

## Strategies for Convection Industry toward Competitive Advantage: A SWOT Approach

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### Abstract

This study aims to analyse business development strategies in increasing revenue in the convection industry of UP. Busana Butik. In an effort to compete in a dynamic market and face various challenges such as fluctuations in raw material prices, intense competition, and rapid changes in fashion trends, companies need to implement effective and efficient strategies. The research method used was qualitative with a descriptive approach carried out through observation, interviews and documentation to explain the research object directly. The steps in this study were carried out systematically through the SWOT analysis method to identify the strengths, weaknesses, opportunities, and threats faced by the company. Data was collected through interviews with the person in charge, head of production division and employees, as well as direct observation in the field. Based on internal and external analysis confirmed through SWOT analysis, UP Butik Fashion is in quadrant I, which indicates an aggressive position where the company can use its opportunities and strengths to attract more customers and increase revenue to maintain this aggressive position. UP. Butik Fashion can improve the quality of its products to produce durable and high-quality goods, expand promotional strategies to reach a wider audience, follow rapidly increasing demand, improve operational efficiency and reduce production costs through cooperation with the supply chain, continue to conduct market research and follow the latest trends, and provide job opportunities for experts in the field of convection. Thus, these strategies are expected to help UP. Butik Fashion achieve more significant growth in the convection industry.

### Kata Kunci:

Strategi Bisnis;  
Industri Konveksi;  
Pendekatan  
SWOT

### Abstrak

Penelitian ini bertujuan untuk menganalisis strategi pengembangan usaha dalam meningkatkan pendapatan pada industri konveksi UP. Busana Butik. Dalam upaya bersaing di pasar yang dinamis dan menghadapi berbagai tantangan seperti fluktuasi harga bahan baku, persaingan yang ketat, serta perubahan tren mode yang cepat, perusahaan perlu menerapkan strategi yang efektif dan efisien. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan deskriptif yang dilakukan melalui observasi, wawancara dan dokumentasi untuk menjelaskan objek penelitian secara langsung. Langkah-langkah dalam penelitian ini dilakukan secara sistematis melalui metode analisis SWOT untuk mengidentifikasi kekuatan, kelemahan, peluang, dan ancaman yang dihadapi perusahaan. Pengumpulan data dilakukan melalui wawancara dengan penanggung jawab, kepala divisi produksi dan karyawan, serta pengamatan langsung di lapangan. Berdasarkan analisis internal dan eksternal yang dikonfirmasi melalui analisis SWOT, UP Butik Fashion berada pada kuadran I, yang menunjukkan posisi agresif dimana perusahaan dapat menggunakan peluang dan kekuatannya untuk menarik lebih banyak pelanggan dan meningkatkan pendapatan untuk mempertahankan posisi agresif tersebut. UP. Butik Fashion dapat meningkatkan kualitas produknya agar menghasilkan barang yang tahan lama dan berkualitas tinggi, memperluas strategi promosi agar dapat menjangkau khalayak yang lebih luas, mengikuti permintaan yang meningkat pesat, meningkatkan efisiensi operasional dan menekan biaya produksi melalui kerja sama dengan rantai pasokan, terus melakukan riset pasar dan mengikuti tren terkini, serta menyediakan lapangan pekerjaan bagi para ahli di bidang konveksi. Dengan demikian, strategi-strategi ini diharapkan dapat membantu UP. Butik Fashion meraih pertumbuhan yang lebih signifikan di industri konveksi..

## INTRODUCTION

The industrial sector is a sector where humans use equipment, such as machines, to process or process raw materials into finished products with the aim of increasing their selling value (Fitriana et al., 2014). This industry has become a priority option that is in demand by Indonesian citizens, not only for those who live in villages. Popularity is driven by various factors, including abundant job opportunities, contributions to local economic growth, and positive impacts felt by communities in both urban and rural areas. The improvement of the community's economy cannot only depend on the agricultural sector. The industrial sector is also important because of its broad impact on other sectors such as trade and transportation. The growth of the industrial sector can encourage an increase in the trade sector and affect the supply of raw materials. The growing industrial activities will contribute to the growth of the number of companies and business units. This reflects socio-economic adaptation in Indonesia to existing geographical conditions and natural resources (Syahdan, 2019).

