

## ANALYSIS OF PLANT NURSERY BUSINESS DEVELOPMENT STRATEGIES AT VIKOM NURSERY BUSINESS IN LANGSA CITY

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### Abstract

*This research was carried out with the aim of identifying the priority strategy for developing the plant nursery business at the Vikom Nursery business located on Jl. Medan Banda Aceh, Gampong Teungoh, Kec. Langsa City, Langsa City. The research was conducted in October-November 2023. The method used was SWOT analysis. The results of the IFAS and EFAS matrices obtained alternative SO strategies with a score of 15.801, WO strategies with a score of 14.132, ST strategies with a score of 4.631, and WT strategies with a score of 2.962. The results of the research are based on QSPM analysis so that the main strategic priorities in developing plant breeding businesses at the nursery vikom are obtained, namely that business owners can apply for financial assistance through programs that have been created by the government to help MSMEs in Indonesia so that the results can be additional capital to develop their business. and adding more modern facilities and infrastructure. The suggestion in this research is to implement the main priority alternative strategies that have been produced in this research. After implementing the main priority strategies, business owners can also implement other alternative strategies in this research.*

**Keywords:** SWOT Analysis, QSPM, Strategy Priority.

## INTRODUCTION

The abundant potential of natural resources in Indonesia makes the agricultural sector one of the fields that can improve the community's economy. Currently, businesses in the agricultural sector have become a strategic choice in overcoming economic problems and seeking profits. Communities are starting to build agriculture-based businesses and are competing to develop their businesses. One of the agricultural subsectors is horticulture. The horticulture subsector consists of vegetables, fruit, ornamental plants, and medicinal plants (Tinaprilla, 2017).

One effort to increase the amount of plant production is to develop a nursery business. A nursery is a place or area for processing seeds into seeds or seedlings that are ready to be planted in the field. Activities in nurseries, such as nurseries, are one of the initial activities in the field of planting activities because this activity is very important and is one of the main keys in achieving successful planting (Irawan et al. 2020). The plant nursery business is an effort to fulfill the public's demand for seeds.

The nursery and hatchery industry in Indonesia is growing and increasing in number as evidenced by the existence of nursery businesses in every region. The community takes advantage of existing opportunities to build plant nursery businesses. Currently, entrepreneurs are also competing with each other in order to develop products from their respective businesses.

Vikom Nursery is one of the plant nursery businesses in Langsa City. This business is located on Jl. Medan B. Aceh, Gampong Teungoh, Kec. Langsa City, Langsa City, Aceh. The Vikom Nursery business was built in 2008 and has been running for a long time. The owner of the Vikom Nursery business is Mr. M Sani. This business sells various plant seeds, some of which include potato seeds, broccoli seeds, tomato seeds, chili seeds, mother-in-law's tongue flower seeds, deer antler flower seeds, taro flower seeds, orchid flower seeds, rose flower seeds and so on.

Based on the description of the background of the problem above, the researcher sees that this business has bright prospects for further development in the future by exploiting the

strengths and minimizing the weaknesses of this business. Researchers also want to optimize every opportunity and minimize threats to this business in the future. Therefore, researchers want to find the right strategy recommendations by conducting research on this business and adopting the research title, namely "Analysis of Plant Nursery Business Development Strategies in the Vikom Nursery Business in Langsa City."

## RESEARCH METHODS

### Research Location and Time

The research was carried out in October-November 2023 at the Vikom Nursery business, Jl. Medan Banda Aceh, Gampong Teungoh, Kec. Langsa City, Langsa City, Aceh. The choice of location was carried out deliberately with the consideration that the Vikom Nursery business is a business that has been running for a long time, but the business development strategy is still not optimal, so it is of interest to researchers to create appropriate alternative strategies in developing the plant nursery business at Vikom Nursery.

