

**Research Article**

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**Analysis of Publisng Business Competitive Strategies with Method SWOT****Fitria Nurul Azizah<sup>1\*</sup>; Laela Meisaroh<sup>2</sup>**<sup>1</sup>Rumah Kreatif Wadas Kelir Purwokerto, Indonesia<sup>2</sup>UIN Prof. K.H. Saifuddin Zuhri Purwokerto, IndonesiaCorresponding email: [fitria.fatima@gmail.com](mailto:fitria.fatima@gmail.com)DOI: <https://doi.org/10.24090/isj.v3i1.10025>**Abstract**

Business Publishing is business Which most in obsessed by public general, in side many student And student Which requires books as a reference, this business also has a large profit margin relatively large. As technology develops, promotion becomes easier make this business have many competitors. Creative House Publishers Wadas Kelir is a business that operates in the publishing and publishing sector has many competitors, each of which has its own way of doing things attract consumers. Wadas Kelir Creative House publisher is able to compete with its competitors to date even though the business location is less strategic and classified Still new However own value separately in the eyes consumer. So that For still maintain his business And increase turnover very required strategy compete Which appropriate And can recognize the environment. In this research, the analytical tool used is Analysis SWOT to determine the right strategy through the external environment and internal industry. The main aim of this research is to analyze what strategies are has been implemented by Wadas Kelir Creative House Publishers and provides an alternative strategies that suit the company's position and circumstances. This type of research namely field research (Field Research) with a qualitative approach. Source The data used are primary data sources, namely interviews and observations as well as secondary i.e document sales, photos, document Which has something to do with study. Technique collection data on research This use technique observation participation, interview deep And documentation. Data processed use tool analysis SWOT For know strength, weakness, opportunities and threats from the company which are then analyzed to compile strategy competing ones right on Publisher Creative Home Wadas Color. The research results obtained are that the competitive strategy of the publishing business Rumah Creative Wadas Kelir applied is a cost leadership strategy,

differentiation strategy and focus strategy. Then through the SWOT matrix, strategy which is appropriate to be applied to the Wadas Kelir Creative House Publisher in the future now and in the future is a WO strategy by utilizing opportunity which exists For repair as well reduce weakness which exists.

**Keywords:** *competitive strategy; swot analysis; creative house publishers wadas kelir*

## INTRODUCTION

The rapid development of technology has brought about many changes in various fields such as politics, social, education and even economics. Rapid technological advances have both positive and negative impacts in life man. Impact the positive man made easier in carrying out various activities such as promoting through social media which utilizes the internet network (Saputra *et al.* , 2020: 45). Internet Network is means communication Which No limited room And time so thatman Can promote the product until to abroad. However from This advantage means that the business world has many competitors. that situation make something business must make or own strategy – strategy Whichmake company can add turnover No only endure inmarket share without any growth. Therefore strategy is key main in excellence compete as well success of a business.

Strategy is something framework Work on something Which important like in entrepreneurship, functional as well as competition Which applied For realize company goals and obtain a successful company positionin a way sustainable (Kamaluddin, 2020). In develop something The industry requires a competitive strategy that must be implemented to gain competitive advantage. Competitive strategy according to Lynch is a pattern or plan which integrates the main objectives or company policies with a series action in A statement Which tie (Yosita, Poernomo and Wahyudi, 2018). Implementing a competitive strategy is very meaningful important For apply strategy alternative for company with strategy Proper competition will direct the company to business effectiveness so thatable to guide the company in making the right decisions. On the side otherwise by implementing competitive strategies the company will be able to observe as well follow change environment Which happen so that can made base in policy determination (Elias, 2018).

In choosing a good and appropriate competitive strategy, business people need observing the conditions and situation of the business being run and observing the position business business on the market. Activity That can done with analyze business environment, both external and internal. Ordinary tools used and appropriate in analyzing, namely SWOT analysis besides analysis SWOT discusses in detail what the weaknesses and threats are a company so that later it can provide solutions to overcome problemsthe.

SWOT analysis is an abbreviation of Strengths and Weaknesses (Weakness), Opportunities and Threats which are something method compile planning strategic Which for For evaluate various strengths, weaknesses, opportunities and challenges existing and currently being faced by the company (Suryatama, 2020:26). SWOT analysis compare between factor External And Internal. Factor internal theconsists from strength And weakness whereas factor external consists from opportunity and threats.

Competing in Islam is a permitted business the provisions do not violate the Shari'a and do not commit fraud or fraudcondescending its competitors. That matter listed in QS Al-Baqarah: 148 .

Which means "And do not let some of you consume the wealth of othersWhich other in between You with road Which false And (don't) You bring (affairs) treasure That to judge, so You can eat part than treasure object person other That with (road do) sin, whereas you know." (QS Al- Baqarah: 188)

Currently, one of the businesses that has many competitors is the business operates in the publishing sector. This is because it is in the field of education especially as students really need references for diktat materials andThe publishing business has a relatively large profit margin compared to the industry others, especially consumer goods. So that's related to that many entrepreneurs are interested in the publishing business (Position Paper Commission Supervisor Competition Business To Policy Books National, 2020).

According to the company's 2018 Indonesian Publishers Association (IKAPI) data Those who joined the publishing services business reached 1,655 members Where publisher the most located in island Java whereas the rest located in DKI Jakarta and non-Java such as Sumatra, Kalimantan, Sulawesi, including Bali, NTT, NTB and Papua ( *IKAPI / Indonesian Publishers Association* )

The publishing business side also experienced a negative impact development technology Where development technology Which provide various means of entertainment via mobile phones have created a lack of public interest to read book. And it's easy get Ebook pirated pastplatform so that printed books are not popular, this makes the world of publishing become weakened (Nugroho, 2020).

