

SWOT Analysis for Double Track Program Development at SMAN 1 Tegaldlimo Banyuwangi



Akhlakul Karimah¹, Isti Fadah², Nurul Qomariah³

¹ SMA Negeri 1 Tegaldlimo Banyuwangi

² Universitas Jember

³ Universitas Muhammadiyah, Jember

ABSTRACT: The Double Track program is an effort made by the government to facilitate high school graduates who do not continue on to the undergraduate level with various skills so that when they graduate they have the skills to prepare for the world of work. The purpose of this study is to analyze the right business development strategy to be applied to the Double Track Program at SMAN 1 Tegaldlimo Banyuwangi. Sources of data come from school principals, teachers and students. Analysis of the data used is SWOT analysis. Results Based on the research, it is known that the business development factors of the Double Track Program at SMAN 1 Tegaldlimo consist of internal factors and external factors. The internal factors have a total score of 3.7 with a strength score of 2.4 and a weakness score of 1.3. Meanwhile, external factors have a total score of 3.1 with an opportunity score of 1.6 and a threat score of 1.5. After analyzing the data using the SWOT analysis technique, the result is that the alternative strategy used for the business development of the Doble Track Program at SMAN 1 Tegaldlimo is to use the SO strategy, which is in quadrant I which indicates that the position is very good for the development of the Doble Program. Keep track of the future. Thus the Double Track Program at SMAN 1 Tegaldlimo Banyuwangi can create a strategy that uses its strengths to take advantage of existing opportunities for business continuity.

KEYWORDS: SWOT analysis; Dual Track Programs; SMAN 1 Banyuwangi.

INTRODUCTION

SMA Double Track (DT) is the flagship program of East Java Province in the field of education. DoubleTrack is a regular implementation of KBM (teaching and learning activities) and organizes skills debriefing activities side by side in accordance with local wisdom. The concept is that the additional skills given to high school / MA students are distributed as extra curricular (extra curricular) provided that each student has at least 1 year to join the extra curricular they want. In addition, Double Track SMA/MA participants are also equipped with expertise or skills in the field of technology. This ability is important and becomes the capital for graduates to seize job and entrepreneurial opportunities along with the growth of online marketplaces and new jobs in the online and e-commerce fields.

SMAN 1 Tegaldlimo Banyuwangi is a school located in the south of Banyuwangi city, which is close to Alas Purwo and Plengkung Beach. Based on data from schools that continue their education to a higher level (undergraduate program) only around 30% each year of the number of students who almost reach a thousand students. With the phenomenon of graduates from high school not continuing to a higher level of about 30%, the Double Track program from the East Java Provincial Education Office is a solution to overcome this problem. The Doble Track program is expected to help develop students' skills in an area of expertise. This high school received a Double Track program with the types of expertise, namely Catering and Dressing.

Strategic planning in the Double Track Program is very important. This is because strategy is the direction that will be taken to start a business. Before it is decided to accept the Double Track Program, the school must carefully plan and calculate how the costs will be borne to run the Double Track program. In addition to costs, trainers who are experts in their fields, production tools used and so on are also needed. To obtain good production results, it is necessary to have the right planning. This right planning becomes one of the sources of innovation and local economic strength that supports the improvement of students' creativity and innovation in carrying out the learning process and the production of goods. Limited professional trainers, tight competition, lack of facilities that will support the promotion and distribution of goods and of course will have an impact on

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the development of production results from the Double Track Program activities. The main carrying capacity of the Double Track Program is business development strategies such as capital (financial) and professional human resources. In an effort to improve the ability to compete with other MSME businesses, the Double Track Program has begun to develop a marketing strategy, namely building communication with consumers to inform products while attracting consumers' interest in the products of the Double Track Program created and selecting and seeking partners in the world of DUDI. Running a business certainly has the goal of being able to continue to grow and compete with its competitors so that sales of production results from the Double Track Program can increase. This is inseparable from the important role of business strategy implemented by each line of business, including the Double Track Program at SMAN 1 Tegaldlimo. Competition in the business world requires business people to be able to create and design a strategy that is accurate and on target. Therefore, it is important to do a SWOT analysis for the Double Track Program at SMAN 1 Tegaldlimo Banyuwangi, to find out strengths, weaknesses, opportunities, and threats, the results of which can later be used to design goals, both short-term and long-term goals.