The garment industry is a ready-to-wear clothing company (Indonesian dictionary, 1999:128). According to Sri Wening and Sicilia Savitri (1994:128) garment is a type of business that focuses on mass-scale clothing production. The garment industry operates by producing various types of ready-to-wear clothing, following standard sizes such as S (small), M (medium), L (large), and XL (very large). In this industry, the clothes made are not specifically tailored to a particular individual, but are made based on predetermined standard sizes. These products are then produced in large quantities to meet market demand. The term "ready to wear" in English or "pret-a-porter" in French, is often used to describe this type of clothing, emphasizing that the garment is ready to be worn by the consumer without the need for further adjustments or modifications. This distinguishes the garment industry from custom tailoring services, where clothing is designed and made for specific individuals (Adji, 2022).

One of the Small and Medium enterprises is convection of UP. Busana Butik, located in Sekarteja Village, East Lombok Regency is one of the convection industry players who are developing their business. With a strategic location and easy transportation access, this convection offers various types of children's, men's, women's clothing, school uniforms, and special alteration and sewing services. By adjusting products and designs according to consumer demand, UP. Busana Butik has succeeded in gaining fame and continues to grow. A mature business strategy and effective implementation are the keys to their success in competing and increasing income. As for the annual income from the UP convection. Butik Fashion has a minimal increase, so its qualification is still relatively low considering the greater profit potential. Based on these data, in 2022, the UP. Butik Fashion convection achieved a less than good increase in terms of its annual income ( IDR 50.000.000). Because, if you look at the large scale of the business in UP. Butik Fashion with the total profit achieved per year is still not enough to be called a success. This means that UP. This fairly large Butik Fashion should have a much greater increase in profits than per year. UP. This Butik Fashion collaborates with the Hamzanwadi Education Foundation, the Darunnahdlatain Nahdlatul Wathan Diniyah Islamiyah Pancor Islamic Boarding School, so that thousands of students within the scope of this foundation provide services to UP. Butik Fashion, not to mention there are many from outside the foundation.

From the data revealed that the company's business development is not good, with the condition of UP. Fashion Boutique which is located in a strategic position, should have very significant profits and developments. However, what happened to UP. Fashion Boutique with the number of profit figures attached to the table is still relatively stagnant and has not increased when viewed from its suitability. This happens because the governance system applied to UP. Fashion Boutique is still not good, large scale business types such as UP. Boutique Clothing should have a profit of hundreds of millions per year. In any business world, no matter how big the business is, if the management system is not good, then the level of profit in a business will be inconsistent. This is evident in UP. Fashion Boutique. From this background, this study tries to analyse business development strategies using SWOT approach to increase the income. In addition, this study also contributes to the theoretical and practical of the study. From the theoretical contribution, this study contributes to enrich the theory of business development strategies in small and medium enterprises. For the practical perspective, this study give insight for the convention how to develop their business to increase the income from the perspective of strength, weakness, opportunity, and weaknesses (SWOT).

## **RESEARCH METHODS**

This study uses a qualitative research method with a descriptive approach. According to Sugiyono (2019), this method relies on post-positivism thinking and is used to observe objects in natural conditions. Research acts as the main tool in this study. Data were collected through triangulation, analyzed inductively, and aimed to understand meaning rather than produce general conclusions (Putri, 2021). According to John W. Creswell (Creswell, 2016) qualitative research methods aim to understand the views of individuals or groups on social or humanitarian issues by describing them. Important steps in this method include asking questions, analyzing data in stages from specific to general, and interpreting the data. Research reports do not have to follow a strict structure, and researchers need to look at the problem from various angles and express it (Creswell, 2016), while according to Krik Miller, qualitative research is an approach in social science that focuses on observing humans in their own environment and interacting with them using language they understand (Mentor, 2021).