Wadas Kelir Creative House Publisher is one of the businesses operates in the publishing sector in Purwokerto precisely located at Karangklesem village, South Purwokerto. Wadas Kelir Creative House Publisher is an indie publisher with 3 lines, namely color literature, popular literature And books theory, Which has succeed publish a number of book withvarious genres. The publisher of the Wadas Kelir Creative House itself is application from literacy Financial Which applied by House Creative Wadas

Color. Established in 2016, founded by Heru Kurniawan, he is a lecturer UIN Syaifuddin Zuhri (UIN SAIZU) Purwokerto at a time founder of Wadas Kelir Creative House. Founded to spread viruses literacy, document work as well as manage fund operational activity literacy and education.

At first this publication only published books, but it took a long time too long with in balance development technology now Publisher House Creative Wadas Kelir has been transformed. The transformations carried out are: with make various matter Which interesting as well as beneficial in world authorship.

Publisher This have a number of competitor Which move in field publishing in Purwokerto, including:

**Table 1.1**

No.	Name Publisher	Address Publisher
1.	Zahira Media Publisher	Sand South, Purwokerto West.
2.	OK Publishing	filling, Purwokerto Kulon
3.	Pen homeland	Cape, Purwokerto South
4.	UNSOED Press	Grendeng, Purwokerto North
5.	STAIN Press	Purwanegara, Purwokerto North
6.	Vigi Bless Publisher	Karangbawang, Purwokerto Kulon
7.	Words Graphics	Karangbawang, Purwokerto Kulon
8.	Mangku Earth	bored, Purwokerto North
9.	Journal INFOTEL	Lppm Institute Technology Telkom Purwokerto, Purwokerto South
10.	Yudhishtira GhaliaIndonesia, etc.	Karangpucung, Purwokerto South

Source: Data processed by the author (2022)

From the data above, it is known that the publishing business is mushrooming in Purwokerto, which is Each publisher has its own uniqueness and characteristics in delivery and products produced to attract consumers like those carried out by Wadas Kelir Creative House Publishers to attract consumers naturally strategy That different with a number of publisher other. Based on preliminary observations known different strategies such as providing reviews And appreciation for work literature Which are not done other publishers.

There are many publishers at the Wadas Kelir Creative House interested until now even though it is said to be still new to the world of publishing compared to several of its competitors such as UNSOED Press (1983), SIP Publishing (2014) and STAIN Press (2001) which has been around for a long time and has been get image in eye consumers and its less strategic location. SoTherefore, to be able to maintain and develop its business and be able to overcome threats from its competitors, it is necessary to implement the most appropriate competitive strategy so that it can increase its turnover in very tight competition.

From problem Which served on, so researcher interested For analyze the competitive strategy of Wadas Kelir Creative House Publishers use SWOT analysis to find strengths, weaknesses, opportunities and threat Which There is with title Analysis Strategy Compete Business Publishing using the SWOT Method (Case Study of the Wadas Kelir Creative House Publisher Karanglesem South Purwokerto).

## **METHOD STUDY**

The type of research used is field research ( *Field Research*) Where study This done with observe in a way direct And analyze data obtained in the field directly, both data obtained from data oral nor data written or documents. Research This done use qualitative research approach f.

The research location chosen was Wadas Kelir Creative House Publishers which is located on Jln. Wadas Kelir RT.07/05 Windusara, Karanglesem, Kec. Purwokerto South, Banyumas Regency. Election place because interesting to be researched because it has its own strategy to be able to obtain *value* from consumer to the product. Time Which required For do study not enough more 2 month or adapt with time Which needed to complete the thesis.

Research subjects are people, places or objects that will be observed as a research target. The subjects in this research are leaders, member, and consumers Publisher Creative Home Wadas Color.

The research object is things that are targeted in research what is done or the main problem that is sought to be able to produce results data in a way more directed. Object study This that is Threats, Weaknesses, Opportunity, And Strength on Publisher House Creative Wadas Color in determine Competitive Strategy.

Source data primary is source Which can give information related study in a way direct. Source data the own connection with problem principal study as material information Which searching for. Data primary is data Which shaped verbal nor words Which expressed verbally, movements or behavior carried out by the subject Which has been trusted, in terms of this is informant who has been pleased.

Data primary study This taken from source from interview And observation towards the publisher Creative House Wadas Kelir.

Source data secondary is sumer data Which become material supporting and complementing the subsequent analysis process of this data is called Also data No direct. Data secondary on study This obtained from document sales, photos, as well as documents like literature as well as files-archives that have been collected at the Wadas Kelir Creative House Publisher there is connection with title study in a way description general from object Which researched (Feni, 2020).

Observation is gather data with method do direct observation of the object to be studied accompanied by recording object researched.

In this case the researcher uses a type of participant observation. Where Researchers are directly involved in the daily activities of informants, by observing strategy compete by Publisher Wadas Creative House Color

Interviews are a data collection technique by providing questions to sources or interviewees to obtain information related to research problems. Deep interview techniques study This use technique interview deep that is researcher do study with give question deep related problem study in a way direct to leader, member as well as a number of Home Publishing customers Creative Wadas Kelir. Documentation is a record of events in the form of writing, images as well as someone's monumental works. This data is unlimited by space and time. The documents in this research come from from document- documents or data related to research problems, be it notebooks purchase nor picture Which can support data study (Yulistiyaningrum, 2021).

