain indicators as a reference, the level of strength and weakness of a competitiveness.

### Factors affecting competitiveness.

The factors that affect competitiveness are:

#### a) Location

Paying attention to the location of the business is very important for the convenience of buyers and makes it the main factor for business continuity. A strategic business location will attract the attention of consumers. Location will make it easier for customers to visit. Consumers will certainly look for the shortest mileage. Although it is possible that consumers from long distances will buy, the percentage is small.

#### b) Price

According to Sunarto, price is the sum of all the values exchanged by consumers for the benefits of having or using the product or service. The price factor also influences a buyer's buying decision. Prices are also related to discounts, gift vouchers, and sales policies. Price is the value of an item or service as measured by a certain amount of money. In order to get a good or service that he wants, a consumer must be willing to pay some money. For sensitive customers, usually

low prices are an important satisfaction because they will get the highest value for money.

c) Service

Service program / service as a performance that can be given to other people (consumers). Services are classified into two, namely, High contact service, a classification of services where the contact between consumers and service providers is very high, consumers are always involved in a service process; and Low contact service, a classification of services where the contact between a consumer and a service provider is not too high. Physical contact with consumers only occurs on the front desk, for example, in financial institutions.

d) Quality and quality

Confidence to win market competition will be determined by the quality of the products produced by the company. With regard to product quality, Muhandi in his book "Operational Strategy for competitive advantage" quotes Adam and Ebert's opinion which states "product quality is the appropriateness of design specifications to function and use as well as the degree to which the product conforms to the design specifications". Which means the quality of the product is indicated by the suitability of the design specifications. So, a company has competitiveness if the company produces a quality product in the sense that it is in accordance with the needs of its market.

e) Promotion

Promotion is a form of marketing communication meaning marketing activities that disseminate information. The more frequent the promotion, the better the communication to the target market to accept, buy, be loyal to the product and the more visitors who are interested in meeting their needs. Promotion can be done through various advertisements, both in print, electronic and other media.

## METHOD

In accordance with the objectives of the object, procedure and available for this study, the research design used in this research is a descriptive design. Descriptive understanding according to Sugiyono (2012: 29) is a method that functions to describe or give an overview of the object under study through data or samples that have been collected as they are, without carrying out analysis and making generally accepted conclusions.

## RESULTS AND DISCUSSION

Aco Interior is a business in Bandar Lampung. This interior has been established since 2015 with various efforts both in promotion and sales. Rahman is someone who has advantages in interior designing. Previously, it was located on Jalan Teluk Semarang to make products and designs on their own home page. After having the capital and skills mastered and many projects being worked on. So Rahman decided to run his business by opening an interior business called Aco interior design. With a good strategy to maintain sustainable competitiveness from its competitors.

Aco Interior does not have branches, it only has one in Bandar Lampung. But he already has some regular customers. The following are the types of products offered by the Aco Interior Design business: Kitchen sets (kitchen counters/kitchen counters, upper cabinets, lower cabinets, refrigerator cabinets, dispenser cabinets, bedroom sets (wardrobe, dressing table, study table, shelves bag), partition, minibar, receptionist, room divider, office desk, TV backdrop. Aco Interior has operating hours from 09.00 WIB to 17.00 WIB.

In this internal environment analysis, what is studied are the factors that are within the company, namely the strengths and weaknesses of the company. As for before making a summary table of the analysis of internal strategic factors, it is necessary to know the company's internal factors first.

The first stage is to determine the factors that become the strengths and weaknesses of the company. Each strength can be assessed in relation to the company's ability to carry out its activities to achieve the stated goals. Meanwhile, what is a threat to the company is part of the company's inability to face business competition situations.

From the results of the questionnaire that was given to Aco Interior, it can be seen that the internal factors in this company are as follows:

- 1) Factors that become the strength of the company:
  - a. Product influence
  - b. Various - kinds of products
  - c. Ease of getting raw materials
  - d. Completeness of facilities
  - e. Services provided
  
- 2) Factors that become the company's weaknesses:
  - a. Comparison with product prices
  - b. Advertising expenses
  - c. The location is not strategic
  - d. Delay workers in serving consumers
  - e. The level of trust in workers

The second stage, after determining the factors that are the strengths and weaknesses of the company, then the next step is to give the weight of each factor with a scale ranging from 1.0 (most important) to 0.0 (not important) and all the weights are not may exceed a total score of 1.00. Weighting is done by giving a questionnaire to Aco Interior in the form of questions regarding the company's internal factors.