This research is descriptive, according to Sugiyono in (Patmarina & Prakasa 2020) which means that this research aims to describe the object of research using the data that has been collected. This approach does not involve in-depth analysis or making general conclusions (Luthfiah et al., 2021). This type of descriptive research provides a systematic overview of scientific information from the subject or object of research, with a focus on a systematic explanation of the facts found during the research. The reason researchers use qualitative research is to find out in detail and in detail about business development strategies in an effort to increase income in the UP convection industry. Boutique Clothing. Information or data that has been collected is reviewed, adjusted to the facts in the field, then presented in the form of words or sentences and finally conclusions are drawn.

### **Data analysis techniques**

This study used some techniques to reach the purposes of the study. First, descriptive analysis was used to describe the subject or object of research with clear facts (Sugiyono, 2019).

There are three procedures in data analysis according to Miles and Huberman includes : 1) Data Reduction: Processing and analyzing raw data from observations, interviews, and documentation, by filtering relevant and important data related to business development strategies (Sugiyono, 2016). 2) Data Presentation: Organizing information in a structured format such as a narrative, matrix, or graph to facilitate drawing conclusions (Rijali, 2018) and 3) Drawing Conclusions: Combining data to obtain new findings, object descriptions, or hypotheses based on observation and interview results (Sugiyono, 2016).

Therefore, this study also used some techniques such as : 1) SWOT analysis. SWOT analysis is a systematic process for identifying strengths, weaknesses, opportunities and threats relevant to formulating strategies (Rangkuti, 2016). For Internal Factor Evaluation (IFE) is a description of the discovery of internal factors that influence the convection industry, including strengths and weaknesses (Susilawati & Yakin, 2017), and matrix analysis External Factor Evaluation (EFE) is a description of the discovery of internal factors that influence the convection industry, including opportunities and threats (Susilawati & Yakin, 2017). 2) SWOT Quadrant Position. After the data is entered into the Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) matrices, and the weights and ratings are assigned to each element, the next step is to add up the scores from the two matrices to determine the position in the SWOT quadrant. 3) SWOT Matrix. SWOT Matrix is a tool used to develop business development strategies to increase revenue at UP. Butik Fashion convection. This SWOT Matrix can clearly detail the opportunities and threats faced, which can then be adjusted to the strengths and weaknesses of the convection.

## RESULTS AND DISCUSSION

### 1. SWOT Analysis Results

#### a. Internal Factor Analysis (IFE)

Internal factors are factors that are consumer appeals that include strengths and weaknesses in attracting consumers in UP convection. Boutique Clothing. Internal factors come from production management, product design, raw materials, product quality, creative design, production costs, labor, creating long-term relationships with customers and suppliers. The results of IFE presented in **table 1**.

**Table 1**  
**SWOT Analysis For Internal Factors of UP Convection. Boutique Clothing**

Description	Weight	Rating	Score
<b>A. Strength</b>			
1. Flexibility in designing and producing clothing on demand.	0,13	4	0,52
2. The ability to produce large quantities in a relatively short time.	0,13	4	0,52
3. There is potential to create long-term relationships with customers and suppliers.	0,13	4	0,52
4. Good product quality in producing durable and high quality products.	0,13	4	0,52
5. Have expertise in creating unique and attractive designs, which can attract customer interest in increasing revenue.	0,10	3	0,29

Amount	0,61		2,35
<b>B. Weaknesses</b>			
1. Vulnerable to fluctuations in textile raw material prices and other factors that affect production costs.	0,10	3	0,29
2. Tight competition in the convection market.	0,06	2	0,13
3. Depends on the availability of skilled and trained labor.	0,06	2	0,13
4. Risk of production defects that can affect reputation and customer trust.	0,06	2	0,13
5. Demands for innovation and product design updates to remain competitive in a dynamic market.	0,10	3	0,29
Amount	0,39		0,97
Total (S+W)		1	3,32

Source: Author

Based on the data obtained, there are 5 strength factors and 5 weakness factors.

