

BUSINESS STRATEGY BASED ON POTENTIAL AND READINESS OF STUDENTS OF BOGA DIV APPLICABLE BOGA CATEGORY, UNY

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ABSTRACT

The potential and readiness of DIV Bachelor of Applied Catering students in this research is focused on formulating business strategies and aims to: 1) Identify internal and external factors in business strategy based on the potential and readiness of DIV Bachelor of Applied Catering students of UNY, 2) Formulate business strategies based on potential and readiness student of DIV Bachelor of Applied UNY.

This research is a descriptive study using a qualitative approach. Descriptive research is research that aims to systematically, factually and accurately describe the facts and characteristics of a particular population or region. With data collection techniques using questionnaires and observation. Determination of the sample was done by purposive random sampling. Qualitative data analysis with SWOT. From the SWOT analysis, a matrix is compiled to formulate a strategy.

The results of the study: 1) Internal environmental conditions that influence business strategy based on the potential and readiness of food students are product quality, set price, strategic location, good service, while external factors that influence include: market share, cooperation, business image good quality, consumer purchasing power, and the level of consumer demand. 2) A business strategy based on the potential and readiness of students for DIV UNY's Applied Undergraduate Program is in quadrant III (Turn Around Strategy). This strategy focuses more on changing tactics, because it is a WO (Weakness-Opportunities) strategy. These strategies include: a) Improving skills in order to retain consumers so they don't buy elsewhere, b) Establishing standard recipes to avoid failures in product manufacturing, c) Keeping up with culinary developments.

Kata Kunci: *Potential, Readiness, Strategy, Business*