

E- ISSN: [2988-0084](#), P-ISSN: [2988-1595](#)

DOI: <https://doi.org/10.38035/sijet.v1i2>

Received: October 26th, 2023, Revised: November 08th, 2023, Published: November 13th, 2023

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SWOT Analysis in Strategic Planning of Start Technology Company Up

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Abstract: SWOT analysis is a working strategic framework that helps startups understand their position in the market by identifying strengths, weaknesses, opportunities and threats. Using this information, startups can develop strategies that capitalize on internal strengths, address weaknesses, seize opportunities, and mitigate threats. This helps them strengthen their position, optimize growth and better deal with market changes. Thus, SWOT analysis is a valuable tool in developing a startup strategy to achieve long-term success.

Keyword: SWOT Analysis. Start Up, Strategic Planning

INTRODUCTION

In Indonesia, Start Up is marked with growth rapid digital economy, driven by factors like increasing internet penetration, growth amount smartphone users, as well need will solution innovative in various field. The Indonesian government also provides increasing support big for startup ecosystem through various policies and programs, such as incentive tax, access to funding, and simplification regulations. This matter has inspire many people to start business new and building company innovative technology in Indonesia (Ririh, 2020).

Besides that's development the startup ecosystem is also driven by the existence of active communities, such as co-working spaces, networking events, and facilitating online platforms collaboration and exchange of ideas between entrepreneurs young. Investment from companies giant global technology has also flow to Indonesia, open opportunity new for local startup growth. So startups in Indonesia create very promising conditions for innovators and entrepreneurs For pioneering company new and changing the business landscape in this country (Rahmawati, 2022).

However, there are many founder of Start Up to businessmen in Indonesia matter This be the one that doesn't can considered Start Up. This matter due to, competition among current startups This is very true in Indonesia fierce, especially in the sectors main such as e-commerce, fintech, and technology health. Companies big like Gojek, Tokopedia and Shopee compete For dominate the e-commerce and services market delivery. In the fintech sector, companies such

as OVO, Dana, and LinkAja compete for get internal market share service digital payments and peer-to-peer lending. Temporary that, deep sector technology health, startups like Halodoc and Alodokter compete for to become the leading digital health platform in Indonesia (Abadi, 2021)

Besides Therefore, there is also competition in sectors new like agrotech, edtech, and transportation based technology. Startups in the field agrotech try For presenting solution innovative in agriculture and agribusiness, while in edtech, companies try For change method education delivered and accessed through online learning platforms. In sector transportation, though Gojek and Grab dominate the market, still There is room for new startups that offer solution innovative transportation. So that with competition among startups today This is spurring in Indonesia innovation and creativity, with companies competing For give mark plus to consumers and win market share.

So that in matter this is necessary use approach SWOT analysis (Strengths, Weaknesses, Opportunities, Threats), company can obtain deep insight about internal and external factors that influence their strategy. With identify internal strengths and weaknesses of the company can utilise advantages and overcoming challenges faced. On the other hand, with understand opportunities and threats in the environment external, company can adjust their strategy For utilise market opportunities and addressing possible risks arise (Siregar, 2020).

So based on background behind above, the Sturt Up trend is one of them popularity Indonesia with used by business people For open beginning company Good in a way national or international so that required There are SWOT analysis strategies that can be done help realize Power competitive Good in a way national or international. So from that works write scientific This entitled “Deep SWOT Analysis Planning Strategic Technology Company Sturt Up” with aim to get it identify strengths, weaknesses, opportunities and threats something organization. With understand factors this, so that startup business people can develop more strategies effective For increase Power competitive in the market.

METHOD

Methodology in research This is use study qualitative. Moleong (2017, p. 8) revealed research qualitative used For understand phenomenon or condition something nature object naturalistic as well as data presentation does not done with stated it in a way numeric Because presentation of data is characteristic quantitative. Findings study qualitative is also more deep For understand phenomenon from complex and contextual perspective. Findings from study qualitative often nature descriptive and interpretive, which provides understanding deep about various aspect from the phenomenon under study. As well as identification themes main thing that appears of the data and possible patterns is in it. This can help in understand relevant issues and relationships between various variable.

Research Data Collection This use Studies Literature. As for the use of this data for supports relevance data in the work write scientific without study direct in a way spaciousness. This matter in accordance with objective technique studies literature Where can help researcher for develop analysis critical to existing studies, identify weakness or strength in study before, and understand How study they can contribute to the same topic.