Documentation collected includes a price list for publishing packages, Photo activity marketing, Brochure Marketing, Structure Organization And CV Volunteer. Affirm data like What Which collected through documentation .

After data Already in get And collected Then data willanalyzed using the interactive model qualitative method from Miles and Huberman that is start from stages, Reduction data, Presentation or Displays data, last Conclusion or Verification. Where the process taking place in a way circular during study Still taking place. For more he explained as follows :

Reduction data is process choose, focus data on simplification, abstraction and transformation of the coarse data that emerges from data Which obtained from study field. Process This walk Keep going continuously until the research ends, even before all the data is collected, can be seen in the research conceptual framework, research problems and method data collection chosen by the researcher.

Data reduction includes: 1. Data summary, 2. *Coding*, 3. Exploring themes, and *cluster creation* . The method is to select data, abstract or short description strict, and categorize them into broader patterns.

Data Presentation is an activity when a collection of information is compiled, thus providing the possibility for conclusions to be drawn and taking action. The form of data in qualitative research can be: chart, text narrative form field notes, matrix, network as well as chart.

Withdrawal Conclusion is effort Which always researcher do as long as it's still in the field. Starting with collecting data, namely by look for meaning say objects, take notes provision patterns ( in notestheory), explanation, configuration Which Possible happen,

channel because consequence And proposition. This conclusion is worked out loosely but there is a conclusion which will be provided later. At first the conclusion was not clear However long too long will become more detailed and clear.

Process verification is activity review repeat to notes field, swap thought with Friend For find agreement intersubjectivity. So every meaning culture in test Again the truth, its suitability and its sturdiness namely its validity (Rijali, 2019).

The method used in this research is analysis SWOT to identify competitive strategies in the House Publishing business Creative Wadas Color Purwokerto. Analysis SWOT is step systematically identifying various factors in order to formulate strategies company Which based on logic Which can maximizing factor external, namely Opportunities, Threats and internal factors that is Strength (Strengths), Weaknesses (Rangkuti, 2019: 19).

## **DISCUSSION**

### **1. Analysis Factor External And Internal**

Before proceeding to the SWOT analysis matrix stage, researchers are required to do it first First determine the external and internal factors that exist in the company. Factor Internal consist of:

#### **a. Strength ( Strengths)**

Situation or condition Which become strength from company or running program that can be used as an alternative in handle threat. Which including in factor This that is source Power, expertise, or other advantages that can be gained from financial resources, image, superiority on the market, as well good relationship between sellers and buyer.

#### **b. Weakness (Weakness)**

Activities Which No walk with Good nor source power required by the company but not met. Weaknesses can be become inhibitor walking something strategy. Factor inhibitor This can in the form of incomplete facilities, lack of financial resources, capabilities manage, marketing skills, and image company.

Whereas factor external consists from:

#### **c. Opportunities \_**

Factors that have a positive impact on the company that emerge from environment And give chance For can utilized by company. Which are opportunity factors such as community response or issues which is being lifted, change policy, competitive changes, change technology, and the development of relationships between seller and buyers.

#### d. Threats

Factor negative from environment Which give rise to obstacle for development company And walking program. Factor Which can hindering the company, namely: the entry of new competitors, market growth Slowly, the enthusiasm for bargaining activities between sellers and sellers increases buyer, technological changes as well new policy (Suryatama, 2020: 26).

## 2. Matrix SWOT

The SWOT Matrix is a tool used to compile the company's strategic factors. This matrix can clearly inform how the external opportunities and threats faced by the company can be adjusted to the strengths and weaknesses the company already has. This matrix creates 4 (four) sets of possible strategic alternatives.

Table 1. Diagram Matrix SWOT

IFAS  EFAS	STRENGTHS (S) ▪ Set 5-10 Factor. Factors weakness Internal.	WEAKNESSES (W) Set 5-10 Factor Internal Strength
OPPORTUNITIES (O) ▪ Set 5-10 factors opportunity external	STRATEGY SO Creating a schema which use power for utilise opportunity.	STRATEGY WO Create Strategy Which minimize weakness for utilise opportunity.
THREATS (T) ▪ Set 5-10 factor threat external.	STRATEGY ST Creating a schema Which use power for become solution in overcome threat.	STRATEGY WT Create something that scheme reduce weakness as well as threat.

Source : Book work Fred Embrace it technique dissect case business Analysis SWOT Method Calculation of Weights, Ratings, and OCAI

The four alternative strategies obtained from the SWOT matrix are as follows following:

- Strength-Opportunity (SO) strategy is a strategy that utilizes all the power to obtain and take full advantage of opportunities. This strategy is a strategy that attacks with full initiative and planned or called Also strategy aggressive positive. Strategy Which use all strength so that opportunity Which There is can utilized. Data program or activity Which will held, time implementation, And place



implemented its program so that objective organization can be achieved in a planned and measurable manner. SO strategies create organization chase opportunities which there is in outside with consider organizational strength.