#### **Internal strength factors are:**

- 1) Flexibility in designing and producing clothing on demand is rated 4 based on the interview results. This means that with this flexibility, UP. Butik Fashion convection can meet customer needs more effectively. The ability to customize production designs according to customer demand not only increases customer satisfaction but also expands the potential customer base, which can have a positive impact on business growth and profits.
- 2) The ability to produce large quantities in a relatively short time received a rating of 4 based on the interview results. This means that with this ability, UP. Butik Fashion convection can meet demand. customers in a faster time. This high-volume production speed not only increases customer satisfaction, but also provides a competitive advantage in fulfilling large orders, which can lead to increased sales volume and higher profits.
- 3) The potential to create long-term relationships with customers and suppliers received a rating of 4 based on the interview results. This shows that the potential to build sustainable relationships can be a great advantage for UP convection. Butik Fashion. By building long-term relationships, businesses can ensure continued customer satisfaction and consistent supply stability.
- 4) Good product quality in producing durable and high-quality products gets a rating of 4 based on the interview results. This shows that by maintaining high product quality, UP. Butik Fashion convection can attract more consumers and build a strong reputation in the market. High-quality products not only increase customer satisfaction but also reduce the possibility of returning goods, which ultimately can save costs and increase profitability.
- 5) Having expertise in creating unique and attractive designs, which can attract customer interest in increasing revenue received a rating of 3 based on the interview results. This shows that with this expertise, UP. Butik Fashion convection can attract customer

interest and increase revenue. Innovative and attractive designs can differentiate a business from its competitors, attract wider market attention, and encourage customer loyalty, which ultimately contributes to business growth.

Meanwhile, the data obtained regarding the weaknesses of the UP. Butik Fashion convection are:

- 1) Vulnerable to fluctuations in textile raw material prices and other factors affecting production costs received a rating of 3 based on the interview results. This shows that despite concerns related to price fluctuations, the convection has sufficient capability to manage the impact at an adequate level. However, it is still important for the UP. Busana Butik convection to continue to strengthen their strategy in dealing with price uncertainty in order to maintain or even improve the rating in the future.
- 2) Tight competition in the convection market received a rating of 2 based on the interview results. This shows that the convection is having difficulty in facing strong competition from other players in the same industry. Given this assessment is very important for UP convection. Butik Fashion to re-evaluate and strengthen its marketing and innovation strategies and position in the market. Improvements in aspects such as product differentiation, quality improvement, or customer service may be needed to improve their conditions in the face of tight competition.
- 3) Depends on the availability of skilled and trained workers rated 2 based on the interview results. This dependency indicates that UP. Butik Fashion convection could experience difficulties if there is a shortage of qualified workers. Therefore, it is important for the company to invest more in employee training and development programs and consider wider recruitment to minimize this risk.
- 4) The risk of production defects that can affect the reputation and trust of customers received a rating of 2 based on the interview results. This indicates that the UP. Butik Fashion convection needs to increase efforts in improving control. quality to reduce the possibility of production defects and improve customer perception of their products.
- 5) The demand for innovation and product design updates to stay competitive in a dynamic market received a rating of 3 based on the interview results. This shows that while UP. Busana Butik convection is making efforts in innovation, there is still room for improvement. It is important for UP. Busana Butik convection to continue to improve and accelerate its innovation process and respond quickly to market trends in order to maintain and improve their position in the industry.

#### **b. External Factor Analysis (EFE)**

External factors are factors that are consumer attractions that include opportunities and threats in attracting consumers in UP convection. Boutique Clothing. External factors come from demand and changing trends, utilization of technology, opening up employment opportunities, partnering with suppliers, tight competition,

maintaining product quality and high production costs. The results of EFE presented in **table 2**.