Besides that, as for explanation Swot analysis will used study This as following:

1. Strengths: Identify internal strength of a organization or business that can utilized For face competition. With understand excess this, organization can take advantage of it optimally for strengthen position them on the market.
2. Weaknesses: Be aware possible internal weaknesses hinder Power competitive. With know lack the organization can take steps for repair or overcome existing problems so that become more competitive.

3. Opportunities: Identify factors external that can utilized For increase performance and growth. With understand opportunity the organization can take steps strategic for take profit from market changes or existing trends.
4. Threats: Identify factors external that can hinder performance and growth. With know threat the organization can take steps proactive for reduce impact the negative or even change threat become opportunity.

With understand fourth aspect This through SWOT analysis of PT. Ratings are possible develop more strategies effective and adaptive for increase Power competitive in the market.

RESULTS AND DISCUSSION

Strategy Planning

Planning strategy is tool important for evaluate internal strengths and weaknesses as well opportunities and threats external factors faced by a person organization, industry, or country. With use method such as SWOT, Porter's Five Forces, PESTEL, and benchmarking, entities can identify superiority competitive and necessary areas improved. Result of analysis This help in formulate effective strategies for increase position competitive in the market, encouraging innovation, adaptability, as well maintain satisfaction and loyalty customer. Through systematic and comprehensive approach, entity can reach sustainable and successful growth period long (Savitri, 2021).

Besides that, with carry out comprehensive strategic planning, organization, industry, or country can develop more strategies Good For navigate dynamic and competitive market landscape. A number of step further as you can taken after do strategic planning includes (Anatasia, 2022)

- **Differentiation Strategy**
Develop product or unique service for stand out in the market. This Can form feature innovative, superior quality, or experience outside customers normal.
- **Efficiency Operational**
- Increase efficiency operational for lower costs and increase profit margins. This including process optimization, adoption technology new, and management chain effective supply.
- **Market Development**
Explore new markets or market segments that have not served for expand customer base and improve income.
- **Innovation Sustainable**
Push culture innovation For Keep going introduce new products, services, or processes that can be give superiority competitive period long.
- **Management Risk**
Identify and manage possible risks influence Power competitiveness, incl market, operational, financial and reputation risks.
- **Development Source Power Man**
Increase capabilities and skills power Work through training, development career, and management talent for ensure organization own source Power competent and empowered human beings competitive.
- **Enhancement Service Customer**
Increase quality service customer for build loyalty and increase retention customers, ultimately can support growth business.

With follow steps this, entity can strengthen its position in the market, overcoming challenge competition, and achieve success period long. Analysis Power effective competition no only help understand condition moment This but also deliver guide For planning strategic and retrieval more decisions good. Besides that, with carry out analysis Power competitive in a way comprehensive, entity can form more strategies Good For navigate tight market

competition. Steps further as you can taken covers differentiation product, improvement efficiency operations, new market exploration, innovation sustainable, management risk, development source Power human, collaboration strategic, and improvement service customer. Implement these strategies help strengthen position in the market, overcoming challenge competition, and achieve success as well as sustainable growth (Rindiani, 2023)

Analysis External and Internal Sturt Up Environment

Table 1. Analysis Factor External and Internal Sturt Up Environment

No	Internal factors	Factor External
	Strength	Opportunity
1	1. Competition high Sturt Up products 2. The number of Sturt Ups that provide Innovation new 3. Promotion Sturt Up products are increasingly available strictly on social media 4. Deliver quality service	1. Sturt Up products still become plus point in the middle public 2. Continue to develop For reach innovative and creative competition 3. Expansion to international markets 4. Partnership retail and influencer
	Weakness	Threat
2	1. Requires high funds For achieve a competent Startup 2. Channels increasingly global distribution fast 3. Dependency fast trend changed	1. Tough competition between constant competitors develop forward and advanced 2. Difficult get initial capital or addition from investors 3. Expectations high customer base and tight competition in matter service customer

Quadrants and Matrices Sowl

Quadrant SWOT matrix is tool analysis strategic use For identify and evaluate internal factors (Strengths and Weaknesses) and factors external influences (Opportunities and Threats). something organization , project , or business . Matrix This consists from four each quadrant helps in effective strategy formulation . Besides that , Through deep understanding to quadrant SWOT matrix , organization can identify key areas of need repaired or utilized . This possible they For formulate plan more action focused and effective For increase performance , coping challenges , and take advantage opportunities that exist in the environment business they . Besides Therefore , the SWOT matrix can also be used help in taking decision more strategic OK , because strengthen understanding will position relatively organizations in the market and the factors that influence them . With Thus , the SWOT matrix is not only is tool analysis , but also an invaluable tool in strategy development and planning business (Carina, 2022).