- b. Strategy Strength-Threat (ST) that is use all over strength which there is on company. For can face nor overcome incoming threat. This strategy requires strategic planning. Turn around is a strategy to change direction. Huge external opportunities which important for achieved, but problem internal or weakness which there is on internal company become focus main for looking for solution, so that need done decline scale in achieving great opportunities. In this case there are weaknesses within the company is a top priority for improvement and searching for solution to get this opportunity.
- c. The Weakness-Opportunity (WO) strategy is to take advantage of existing opportunities for repair as well as reduce weakness. Sometimes exists opportunity external which big but because weakness internal something company make company no capable utilise opportunity the. This strategy can be known as a diversification strategy or strategy difference (Istiqomah and Andriyanto, 2017).
- d. The Weakness-Threat (WT) strategy is to focus more on business for endure and try reduce weakness for avoid threat (Rangkuti, 2019: 84).

### **3. Competitive Strategy for the Publishing Business at Wadas Creative House Publishing Color**

Based on results study with four indicator main that is strength, weakness opportunity and threat for know strategy. The right competition is carried out by Wadas Kelir Creative House Publishers. Strength

Strength is something that a company has capable add mark from something and make it more special compared to with other. Strength can obtained from Source Power Finance, Image, Market leadership, buyer/supplier relationships, and other factors factor other.

Strength \_ Publisher Wadas Kelir Creative House has an academic and student background where own lots relation and there is person influential that is Mr. Heru as a lecturer at UIN Saifuddin Zuhri Purwokerto. Apart from that, Wadas Kelir Creative House Publishers provides good services and facilities. Weakness

Weakness is limitations on source Power, skill, and serious capabilities that hinder the organization's performance from running smoothly effective. Things that can be weaknesses include facilities, resources finance, ability management, marketing skills and image brand.

The weaknesses of Creative House Publishers Wadas Kelir Company financial administration must be immediately improved and time management, trying to have my own printing machine and add a number of resource man For fill in the missing main parts.

a. Opportunity

Opportunities are external environmental conditions that enable an organization to take advantage of organizational strengths, overcome organizational weaknesses or neutralize environmental threats. Which are factors of opportunity, namely community response, policy changes, changes, competition, technological changes, and developments between seller and buyer relationships. Opportunities that exist in Publishing Houses Creative Wadas Color that with exists development technology Which increasingly sophisticated and interesting as well as the requirements for promotion to the rank of teachers and lecturers can increase sales and .

b. Threat

Threat is element Which make company difficult in reach objective situation That No profitable company. Threat can make the company loses its edge in competition.

Threat \_ for Publisher House Creative Wadas Kelir in competing and increasing income. That matter due to the pandemic which has limited activities. Very pandemic disturbing the public, even in the business world, many business people have folded mat and financial difficulties. As a result, many publishers slammed it price to attract public interest.

Amount informant in study This there is 7 person Where Which firstly Mas Mukhamad Hamid Samiaji as Head of Publishing House Kretif Wadas Kelir, Mba Fitria Nur Azizah as Marketing for Rumah Kretif Publishers Wadas Kelir, Mas Rafli Adi Nugroho as Layouter for Rumah Kretif Publishers Wadas Kelir, Chatelya Zahra Nur Afifah as Manager of Manuscript Publishing House Kretif Wadas Kelir, Diana Rahmawati as Digital Marketing for Rumah Publishers Creative Wadas Color And 2 customer loyal Publisher House Creative Wadas Color.

This research was conducted to find out what strategies were used in do competition with publisher other in Publisher Creative Home Wadas Kelir Karanglesem, South Purwokerto. By knowing which factors being an obstacle and supporter of the company can make things easier carry out analysis, which can later be used as a reference or guideline which can later produce ideas or innovations that can be developed service Wadas Creative House Publishing Kelir in Purwokerto.

#### **4. Strategy Compete Which applied by Publisher House Creative Wadas Color**

##### **a. Strategy Leadership Cost (Cost Leadership Strategy)**

Strategy Leadership Cost is Wrong One strategy competewhich is able to make the company have a competitive advantage in interesting interest buy consumer with Power pull mainly that is price Which more low. If strategy This done with Good so can become weapon a very great strategy in competing. Wadas Kelir Creative House Publisher have implemented a cost leadership strategy where they impose pricesWhich relatively low However with quality Which Good And service Which as optimal as possible. With this, consumers feel satisfied with what they receive can. The risk of a cost leadership strategy is that it will eliminate some product features that can reduce costs but at Wadas Creative House Publishers Kelir does not throw away these features like the covers that are made very beautiful according to consumer wishes and uses thick and good paperalthough price offered is relatively cheap.

From the customer's perspective, this strategy is very suitable to their needs there is customer Which own characteristic more choose price low without pay attention to product differences, brand differences, etc. Creative House Publishers Wadas Kelir also provides various price options according to ability consumer And they can requests in accordance desire they. Price Which offered from start Rp.500,000- Rp. 700,000. With he did matter This means that consumers will feel satisfied and satisfaction it will create company has a strong position in the competition.

##### **b. Strategy Differentiation ( *Differentiation Strategy* )**

Differentiation is strategy Which can done To use makecompany capable more from average in something business certain so get customers who are loyal to the brand because of sensitivity to price strategy differentiation will make product always attached in mind consumer, in do strategy the of course vary between industry (Abdillah et al., 2017). Companies that implement a Differentiation Strategy will try to produce products and services that are different and have uniqueness separately compared to with Which other. Publisher House Creative Wadas Color always try give things Which best For para his customers through various factor Which considered important by customer. Wadas Kelir Creative House publisher in its services does not emphasizequantity or amount of production produced in a short time, however oriented towards results that have good quality and are good in accordance with consumer desires. Even to satisfy the desires of the publisher's consumers offer revision of the work until 3 times in terms of covers until layouts.