**Table 2**  
**SWOT Analysis For External Factors of UP Convection. Boutique Clothing**

Description	Weight	Rating	Score
<b>A. Opportunities</b>			
1. The demand for clothing and textile products continues to increase, especially with changing fashion trends and evolving market needs.	0,11	3	0,33
2. Utilizing technology as a promotional medium.	0,11	3	0,33
3. Opening up job opportunities for people who have expertise in the convection sector.	0,15	4	0,59
4. Partnering with raw material suppliers or other manufacturers in the textile supply chain can help improve operational efficiency and reduce production costs.	0,15	4	0,59
Amount	0,52		1,85
<b>B. Threats</b>			
1. Tight competition from local and global competitors.	0,11	3	0,33
2. Rapid changes in fashion trends.	0,11	3	0,33
3. Challenges in maintaining product quality.	0,15	4	0,59
4. High production costs.	0,11	3	0,33
Amount	0,48		1,59
Total (O+T)	1		3,44

Source: Author.

Based on the data obtained, it shows that there are 4 factors that provide positive opportunities, as well as 4 other factors that carry negative threats.

#### **External factors of opportunity:**

- 1) The demand for clothing and textile products continues to increase, especially with the changing fashion trends and growing market needs, rated 3 based on the interview results. This shows that this sector has great potential to grow along with the dynamics of trends and changing demand.
- 2) Utilizing technology as a promotional media received a rating of 3 based on the interview results. This indicates that maximizing technology in marketing strategies can be a great opportunity to increase visibility and attract more consumers.
- 3) Opening up job opportunities for someone who has expertise in the field of convection received a rating of 4 based on the results of the interview. This shows that there is a wide opportunity to expand the business by attracting skilled workers, which in turn can increase production and product quality.
- 4) Partnering with raw material suppliers or other manufacturers in the textile supply chain can help improve operational efficiency and reduce production costs received a rating of 4 based on the interview results. This collaboration has the potential to

improve operational efficiency and reduce production costs, which opens up opportunities to increase profits and competitiveness in the market.

Based on tables 1 and 2, the results of the internal and external matrix analysis for UP convection. Butik Fashion is the score for strength is 2.35 and for weakness is 0.97. From the external matrix analysis, the score for opportunities is 1.85, while the score for threats is 1.59. These results are then integrated into the internal and external matrix table presented in **table 3**.

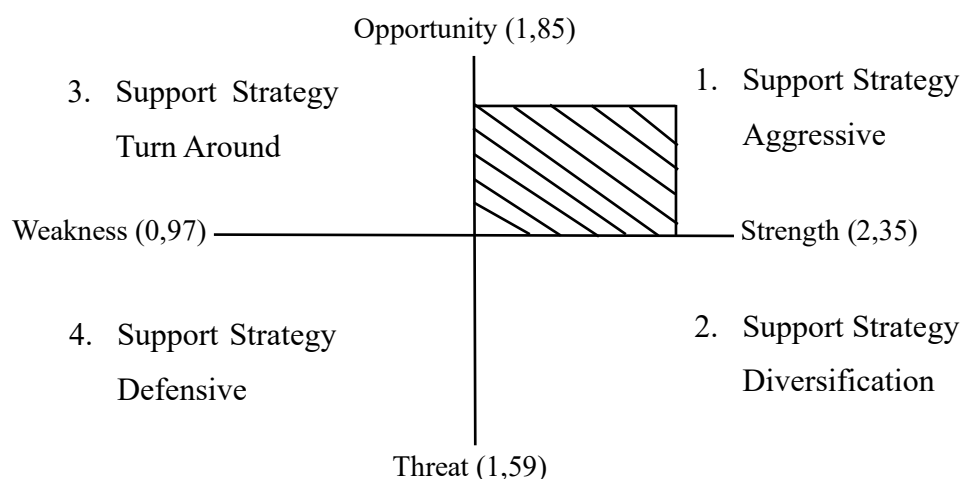
**Table 3**  
**IFE-EFE Score UP Convection. Boutique Clothing**