Research on the SWOT analysis has been done by many previous researchers whose results also differ from one study to another. Some of the research that has been done previously is presented below.

Research from (Sebtika et al., 2017) was conducted on PJOK Learning at SMA Negeri 1 Kesamben where the results are strength variables which include vision, school mission, school accreditation, sports achievements, human resources in education, student selection and learning planning are classified as good, weaknesses include infrastructure, implementation of learning, learning assessment is not good. While the opportunities are classified as good because with many achievements in the field of sports, good school accreditation, good planning, it will gain the trust of the community and the interest of new students who register to school more and more. the threat is classified as not good because of the lack of adequate facilities and infrastructure.

Research conducted by (Noor, 2014) at PT. Astra International Tbk. – Daihatsu Malang for Daihatsu Luxio products. The results showed that the results showed that Daihatsu Luxio products were located at coordinates 3.582 and 3.551 which were located in quadrant I. This quadrant I position supports a growth strategy with concentration through vertical integration.

The study (Hapsari, 2016) was conducted on students of class XI IPA 4 at SMA Negeri 1 Sleman with the aim of improving decision-making abilities for further studies through SWOT analysis. The results showed that the average score of the subjects in the pre-action was 78.19, increased to 90.69 in the first cycle. In the second cycle the average score of the subjects increased to 99.06, thus it can be concluded that the decision-making ability Further study of students can be improved through SWOT analysis.

Research from (Suryana, 2020) was conducted at SMAS PLUS Al-Bashariah Kotabaru Regency. The results show that the strategic location of the school, educational facilities, the name of SMA "Plus", the qualifications and commitment of educators, work programs, free school fees are internal strength factors. While the weakness of the school in terms of input, management can be overcome by carrying out a strategy of continuous policy change and improving school achievement in academic and non-academic fields. Opportunities that are owned, namely government support and foundations are aspects that must be changed.

Based on the theory of SWOT analysis and also the problems that occur at SMAN 1 Tegaldlimo Banyuwangi, as well as previous research that has been carried out by several researchers related to SWOT analysis, this study aims to analyze the right business development strategy to be applied to the Double Track Program at SMAN 1 Tegaldlimo. Banyuwangi.

RESEARCH METHODS

This type of research is descriptive qualitative research, namely the data collected in the form of words, pictures, not numbers (Sugiyono, 2013). According to (Moleong, 2010), qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. Descriptive research can also be interpreted as a form of research aimed at describing or describing existing phenomena, both natural phenomena and human engineering. This research was conducted at SMAN 1 Tegaldlimo Banyuwangi related to the right business development strategies to be applied to the Double Track Program. Interviews were used to explore the phenomena that exist in the SMAN 1 Tegaldlimo Banyuwangi environment so that the meaning of these phenomena can be understood related to the Doble Track Program. Interviews were conducted with the principal, teachers and students of SMAN 1 Tegaldlimo Banyuwangi to obtain documents related to the research. Observations are used to further ensure the truth of the data obtained from interviews and documents that are used as sources of existing data. Data analysis begins with collecting as much data as possible. Then the second stage is which reduced data will be used and which should be discarded. The third stage is drawing conclusions. Each stage of data analysis with this model must be presented (data display). The results of the data analysis are the strengths, weaknesses, opportunities and threats that come from the right business development to be applied to the Doble Track Program at SMAN 1 Tegaldlimo Banyuwangi.

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RESULTS AND DISCUSSION

Internal Factor Analysis Results

The data analysis used in this research is SWOT analysis. SWOT analysis is used to create a strategy to increase the production of the results of the Double Track Program at SMAN 1 Tegaldlimo. The SWOT analysis data collection stage can be divided into two, namely internal data on strengths, weaknesses and external opportunities, treats (Rangkuti, 2016). Based on the results of research on respondents participating in the Double Track Program at SMAN 1 Tegaldlimo, the internal strengths and weaknesses that affect the development of the Double Track Program at SMAN 1 Tegaldlimo are presented in Table 1.