Apart from being able to prioritize quality and provide excellent service OK, the paper raw material used by Wadas Creative House Publishers Color own thickness Which different from publisher other .

Publisher House Creative Wadas Color able to compete with its competitors to date. With quality and Good service means customers will become loyal to that product generated and believe with his work.

c. Strategy Focus

Focus strategy is a strategy that entrepreneurs focus on one of market segmentation, identifying needs, interests and desires customers and approaching customers by providing products in accordance with customer desires. In the creative publishing house Wadas Kelir focuses segmentation into the education sector where the main share is teachers, lecturers and students because they see great opportunities where the Teacher And lecturer very need publishing book nor Which other Meanwhile, students really need to publish scientific papers. For fulfill the satisfaction and desires of its customers, Creative House Publishers Wadas Kelir prioritizes good, friendly service and quality from paper and output which is good according to customer desires.

From this it can be concluded that Wadas Creative House Publishers Kelir is focused on the Differentiation focus strategy where Creative House Publishers Wadas Kelir prioritizes market share in the academic and student sectors by providing good service and product quality. Through the niche a market that is not of interest to competitors is the publisher of Wadas Kelir Creative House look for opportunity. With satisfied customer so will produce *Value* separately in the minds of customers.

d. Strategy Marketing

One of the important factors of a company's business activities is aspect marketing. Marketing in something business is matter Which very important Where marketing is a means interaction between company And customer (Yosita, Poernomo and Wahyudi, 2018). Through marketing that's customers can find out about the products offered and can create powerbuy to product. Activity marketing Which done Publisher House Wadas Kelir's creativity begins with activities *mom by mon* or getuk strategy besides that, they also use digital media such as Facebook, Whatsapp and Instagram. However For maintain his business Publisher House Creative Wadas Kelir innovates in the field of marketing where this publisher provide service booking through shopee And marketing through TikTok. Of course, following the times and trends will create customer many are know and enjoy.

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## **SWOT ANALYSIS OF COMPETITIVE STRATEGY FOR WADAS KELIR CREATIVE HOUSE PUBLISHERS IN PURWOKERTO**

### **1. Analysis Factor Internal And Factor External Company**

Based on results study Which has see description general, vision and the mission of the Wadas Kelir Creative House Publisher is to see and observe current conditions of the Wadas Kelir Creative House Publisher, strategies that have been implemented and performance Which has achieved can be known a number of factor internal and external Which There is at Publisher Creative Home Wadas Kelir.

A number of factor Internal and external Which can be identified as following:

a. Factor Internal

1) Strength

a) Price publishing Which relatively cheap

Book publishing prices are relatively cheap at Creative House Publishers Wadas Kelir can attract many customers. With a relatively cheap price but still pay attention to quality and good service. There are several publishing packages that suit your capabilities and needs such as packages Basic for 500,000 for 1-150 Pages, Standard package for 600,000 for 150-250 Pages, and packages Premium 700,000 for 250-350 Page.

b) Utilise Technology with Good.

Publisher House Creative Wadas Kelir very follow development Nowadays, many people use social media. Publisher is able to carry out promotions through social media such as Instagram, WhatsApp, Facebook, Youtube and Tiktok to the E-Commerce Application, namely Shopee. So that many people can find out and not miss out on it Information on promotions and events held by Wadas Creative House Publishers Kelir.

c) Design covers Which as you wish

The design can be neat and in accordance with consumer wishes The special attraction of the Creative House Publishers Wadas Kelir got it realizing the design desires of its customers and even fulfilling them With this satisfaction, Wadas Kelir Creative House Publisher provided a cover revision And layouts up to 3 times.



### Picture 1

- d) Paper Which thick and different from publisher other

The main material of a publishing business is paper. So p This really supports quality. The paper is from Creative House Publishing Wadas Kelir has a different thickness from the others so there are many customer who are satisfied with the quality.

## 2) Weakness

- a) Facility Which not enough complete

Complete facilities can make work more effective And efficient as well as target can fulfilled with fast. On Publisher House Creative Wadas Kelir where the most supportive facilities are not yet available Not yet There is printing equipment so that have to work the same as printing.

- b) Lack of capital

Capital is the main thing for development and competition. However Publisher House Creative Wadas Color Not yet own capital Which Enough, his income Still galih hole closed hole matter the because publishing This based self-subsistent volunteer. So that very need done better and more effective financial management such as finding material suppliers raw materials and supporting materials are more slanted, reducing expenditure not enough important and others.

- c) Source Power Man who are still learning

On Publisher House Creative Wadas Color all its members Stillbeing a student and someone teaching so that his time is not focused on work. Their time is still divided between jobs outside of publishing. This is a weakness of

the Wadas Kelir Creative House Publisher. By Because it's necessary exists time management which is accurate in Work.

b. Factors External

1) Opportunity

a) There is customer Which loyal

There is loyalty from customers to publish on Publisher House Creative Wadas Color make company No need emit cost promotion Which big For introduce the product Because customer Already believe. With exists customer Which oftenpublishing because you are satisfied and believe that you will certainly recommend it For do publishing in Publisher House Creative Wadas Color to Friend, you or family.

b) Relation from *basic* academics And student

Relation very support famous A business so that Lots who knows and tries. Wadas Kelir Creative House Publisher has members who become lecturer at one of the universities where he is up for promotion rank there is condition Which must fulfilled like publish work Scientifically, of course it is an opportunity for publishing businesses plus founders from Wadas Creative House Publishers Kelir is a well-known and frequent lecturer follow various activities.

c) Developing Technology

With development technology make it easier work man where all work can be done quickly and a lot. Besides that convenience Which obtained like delivery or spread information, communicate, transactions and so on.