IFE	Sub-Total	EFE	Sub-Total
Strength (S)	2,35	Opportunity (O)	1,85
Weakness (W)	0,97	Threat (T)	1,59
Total (S-W)	3,32	Total (O-T)	3,44

**Source:** Management of Primary Research Data

The results of Internal Factor Analysis (IFE) and External Factor Analysis (EFE) are then represented in the form of a SWOT Quadrant graph or Cartesian diagram. The position of the point on the X-axis indicates the internal factor (IFE), while the point on the Y-axis reflects the value of the external factor (EFE). Then a line is drawn between the two. **Figure 1** presented the result.

**Figure 1**  
**Cartesian Diagram SWOT Analysis of Konveksi UP. Boutique Clothing**



Based on the Cartesian diagram above, it is clear that the UP. Butik Fashion convection is in Square I (one), which indicates a strong and potential position. The recommended strategy is "Aggressive Strategy" because this strategy can be implemented by increasing flexibility in designing and producing clothing on demand. In addition, by producing high-quality and durable products, creating unique and attractive designs, utilizing technology as a promotional medium, and adding supporting facilities and infrastructure in the convection sector. This will certainly increase consumer appeal.



### c. SWOT Matrix

The SWOT matrix is a tool used to assess strategic factors in UP. Fashion Boutique convection. This tool effectively shows how to integrate internal factors such as strengths and weaknesses with external factors in the form of opportunities and threats faced by the business. This matrix facilitates the adjustment between external opportunities and threats with the internal strengths and weaknesses of UP. Fashion Boutique convection. The analysis using this SWOT matrix is based on data collected from the internal and external factor tables.

The SWOT matrix for implementing a convection business development strategy is presented in **table 4**.

**Table 4**  
**SWOT Analysis Matrix**

IFE	EFE	Strength (S)	Weakness (W)
		<ol style="list-style-type: none"> <li>1. Flexibility design and production clothes on-demand</li> <li>2. Fulfill request mass in a short time</li> <li>3. Building partnership sustainable between customers and suppliers</li> <li>4. Carving quality superior for products aged long</li> <li>5. Attractive design, carving uniqueness for increase income customer</li> </ol>	<ol style="list-style-type: none"> <li>1. Vulnerable to fluctuations in raw material prices and influencing factors production cost</li> <li>2. Tight competition in the convection market</li> <li>3. Depends on availability of skilled and trained workforce</li> <li>4. Risks the occurrence disabled production which can influence reputation and trust costumer</li> <li>5. Demand for innovation and product design updates to stay competitive in a dynamic market</li> </ol>
	Opportunities (O)	Strategy (SO)	Strategy (WO)
	<ol style="list-style-type: none"> <li>1. Demand for clothing and textile products continues to increase</li> <li>2. Utilizing technology as a promotional medium</li> <li>3. Open field work for somebody who has expertise in the convection industry</li> <li>4. Increasing efficiency and reducing production costs, the role of collaboration with suppliers and manufacturer in the textile supply chain</li> </ol>	<ol style="list-style-type: none"> <li>1. Design and production clothes on demand can fulfil request increase, make convection more responsive towards the market</li> <li>2. Fulfill request mass rapid increase in efficiency and lower cost production through supply chain cooperation</li> <li>3. Partnership sustainable with customers and supplier utilise technology promotion increase loyalty and market reach</li> <li>4. Superior quality long-life products open up the field work for somebody which own expertise in the convection industry, allow reputation and request product</li> </ol>	<ol style="list-style-type: none"> <li>1. Weaknesses such as being vulnerable to fluctuations in raw material prices and other factors. Cost production can overcome with increase efficiency and reduce cost production through collaboration with supplier and manufacturer in chain supply textile</li> <li>2. Even though competition tigh in the convection market, demand clothing and textile products continue to increase, opening up huge opportunities for industry players to survive and grow</li> <li>3. Dependence on skilled and trained workforce can become opportunity to open job opportunities for someone who has expertise in field convection industry</li> <li>4. Risks the occurrence disable production which can</li> </ol>