Table 4.1 Determination of Internal Aco Interior Weight factors

No	Statement Indicator	Weight
<b>Strength</b>		
1	Product influence	0.15
2	Various - kinds of products	0.10
3	Ease of getting raw materials	0.10
4	Completeness of facilities	0.15
5	Services provided	0.05
<b>Weakness</b>		
1	Comparison with product prices	0.05
2	Advertising expenses	0.10
3	The location is not strategic	0.10
4	lateness worker inserving consumers	0.10
5	The level of trust in workers	0.10
<b>Total</b>		<b>1.00</b>

Third Stage, the next stage will determine the rating of each predetermined factor. For the strength factor, the scale ranges from 4 (very good) to 1 (below average). As for how to give a strength rating, namely:

- 1) Rating 1 = Strength below the average competitor
- 2) Rating 2 = The average strength is equal to competitors
- 3) Rating 3 = Strength above the average competitor
- 4) Rating 4 = Strength is very greater than competitors

As for the factors in the form of weaknesses are the opposite:

- 1) Rating 1 = Weakness is very big compared to competitors
- 2) Rating 2 = Weakness above the average competitor
- 3) Rating 3 = The average weakness is the same as competitors
- 4) Rating 4 = Weakness below the average competitor

## CLOSING

From the results of the description and discussion that have been put forward, there are several main suggestions that Aco Interior Bandar Lampung can consider as follows:

1. Aco Interior makes a different product characteristic by releasing a type of product with a unique shape that has nothing in common with other interior companies.
2. From the large profit opportunities in terms of strategic location, Aco interior opened a new marketing office whose location is easily accessible to consumers, so that consumers can make repeated transactions with Aco interior more easily and provide greater benefits in getting the right customers.
3. Aco Interior is expected to make comparisons with product prices with competitors so that it can run the competition well. So that aco interior can provide more affordable prices than competitors but with the same quality.
4. Making promotions that are easier to reach consumers in today's modern era by utilizing advertising through social media such as Instagram, Facebook, WhatsApp, and other social media. So that it can be seen and reached by consumers in today's modern era.

## REFERENCES

- Aaker, David A. 2013. *Manajemen Pemasaran Strategi*. Edisi kedelapan. Jakarta: Salemba Empat.
- Afifa, N. ., & Defrizal, D. (2022). Analisis Strategi Promosi Wisata Untuk Meningkatkan Kunjungan Wisatawan Puncak Mas Sukadanaham Bandar Lampung. *SINOMIKA Journal: Publikasi Ilmiah Bidang Ekonomi Dan Akuntansi*, 1(3), 245-252. <https://doi.org/10.54443/sinomika.v1i3.245>
- Anatan, Lina dan Lena Ellitan. 2007. *Manajemen Sumber Daya Manusia dalam Bisnis Modern*. Bandung: Alfabeta
- Fred, R. David. 2016. *Manajemen Strategik Suatu Pendekatan Keunggulan Bersaing*. Edisi 15. Jakarta: Penerbit Selamba
- Harapan, Aninda. 2017. Analisis Strategi Bisnis dalam Meningkatkan Daya Saing PT Srijaya Ciptagraha. Vol. 1 No 2. Jakarta: Universitas Tarumanegara
- Khairudin, K., & Grysia, F. . (2022). Analisis Perbandingan Kinerja Keuangan PT. Ace Hardware Indonesia Tbk Sebelum dan Sesudah Pandemi Covid-19. *SINOMIKA Journal: Publikasi Ilmiah Bidang Ekonomi Dan Akuntansi*, 1(3), 253-264. <https://doi.org/10.54443/sinomika.v1i3.246>
- Luke, Yakobus. 2019. Analisis Strategi Bisnis Pada PT Galleon Cahaya Investama Untuk Meningkatkan Daya Saing dalam Persaingan di Pasar. Vol. 3 No 3. Jakarta: Universitas Tarumanegara
- Nurul Febriani, A., Dharmawan Buchdadi, A. ., & Suryawan Siregar, M. E. . (2023). Analisis Perbandingan Kinerja Keuangan dan Nilai Perusahaan Sebelum dan

Di Saat Pandemi Covid-19. SINOMIKA Journal: Publikasi Ilmiah Bidang  
Ekonomi Dan Akuntansi, 2(1), 149-164.  
<https://doi.org/10.54443/sinomika.v2i1.1209>

Wati, A. ., & Daud, S. . (2022). Analisis Kualitas Pelayanan Terhadap Kepuasan  
Konsumen Pada Caffe Ayang Beib Steak Masa Pandemi Covid-19. SINOMIKA  
Journal: Publikasi Ilmiah Bidang Ekonomi Dan Akuntansi, 1(4), 679-692.  
<https://doi.org/10.54443/sinomika.v1i4.352>

Yusup, A. ., & Ramdani, D. . (2022). MSME Marketing Strategy Know Fortune  
Barokah to Increase Product Sales During the Pandemic. SINOMIKA Journal:  
Publikasi Ilmiah Bidang Ekonomi Dan Akuntansi, 1(2), 95-102.  
<https://doi.org/10.54443/sinomika.v1i2.153>