2) Threat

a) Pandemic Covid-19

Many businesses have gone bankrupt and their income has decreased Which drastic. Lots public Which laid off so that No own income and all activities are limited, this makes the publishing business difficult For interact with public For develop his businessas well as need to lower prices or hold promotions.

b) Publisher other

In the business world, competition cannot be avoided. The more As many people are interested in the publishing business, there will be more competitors. If the strategy implemented is not appropriate and strong, it will

go out of business. Lots publisher new Which lower price For interesting consumer matter the certainly a serious threat.

c) Restrictions submission ISBN

Books Which used in a way commercial very need ISBN, but government policy limits title submissions to 1 Sunday slow down Work publishing. Matter the make target No fulfilled.

Table 3.1 Matrix Analysis SWOT Publisher House Creative Wadas Color

	<b>Strengths (S)</b>	<b>Weaknesses (W)</b>
<b>Factor Internal</b>	1. Quality product Which Good. 2. Material standard Which Good. 3. Promotion through mediasocial ( <i>Instagram, WhatsApp, Facebook, etc.</i> ). 4. Connection Good between employee And leader 5. Service Which friendly And Be patient 6. There are costume products from book cover 7. Cooperation with agency government And various school 8. Price which is relative cheap 9. Every ½ month very hold a <i>giveaway</i> book. 10. Processing appropriate time 11. Give Revision compensation 3 times if it doesn't match with desire customer or error.	1. HR Which not enough. 2. Minimal. availability capital/cost. 3. Wages Which Not yet Minimum wage. 4. Facility Which No complete (no machine print). 5. Location Which not enough strategic. 6. Not yet There is Website. 7. HR Which Still Study.
<b>Factor External</b>		



<b>Opportunities (O)</b>	<b>STRATEGY (SO)</b>	<b>STRATEGY (WO)</b>
1. Market opportunity Which very wide 2. Have a bookstore Alone 3. Student relations And lecturer 4. Perception para customer.	1. Increase creativity and expertise so the result more Good And unique. 2. Increase satisfaction customers through Digital Marketing. 3. Increase cooperation with relations concerned. 4. Open branch new in strategic place like in the center city.	1. Increase promotional network wider _with aspects education in outside Banyumas Regency. 2. Expand share market. 3. Build relation through follow various organization. 4. Follow support events Which

		held by relation. 5. Making Website 6. Maximizing social media _There is.
<b>Threats (T)</b>	<b>STRATEGY (ST)</b>	<b>STRATEGY (WT)</b>
1. Many publishe rs/new arrivals 2. There is a pandemic Covid-19 3. Restrictions ISBN submission 4. There is Internet make person-person more Like read a book on line, besides That exists piracy book.	1. Always create innovation towards service And product Which unique from other companies so that own to product characteristics and service. 2. Add system payment through Wallet Digital. 3. Maintain Product/service quality good for the price Which relatively cheap.	1. Makes it easier consumer find a location by giving instruction direction from road main until location company. 2. Stage machine print Alone. 3. Often give discount against consumers who do multiple purchases so that it can interesting interest buy consumers and satisfaction. 4. Managing time in a way effective so that it can reach target. 5. Increase promotion via media mass. 6. Performance assessment Employee.

Based on the SWOT matrix analysis above, it can be explained that there are 4 set of strategic options that can be implemented by Wadas Creative House Publishers Color in Purwokerto:

1) Strategy SO

Strategy SO is strategy Which set in accordance road thought organization that is with utilise all over strength For seize And take advantage of as many opportunities as possible. This strategy is known as strategy Positive aggressiveness means attacking with initiative and planning. In SO strategy company chase opportunities from outside with notice strength existing in the company. The SO strategy is prepared based on the analysis above including increasing creativity and expertise as well as increasing satisfaction customers through digital marketing to attract potential consumers. The quality of products that are already good must continue to be improved so that they are not monotonous and boring so new ideas are needed to make it look more interesting and unique in the eyes of customers. This is done by honing creativity and skill, if own creativity However No own skill so creativity That No can processed become something Which Good. Customer will *loyal* if they feel satisfied, that satisfaction can be done *digitally Marketing*, where nowadays people use media more social to interact so that when customers are satisfied with the content on for Good from service, chart, illustration And entertainment other so Publisher House Creative Wadas Color will own image brand separately in the eyes customer.

In business to expand the reach of business marketing targets and the income or profit that can be required to open also increases new branch in a strategic location where there are many residents or agencies Which need publishing like in center city. Besides That No only open branch new just However required expansion relation party Which concerned, Which was only field academics And student now penetrate to writers, and others.

2) Strategy WO

Strategy This done use method utilise opportunity Which exists to improve and reduce company weaknesses. In this case required design strategy change bow or turn around. Opportunity from dominant external is important to obtain but problems from within or weakness Which There is on company more important For looking for solution, so that achievement opportunity Which dominant earlier need in lower it the scale. In matter This weakness Which There is on company need overcome For get this opportunity. Some WO strategies include increasing networks business Which more wide with aspect education in outside Regency Banyumas.