Threats (T)	Strategy (ST)	Strategy (WT)
<ol style="list-style-type: none"> <li>1. Tight competition from local and global competitors</li> <li>2. Changes fashion trends the fast one</li> <li>3. Challenges in maintaining product quality</li> <li>4. High production costs</li> </ol>	<ol style="list-style-type: none"> <li>1. Able to adapt to change fashion trends the fast one, give superiority competitive against local and global competitors</li> <li>2. Efficiency in production help reduce high production costs and respond quickly to change market demand</li> <li>3. Strong relationships can reduce risk competition strict and maintain product quality</li> <li>4. Commitment to quality can reduce risk challenge in guard quality product and increase customer loyalty despite trends fashion changes fast</li> </ol>	<p>influence raputation and trust customer can minimized with utilise technology as a medium promotion and better quality control</p> <ol style="list-style-type: none"> <li>1. Diversification source raw material and optimize process production for reduce costs</li> <li>2. Invest in employee training and systems effective quality management</li> <li>3. Implement system quality control which strict and continuous evaluation at every stage of production</li> <li>4. Continue do research market and adapt with the ongoing trend</li> </ol>

Source: Authors analysis

Based on the results of the SWOT analysis, UP. Butik Fashion convection has strengths that can be utilized in certain strategies to take advantage of existing opportunities. At the same time, this strategy also aims to minimize or avoid weaknesses and threats that may be faced. The strategy that can be implemented by UP. Butik Fashion convection is the SO strategy (Strengths-Opportunities), where the company's internal strengths are used to achieve external opportunities. The implementation of this SO strategy will have a significant positive impact on the business development that has been carried out by UP convection. Butik Fashion. With this strategy, business growth will be increasingly assisted and controlled, ensuring that every step taken supports the company's long-term goals.

In addition, along with the increasing number of customers coming to the UP. Butik Fashion convection, a new market will be created. This new market will not only increase revenue but also strengthen the position of the UP. Butik Fashion convection in the industry, encouraging long-term business sustainability. Thus, the implementation of this SO strategy is an important step in ensuring the success and sustainable growth of the UP. Butik Fashion convection.

### Discussion of Research Results

Based on the results of interviews with respondents, business development strategies to increase revenue in the UP. Busana Butik convection industry include several strategic steps. First, improving product quality by implementing a strict quality control system and conducting continuous evaluation at every stage of production before the product is delivered to consumers, so that quality control becomes the main priority. In addition, the use of technology is key with the aim of introducing UP. Busana Butik through social media and word of mouth promotion. Relatively low prices compared to competitors in the convection market are also strategies implemented, as well as product designs that are adjusted to consumer demand and have the ability to produce in large quantities in a relatively short time. These steps are expected to increase the competitiveness of UP. Busana Butik convection in the market.

The inhibiting factor of UP. Busana Butik convection is the complaint from consumers regarding the size of school uniforms. Although UP. Busana Butik convection produces uniforms according to the standard sizes that have been set, some uniforms often do not fit because of the varying body sizes of students. This convection continues to strive to fix this problem. In addition, UP. Busana Butik is also sometimes overwhelmed by the number of orders received, even having to work overtime to meet demand. However, the main significant supporting factor for UP. Busana Butik is the collaboration with the Hamzanwadi Education Foundation of the Darunnahdlatain Nahdlatul Wathan Diniyah Islamiyah Pancor Islamic Boarding School, which provides uniforms for schools under the auspices of the foundation. This collaboration is expected to increase consumer appeal and open up new market opportunities that will drive business growth. In addition, complete and sophisticated machine facilities also play an important role in supporting production efficiency.