In matter this , before make SWOT quadrant , preferably count the weight and twig of internal and external factors with using internal IFAS (Internal Factor Analysis Summary Matrix) and EFAS (External Factor Analysis Summary Matrix). As for the following table the under This:

Table 2. IFAS (Internal Factor Analysis Summary Matrix)

No	Strength	Weight	Ratings	Score
1	Competition high Sturt Up products	0.16	4	0.64
2	The number of Sturt Ups that provide Innovation new	0.17	4	0.56

3	Promotion Start Up products are increasingly available strictly on social media	0.14	4	0.68
4	Give quality best	0.16	3	0.48
Amount		0.63	15	2.36

No	Weakness	Weight	Ratings	Score
1	Requires high funds for achieve a competent Startup	0.11	2	0.22
2	Channel increasingly global distribution fast	0.15	2	0.30
3	Dependency fast trend changed	0.11	2	0.22
Amount		0.37	6	0.74
Total		1.00	21	3.1

Based on table on showing that, total results IFAS Startup matrix with show total value in results analysis internal factors with a total score of 1.00 points This including category above average, which indicates that the internal conditions at Startup are in good position.

Table 3. EFAS (External Factor Analysis Summary Matrix)

No	Opportunities	Weight	Ratings	X Rating Weight Score
1	Startup Products still become plus point in the middle public	0.18	4	0.72
2	Continues to grow for reach innovative and creative competition	0.16	3	0.48
3	Expansion to international markets	0.15	3	0.45
	Partnership retail and influencer	0.13	3	0.39
Amount		0.62	13	2.04

No	Threat	Weight	Ratings	X Rating Weight Score
1	Intense competition between constant competitors develop forward and advanced	0.11	2	0.22
2	Difficult get initial capital or addition from investors	0.14	1	0.14
3	Expectation high customer base and tight competition in matter service customer	0.13	2	
Amount		0.38	3	0.26
Total		1.00	5	2.66

Based on table on showing that, total results EFAS Start Up matrix with total value 1.00 results This show above average. With thereby score obtained indicated that Star Up is taking advantage of the opportunities he has as well as avoid threat External. Furthermore as for table SWOT matrix as following:

Table 4. Star Up SWOT Matrix

SO Strategy	WO Strategy	ST Strategy	WT Strategy
Utilise owned networks and relationships For forming partnership with other companies or institutions that can strengthen startup position in the market. With use strength in digital marketing or social media For utilise trend or change behavior consumer .	Use opportunity funding or investment For overcome weakness financial . With partner with other companies or institution For cover internal weakness with utilise strength partner .	Utilise strength in quality products and services customer For maintain customer base although There is threat from competitors new or market changes . As well as using strength in diversification For reduce dependence on one market or possible products threatened .	Overcome weakness in Skills or knowledge with training and development employee For face threat from change technology or market. With adapt the business model For reduce impact from threat external and repair internal weakness .

With apply SWOT analysis , startups can utilise internal strength for reach opportunity , overcome weakness with existing opportunities , use them strength For face threat , and reduce weakness while avoid threat . This allows startups to Act in a way proactive and defensive , strengthening position them in the market, and improve opportunity success period long . As well as with use SWOT analysis , startups can formulate strategies that utilize internal strength , overcoming weakness , grabbing opportunity , and reduce threat . This matter possible they For increase superiority competitive , optimize growth , and minimizing risk , which is all important For success period long in a dynamic market .

CONCLUSION

SWOT analysis helps startups to understand position they're on the market with identify strengths , weaknesses , opportunities , and threats . With use information this , startups can formulate strategies that utilize internal strength , overcoming weakness , grabbing opportunity , and reduce threat . This help they strengthen position they , optimize growth , and coping market changes with more Good . With Thus , SWOT analysis is valuable tool in development of startup strategies for reach success period long .

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