Table 1. Internal Factors of the Double Track Program at SMAN 1 Tegaldlimo Banyuwangi

Internal factors	Weight	Rating	Weighting Score (Weight x Rating)
Strengths			
Complete supporting equipment	0,20	3	0,8
Marketing done	0,10	3	0,3
Adequate resources	0,20	4	0,8
Sufficient raw materials are available	0,10	5	0,5
			2,4
Weaknesses			
Cooperation with DUDI is less extensive	0,10	3	0,3
Limited time from students	0,20	3	0,6
Difficulty getting Trainers	0,10	4	0,4
	1,00		1,3
TOTAL			3,7

Based on the data presented in Table 1, it can be seen that the internal factors in the Double Track Program that have the greatest strength are supporting equipment with a weighting score of 0.8 and the one with the lowest weighting score is marketing results with a weighted score of 0.2. The difficulty of getting a trainer with the highest weight is 0.8 while the less extensive cooperation with DUDI is a weakness factor with the lowest weight being 0.3.

External Factor Analysis Results

Based on the results of research on the respondents of the Double Track Program at SMAN 1 Tegaldlimo, external factors, opportunities and threats that will affect the development of the Double Track Program that produce clothing and pastries, are presented in Table 2.

Table 2. External Factors of the Double Track Program at SMAN 1 Tegaldlimo Banyuwangi

External Factors	Weight	Rating	Weighting Score (Weight x Rating)
Opportunity			
Supporting equipment for the Double Track Program (Clothing and Pastries)	0,20	3	0,6
Consumer Interest in Clothing and Pastries	0,10	4	0,8
Cooperating with DUDI	0,10	2	0,2
			1,6
Treats			
The emergence of competitors engaged in the field of Clothing and Pastries	0,20	4	0,8
Unstable Raw Material Prices	0,10	3	0,3
Trend Factor	0,20	2	0,4
	1,00		1,5
TOTAL			3,1

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Based on the data in Table 2, it can be seen that the external factor that has the highest chance is that consumer interest in clothes and pastries is getting higher with a weight of 0.8 and the one with the lowest weight score is establishing cooperation with DUDI with a weight of 0.2. Meanwhile, from the threat factor, the highest weight is the emergence of competitors engaged in clothing and pastries with a weight of 0.8 and the external factor which has the lowest weighting score of threats is the price of unstable raw materials with a weight of 0.3. The SWOT analysis diagram for the Double Track Program at SMAN 1 Tegaldlimo Banyuwangi is presented in Figure 1.

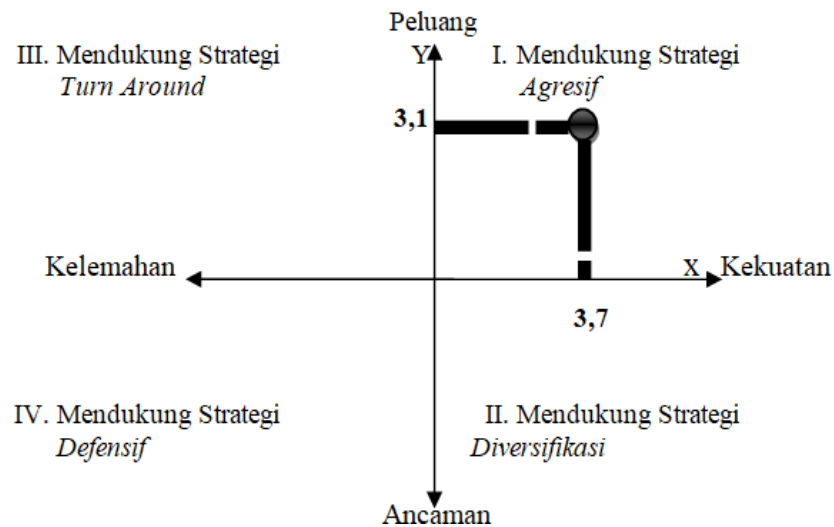


Figure 1. SWOT Analysis Diagram

Based on Figure 1, the results of the SWOT analysis diagram where the intersection point is at X,Y (3,7; 3,1) is in diagram 1 where the position is a very profitable situation. The Double Track program has opportunities and strengths so that it can take advantage of existing opportunities. The strategy that must be applied in this condition is to support an aggressive growth policy. Based on the SWOT analysis diagram in Figure 1 shows that, the position for the Double Track Program development strategy is in quadrant I, where this situation is very profitable in this position a Double Track Program has a strong position and has the opportunity to develop. Furthermore, the strategy that needs to be adopted is a rapid growth strategy, which means that the Double Track Program has the ability to fill market opportunities from its current line of business by choosing the fastest way because resources are selectively available, so that opportunities do not fall. competitors' hands. Thus the ideal strategy that must be taken includes developing Human Resources to be able to design customer orders even without samples and improve production quality.