Network business is weapon Which very powerful For do business development through information business networks can be made easier spread. As information spreads, other aspects will quickly expand. With these conditions, it will be easier for the business to develop. Wrong One Which can used For form network business that is through IT applications (Information Technology) (Maulana, 2020, p. 133). House Publishers Creative Wadas Kelir really needs to maximize the various social media they already have There is like Instagram, WhatsApp, YouTube And Also TikTok. TikTok according to study Which done by Pratiwi (2020), on August 2020 TikTok crowned as application the best-selling by the number of user downloads as big as 63.3 million either through the Apple Store or Play Store. Based on research results the indicated that TikTok is media social Which most Lots interested And own amount user Which Lots. So that with Promoting through this media makes it possible for many people to see it users and has the potential to attract consumer buying interest. So therefore Wadas Kelir creative house publisher needs to optimize the TikTok application for promotion through creating interesting content by utilizing various features on TikTok (Dewa and Safitri, 2021). Apart from that, a website is needed to make it easier to carry out promotions which will save costs and consumers find it easier to find and find complete information product.

Apart from social media, business networks can also be expanded by build relation through follow organization. Profit own relation Which wide is the more increase many connection in operate business world (Maulana, 2020, p. 135). For example, in an organization want to do publishing work scientific nor book so can recommend the publication.

### 3) Strategy ST

Strategy This done use all over strength Which There is on companies to be able to overcome or reduce incoming threats. Strategy ST known with strategy diversification or strategy differentiator (Istiqomah and Andriyanto, 2017). A number of strategy ST that is Maintain quality product/service Which Good with price Which relarif more cheap in compare publisher other. Price influential to Power buy product Which offered to customers for consideration.

Kotler And Armstrong opinion that price is a number money paid for a product or service, or the exchange of an amount value that consumers do to obtain benefits from having own or use product or service. Price own role as allocation and inside information decision making para buyer that is:

- a) Role allocation from price that is, function price in help para buyers to decide how to obtain the highest *utility benefit* expected based on Power buy it.
- b) The role of price information is the price function in attracting consumers regarding product factors, for example quality. This is useful at times buyer is at on situation experience difficulty in evaluate factor the product or its benefits objectively. Perception in the eyes of consumers, namely the high price reflects the fairly good quality (Aprileny and Adriani, 2018).

Basu Swastha (2017: 185) states that prices are a way of sharing a seller For do difference to offer from para competitor. So the application of prices can be considered as part of the function Product differentiation in marketing. Determining a selling price that is too high then it can make customers run to competing companies that have the product The same with price relatively more cheap, However If too low can result loss for the company (Eriswanto and Kartini, 2019).

For this reason, Wadas Kelir Creative House Publishers need to maintain it prices in accordance with people's capabilities and quality. Seen from price offered to customers, the price is still classified relatively cheap and can be reached by consumers besides the quality of the product too classified Good with price Which Which relatively cheap. In matter This strategy Which need done by Publisher House Creative Wadas Color For capable compete and developing its business, namely always creating innovation Good from service Which given nor product so that company own uniqueness separately Which become characteristic typical from service Which given. innovation service own connection Which very tightly with decision consumer, Therefore, customer loyalty and business performance in the company are evaluated to innovation service very important. Chuang and Lin explain collaboration from Information technology (IT) with innovation service can generate competitive advantages for the company so that the company is able to has its own high value in the eyes of consumers. Apart from that, there is Information technology (IT) makes service innovation more effective and efficient and able to meet consumer needs (Mahmoud, Hinson and Anim, 2018). Innovation to service can add mark in mind customer. Service innovations that can be carried out by the Wadas Kelir Creative House Publisher one of which provides a payment system online via digital wallet. Where are digital wallets in modern times, especially during the Covid 19 pandemic very Lots its users in shopping on line. Based on survey from Katadata.co.id Shopee is the most widely used digital wallet. Person Lots use

it wallet digital made up transfer Money Which easy, cashback, rewards, easy interface, no need to carry money cash, minimal risk, no transaction charges (Safitri, 2021). At the Publisher House Creative Wadas Color has do innovation with dosale through marketplace Shopee, so that need added system payment digital, especially Shopee pay.

#### 4) Strategy W.T

This strategy applies activities that are defensive and trying reduce weakness For avoid threat. In condition This The company is in danger where there are weaknesses in the company and there are threats from outside the company to attack. If not take the right steps or strategies then this condition will worsen the image and future existence of the company. Strategies that can be implemented are: Management time Where matter This is Wrong One Which most important in increase effectiveness Work. According to Lemana (2007) define that time management is make use of or make the best use of your time possible by carrying out organized and thorough planning. Every Individuals will manage their time according to their needs activity. At the Wadas Kelir Creative House Publisher, the members are not only activities in the office but they still have activities outside of work such as lectures and teaching. In this case, Wadas Creative House Publishers Color Very need Management Time Where they must arrange time they as efficient Possible.

Apart from that, there is a need for employee performance assessment activities is a very important factor for the progress of the company but often neglected by manager. Mathis And Jackson (2006) opinion that Employee performance assessment is the process of evaluating how good an employee is in carrying out their work when compared with a set standards and then inform employees about this. With he did assessment performance to employee so can give description company related What response from employee related with his job as well as information about determination compensation, training And development, employee promotion and others (Evita, Muizu and Atmojo, 2017). as in the Wadas Kelir Creative House Publishers, training is required And development Where matter the For hone And add knowledges as well as soft skills they so that employee will more Can innovate And follow the development of trends. Apart from that, compensation is also very important company where it will increase the motivation and enthusiasm of employees within Work. Compensation Which can given to employees that is reception salary/wages, allowances, bonuses or commissions. This needs to be paid attention to Wadas Kelir Creative House Publishers so that their employees have a sense of loyalty And responsibility for his work.