The results of the interview analysis show that the company's performance is influenced by internal and external factors. The results of this study indicate that by using SWOT analysis, UP. Busana Butik is placed in quadrant I (one), which indicates an aggressive position where UP. Busana Butik can take advantage of the opportunities and strengths it has to attract more consumers and revenue. To take this aggressive position, UP. Busana Butik can improve product quality to produce durable and high-quality goods, expand promotions to be known by many people, meet rapidly increasing demand, increase efficiency and reduce production costs through cooperation with the supply chain, continue conducting market research, following current trends, and providing job opportunities for individuals who are experts in the convection field. This result is in line with study from (Evan Filbert, 2018), the research results show that aggressive or combined SO strategies (Strength-Opportunities) can provide great benefits for the company. According to (Fitriani et al., 2020), the results of the study showed that the leather footwear industry scored high in the IFE and EFE matrices, supporting an aggressive strategy for growth. Suitable alternative strategies include industry integrity, market penetration, market development, and products which are planned through the canvas business model to increase business success.

Therefore, this study has in line with some authors such as Evan Filbert (2018) revealed that aggressive or combined strategies Strength- Opportunities (SO) can provide significant benefits through product diversification, quality improvement, production capacity, and marketing. This finding is relevant because UP. Butik Fashion also proposes product quality improvement, market expansion, and marketing strengthening. Fitriani et al. (2020) emphasizes an aggressive strategy with industry integration and product and market development. This is relevant for UP. Butik Fashion in the context of product development and market expansion, in accordance with the position of quadrant I which shows high growth potential. In addition, Ernawati & Kusuma (2021) stated that SO strategy is effective to utilize internal strengths and external opportunities. This is in line with UP's position. Butik Fashion is in the aggressive quadrant and requires a strategy to utilize existing opportunities. The focus of this research is the development of marketing systems and product innovation, which are directly related to the needs of UP. Butik Fashion to expand promotions and improve product quality in order to increase revenue. It can be concluded based on the analysis of the findings above, the most relevant strategy for this study is the SO (Strength-Opportunities) strategy. This

involves leveraging the company's internal strengths such as product quality and production capacity to exploit external opportunities such as increasing market demand and current fashion trends. This strategy includes:

1. **Product Quality Improvement:** Producing durable and high quality goods to meet the standards expected by consumers.
2. **Marketing Expansion:** Expanding the reach of promotions to reach more customers through multiple channels.
3. **Product Development:** Implementing innovation in product design and features according to market trends.
4. **Operational Efficiency:** Improve production processes and reduce costs through collaboration with the latest supply chain and technology.

By implementing this SO strategy, UP. Busana Butik can utilize existing strengths to seize opportunities and face challenges in the competitive convection market, thereby increasing revenue and business growth significantly.

## **CONCLUSION**

Based on the results of the analysis and discussion referring to the problems in the study, it can be concluded that the results of the internal and external analysis confirmed through the SWOT analysis, UP. Busana Butik is located in quadrant I, indicating an aggressive position where the company can use its opportunities and strengths to attract more customers and increase revenue. To maintain this aggressive position, UP. Busana Butik can improve the quality of its products to produce durable and high-quality goods, expand promotional strategies to reach a wider audience, follow rapidly increasing demand, improve operational efficiency and reduce production costs through cooperation with the supply chain, continue to conduct market research and follow the latest trends, and provide job opportunities for experts in the field convection. Thus, UP. Boutique Clothing can increase consumer appeal and increase its income. In this study, there are several limitations that need to be considered to provide a clearer context to the results obtained. First, the focus of this study is only on one case study, namely UP. Busana Butik. This results in the findings being unable to be generalized to the convection industry as a whole. In other words, the proposed strategy may only be relevant in the specific context of this company, so it cannot be widely applied to other companies that have different characteristics, markets, or challenges. Second, the ever-changing business environment, including fashion trends and technological developments, has the potential to cause the proposed strategy to become less relevant over time. These rapid changes require companies to constantly adapt and update their strategies to remain competitive. Therefore, it is important to consider these limitations in assessing the research results and implementing the suggested strategies.

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