Determination of Development Strategy Analysis

Based on the results of environmental analysis of internal factors and external factors in the Double Track Program of SMAN 1 Tegaldlimo, it can use a SWOT matrix approach to find out what alternative strategies are appropriate to use so that the business can develop better.

Table 3. SWOT Matrix Analysis

IFAS	WEAKNESS (W)	STRENGTH (S)
	<ul style="list-style-type: none"> . Cooperation with DUDI is less extensive . Limited time from students . Difficulty getting Trainers 	<ol style="list-style-type: none"> 1. Supporting equipment for the Double Track Program (Clothing and Pastries) 2. Adequate resources 3. Sufficient raw material 4. Marketing Double Track Program (Clothing and Pastries)
EFAS OPPORTUNITY (O)	WO STRATEGY	SO STRATEGY
<ol style="list-style-type: none"> 1. Supporting equipment for the Double Track Program (Clothing and Pastries) 	<ul style="list-style-type: none"> . Expanding business network by collaborating with Garment and Bakery . To anticipate the length of the product manufacturing process due to the limited time 	<ul style="list-style-type: none"> . With adequate equipment will facilitate the production process and the desired design . With the high interest of

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2. Consumer Interest in Clothing and Pastries 3. Cooperating with DUDI	of students, it is made to order and Trend.	consumers towards fashion and pastries, they must innovate the latest trends . Expanding the network of cooperation with other companies such as Garment, batik and Bakery
THREAT (T) 1. The emergence of competitors engaged in the field of Clothing and Pastries 2. Unstable Raw Material Prices 3. Trend Factor	WT STRATEGY . Strengthen online and offline promotions to enlarge the marketing area and provide maximum service to win the competition . Provide more service to each customer in order to arise satisfaction for consumers	ST STRATEGY . Creating innovation for every item design from its shape or color . Looking for a cheaper raw material sales network, both online and offline . Anticipating changes in trends, by always updating fashion and consumer tastes.

Based on the review in Table 3 of the SWOT matrix analysis, several alternative strategies can be applied that support the development of the Double Track Program at SMAN 1 Tegaldlimo as follows:

SO STRATEGY:

1. With adequate equipment will facilitate the production process and the desired design
2. With the high interest of consumers towards fashion and pastries, they must innovate the latest trends
3. Expanding the network of cooperation with other companies such as Garment, batik and Bakery

WO STRATEGY:

1. Expanding business network by collaborating with Garment and Bakery
2. To anticipate the length of the product manufacturing process due to the limited time of students, it is made to order and Trend.

ST STRATEGY:

1. Creating innovation for every item design from its shape or color
2. Looking for a cheaper raw material sales network, both online and offline
3. Anticipating changes in trends, by always updating fashion and consumer tastes

WT STRATEGY:

1. Strengthen online and offline promotions to enlarge the marketing area and provide maximum service to win the competition
2. Provide more service to each customer in order to arise satisfaction for consumers.

CONCLUSIONS AND SUGGESTIONS

CONCLUSION

Based on the results of the SWOT analysis, it shows that the Double Track Program at SMAN 1 Tegaldlimo is in quadrant I, this shows the Double Track Program at SMAN 1 Tegaldlimo has strong internal (strength) and external (opportunities) conditions. So the Double Track Program focuses on the "SO" strategy.

SUGGESTION

In order for the Double Track Program at SMAN 1 Tegaldlimo to support an aggressive strategy, the SO strategy can be implemented, namely:

1. With adequate equipment will facilitate the production process and the desired design
2. With the high interest of consumers towards fashion and pastries, they must innovate the latest trends
3. Expanding the network of cooperation with other companies such as Garments, batik and Bakery.

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