

IMPLEMENTASI METODE BCG DAN SWOT PADA FORMULASI STRATEGI PENGEMBANGAN USAHA KULINER RESTO KAMPUNG KITA

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ABSTRAK

Resto Kampung Kita merupakan usaha kuliner dengan konsep tradisional yang menghadapi tantangan persaingan dan penurunan performa penjualan sejak pertengahan tahun 2024. Penelitian ini bertujuan untuk merumuskan strategi pengembangan usaha yang tepat guna meningkatkan daya saing dan keberlanjutan bisnis. Pendekatan analisis yang digunakan meliputi metode IFE, EFE, IE, BCG, *Grand Strategy Matrix*, SWOT, dan QSPM. Hasil dari tahap *Input Stage* menunjukkan skor IFE sebesar 2,968 dan EFE sebesar 2,986, yang mencerminkan kondisi internal dan eksternal perusahaan berada pada posisi stabil. Pada tahap *Matching Stage*, Resto Kampung Kita berada di kuadran V matriks IE (*hold and maintain*), kuadran *Cash Cows* pada matriks BCG, dan kuadran IV *Grand Strategy Matrix*, sehingga diperoleh tiga strategi utama yaitu *product development*, *related diversification*, dan *unrelated diversification* sebagai bentuk strategi pengembangan usaha. Analisis SWOT menghasilkan 11 alternatif strategi, yang kemudian dianalisis lebih lanjut melalui QSPM. Strategi prioritas yang direkomendasikan adalah mengoptimalkan promosi di aplikasi pemesanan *online*, menjaga kualitas rasa dan pelayanan, serta menambah menu populer kekinian. Strategi-strategi tersebut dinilai paling efektif dalam meningkatkan daya saing dan mempertahankan eksistensi Resto Kampung Kita di industri kuliner.

Kata Kunci: Resto Kampung Kita, Strategi Pengembangan Usaha, IFE, EFE, IE, BCG, *Grand Strategy Matrix*, SWOT, QSPM

IMPLEMENTATION OF BCG AND SWOT METHODS IN THE FORMULATION OF BUSINESS DEVELOPMENT STRATEGIES FOR RESTO KAMPUNG KITA CULINARY ENTERPRISE

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ABSTRACT

Resto Kampung Kita is a culinary business with a traditional concept that has been facing competitive pressure and a decline in sales performance since mid-2024. This study aims to formulate appropriate business development strategies to enhance competitiveness and ensure business sustainability. The analytical approach employed includes the IFE, EFE, IE, BCG, Grand Strategy Matrix, SWOT, and QSPM methods. The results from the Input Stage show an IFE score of 2.968 and an EFE score of 2.986, indicating that the company's internal and external conditions are relatively stable. In the Matching Stage, Resto Kampung Kita is positioned in quadrant V of the IE Matrix (hold and maintain), in the Cash Cows quadrant of the BCG Matrix, and in quadrant IV of the Grand Strategy Matrix. Based on these results, three main strategies were identified: product development, related diversification, and unrelated diversification, as forms of business development strategies. SWOT analysis generated 11 alternative strategies, which were further evaluated using the QSPM method. The recommended priority strategies are optimizing promotion on food delivery applications, maintaining food quality and service, and adding trendy and popular menu items. These strategies are considered the most effective in improving competitiveness and sustaining Resto Kampung Kita's presence in the culinary industry.

Keywords: *Resto Kampung Kita, Business Development Strategy, IFE, EFE, IE, BCG, Grand Strategy Matrix, SWOT, QSPM*