If you look at the marketing, Wadas Kelir Creative House Publishers need expand network the marketing through media mass so that publisher can more known by public from all over obstacle specifically Which There isin city purwokerto such as:

- a) Make brochure advertisement Which containing information things interesting from Publisher Creative Home Wadas Kelir.
- b) Install banner in locations Which can seen by Lots person from all corners.
- c) Install advertisement through newspaper/ letter news containing performance from Publisher House Creative Wadas Kelir.

From analysis election strategy alternative Which has analyzed using SWOT analysis researchers recommend the WO strategy as The most appropriate strategy to be used by Wadas Creative House Publishers The outlook for the future is seen from internal and external factors owned company.

#### 5) Constraint Business And How to fix it

Constraints or problems faced by creative house publishers Wadas Kelir is a weakness that originates from internal companies and threats from external to the company. Weakness is a resource or factor Which No can in manage with Good by company so that have a negative impact on the company. In practice limitations ability can seen from completeness means And infrastructure, process less than optimal managerial skills, lack of skills in marketing, lack of potential buyers' interest in the product, and the profits obtained are less than satisfactory for leaders and *investors*. Meanwhile, threats are anything that can threaten nor hinder company in develop his business. Therefore, weaknesses and threats are obstacles for company to move more effectively and efficiently.

After conducting interviews and search for related documents Publisher The Wadas Kelir Creative House has several weaknesses, including: Source Power Man Which not enough especially in matter quantity, Minimal availability of capital/costs, employee salaries that are not yet in accordance with UMR, Facility Which Not yet complete like machine print, location Which not enough strategy because it is still located far from the main road, does not yet have a website and Human resources who are still students. As well as the threats faced namely: The large number of publishers, the Covid 19 pandemic, restrictions on submissions ISBN, There is book piracy.

Based on the existing problems, the researcher recommends the publisher Wadas Kelir Creative House to handle this problem by: Make it easier for consumers to find locations by providing directions from main road to company location, Equipping Facilities and Infrastructure, Frequently give discount to consumer Which do purchase Lots so that it can attract consumer buying interest and satisfaction, Time management effectively so as to achieve targets, Increase promotion through mass media such as through banners, brochures, etc. as well as performance assessments Employee.

- 6) Interpretation of Competitive Strategy at the Wadas Kelir Creative House Publisher Speak related strategy leadership cost (cost leadership) For

obtain superiority competitive A business need enhancement sale through competition price Which low. If price product Which offered to consumer capable more low from on Which other so consumers will be interested in buying. Therefore, pricing must be determined objective. For the price offered by Wadas Kelir Creative House Publishers in this is affordable.

Cost low (cost leadership) is strategy company For make a company occupy the highest level of efficiency and own lowest cost level. This is proven by the Publisher's consumers House Creative Wadas Color Which say that price Which offered Very affordable with quite thick quality paper and illustration designs cover that suits consumer wishes. This is what makes Publisher House Creative Wadas Color own mark separately compared to publisher other.

Speak related strategy differentiation (differentiation strategy) so that product can endure in competition publisher must make product nor its services are more unique than other publishers. In House Publishers Creative Wadas Color own uniqueness separately Where publisher This using different paper from other publishers and adequate service Good. In editing, the writing is also in accordance with the rules of writing where the editor is already professional in that field so Already guaranteed grammar and spelling. This is in accordance with theory who explained that The scope of differentiation is to provide services that are special to customers, product characteristics, product reliability without compromise, good quality products as well breadth knowledge about the product.

Talking about the focus strategy of Creative House Publishers Wadas Kelir only focuses on publishing services and target markets mainly is academics And student. matter This in accordance with theory Michael E. Porter (2008) that Which become base from strategy focus that is total

control of a specific small geography, targeting customers Which almost have interest or need Which The same And specialize yourself in a product or service.

Based on results study compare straight with study previous other. Where from a number of study analysis SWOT can made strategy alternative Which can become consideration For develop strategy compete and increase sales turnover.

## CONCLUSION

Competitive Strategy applied to Wadas Creative House Publishers Color in Purwokerto is Strategy Leadership Cost (*Cost Leadership*), Strategy Differentiation (*Differentiation Strategy*) And Strategy Focus (*FocusStrategy*).

Based on internal and external factors, it can be seen what happens strategic factors from the strengths of the Wadas Kelir Creative House Publishers namely good product quality, namely with classified paper thickness strong and different from other publishers and collaborates with various agency government And school. For factor its weakness that is facility which is still incomplete and lacks capital and publisher members who are still students/students. And all the opportunities that exist, namely customer Which loyal, relation from basic academics And student as well as Technological developments will make activities easier and more efficient. Meanwhile the become a threat at Creative House Publishing Wadas Color namely the presence of other publishers and new entrants, restrictions on ISBN submissions and exists Covid-19 pandemic what makes program activities Work hampered.

From the problems found at the Wadas Kelir Creative House Publisher in Purwokerto, it is necessary to have an intensive strategy where the strategy the is strategy differentiation that is increase quality product or services or innovate new products to improve mark sell And interest buy on product nor service Which generated. Which is the WO Strategy in the SWOT matrix while the SO, ST, and WT strategies as strategy alternative.

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