

THE LEARNING'S RESULT OF BUSINESS OPPORTUNITIES ANALYSIS USING MARKET ANALYSIS METHODS

by Ikhwanuddin, Suparma, Agus Santoso

ABSTRACT

The main factors causing failure in starting a business is the inability to recognize the needs and desires of consumers. This failure causes the product or service offered to be unsold, resulting in loss and cessation of business activities. Therefore, the ability to recognize market needs and desires is very important to be taught in entrepreneurial learning. This study aims to describe learning outcomes of a business opportunity analysis using market analysis.

Based on its purpose, this research is a quantitative descriptive study. While based on the method, this is an evaluation research with an objective-oriented approach. This research approach aims to assess learning outcomes based on learning objectives. Learning outcomes is the output of the analysis results compared to the observations and interviews ones. The research object is the business activities of five canteens in the Faculty of Engineering UNY, while the consumers are students enrolled in the even semester of the 2018/2019 academic year. Data collection using questionnaires, observations and interviews. The analysis technique uses proportion and accumulation of scores.

The results of this study are as follows: *First*, the primary values based on market requirements are: a) The preferred combination of flavors is spicy-sweet and spicy-salty, b) The Prices in the range of Rp 10,000, - to Rp 11,000, -, c) The Portions of meal that are enough as you wish, and d) the preferred menu is coconut milk sauce, vegetables without coconut milk sauce, and stir-fry. *Second*, the secondary value in the service aspect is speed and friendliness, while in the aspect of the place is the cleanliness and breadth of the place. *Third*, there is a supply shortage of 1,395 portions with a market potential of Rp 12.63 million from 72.22% of consumers. *Fourth*, there are still differences in menu types that consumers like between the results of the analysis and the results of observations. *Fifth*, the obstacles in achieving market analysis learning competence are the determination of the business object sub-sector, access to consumers and secondary data, as well as knowledge and experience using business products or services.

Kata Kunci: *business opportunity, market analysis, market requirements*