### Data Source Type

The data used in this research consists of primary and secondary data. Primary data were collected through several methods, namely observation, interviews, and questionnaires. Observation was conducted by the researcher through direct visits to the businesses being studied, allowing for a firsthand understanding of the phenomenon. Interviews involved direct interaction between the interviewer (researcher) and the interviewees (respondents), where information was gathered through structured questions in either oral or written form. Questionnaires were also employed, consisting of structured questions distributed to selected respondents to gather specific data. This method provided respondents with sufficient time to answer and was cost-effective compared to interviews, although it lacked flexibility and was relatively time-consuming. The primary data were gathered from six purposively selected respondents, including the business owner and five other key figures—three consumers, one academic, and one representative from the agricultural service—chosen for their knowledge and relevance to the research problem. Meanwhile, secondary data were obtained through literature reviews of books, journals, and reports from sources such as the Central Statistics Agency and other relevant publications, including internet-based articles and databases that support the research context.

### Data Analysis

The analysis method used in this research is SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) by systematically identifying various factors to formulate a business strategy (SO, ST, WO, WT Strategy).

## RESULTS AND DISCUSSION

The Respondents are research subjects. Meanwhile, the respondents to this research are the business owners of Vikom Nursery and other respondents as key figures. The characteristics of respondents in this study were differentiated based on age, gender, occupation, education, and number of dependents (**Table 1**).

### Identify Environmental factors

#### 1. Internal Environment

- a. Financial aspect. Financial sources really determine the success of the plant nursery business development strategy in the Vikom Nursery business, where the financial source of the Vikom Nursery business is from the plant nursery entrepreneur's own

capital. because there are no financial sources from other parties, such as the government or investors.

- b. Economic Aspects. The economic aspect has a very good impact on entrepreneurs who run a plant nursery business in the Vikom Nursery. The family's needs are met with this plant nursery business. Where this business is a permanent job to earn income.
- c. Operational Aspects. Judging from the location of the Vikom Nursery business which is run by entrepreneurs, this plant nursery business is strategically located, making it very easy to carry out operational activities as it is easy for consumers to find and find raw materials.
- d. Marketing Aspect. Plant nursery entrepreneurs market their sales in two ways, namely firstly selling to consumers who come directly to the sales location and secondly, this plant nursery business channels its sales to related parties.
- e. Development Aspects. In the Vikom Nursery business, entrepreneurs are developing their business in the form of development which is being developed slowly but there are no research activities yet because there are no research experts in the business being run. For now, entrepreneurs are only focused on running this plant nursery business because of limited funds to add to other businesses.
- f. Information Aspect. The information obtained by Vikom Nursery entrepreneurs is still very minimal, especially in terms of developing their business and marketing the sale of plant seeds.

## 2. External Environment

- a. Social, Cultural, Demographic and Environmental Aspects. The majority of people in Langsa City like and consume plants to put in their yards, so the existence of the Vikom Nursery business really helps the people in Langsa City in getting a supply of plant seeds. Apart from being very strategic, Vikom Nursery's sales business is also close to the location where raw materials are easy to obtain.
- b. Political, Government and Legal Aspects. The Langsa City Government has not helped Vikom Nursery entrepreneurs in terms of providing financial assistance.
- c. Technological Aspects. The technology used by the plant nursery business at Vikom Nursery still uses simple methods and is classified as conventional.
- d. Competitive Aspect. There are many competitors in the area around the Vikom Nursery business, making this business have many competitors.

**Table 1.** Characteristics of respondents

Respondents	Gender	Age (Years)	Work	Education	Number Of Dependents
Vikom Nursery Business Owner	Male	56	Self employed	Senior High School	3
Lecturer	Male	51	Lecturer	Master	2
Departement Of Agriculture	Female	51	Government Employees	Bachelor	2
Costumer	Male	54	Government Employees	Bachelor	3
Costumer	Male	23	Self employed	Senior High School	-
Costumer	Female	38	Self employed	Senior High School	3

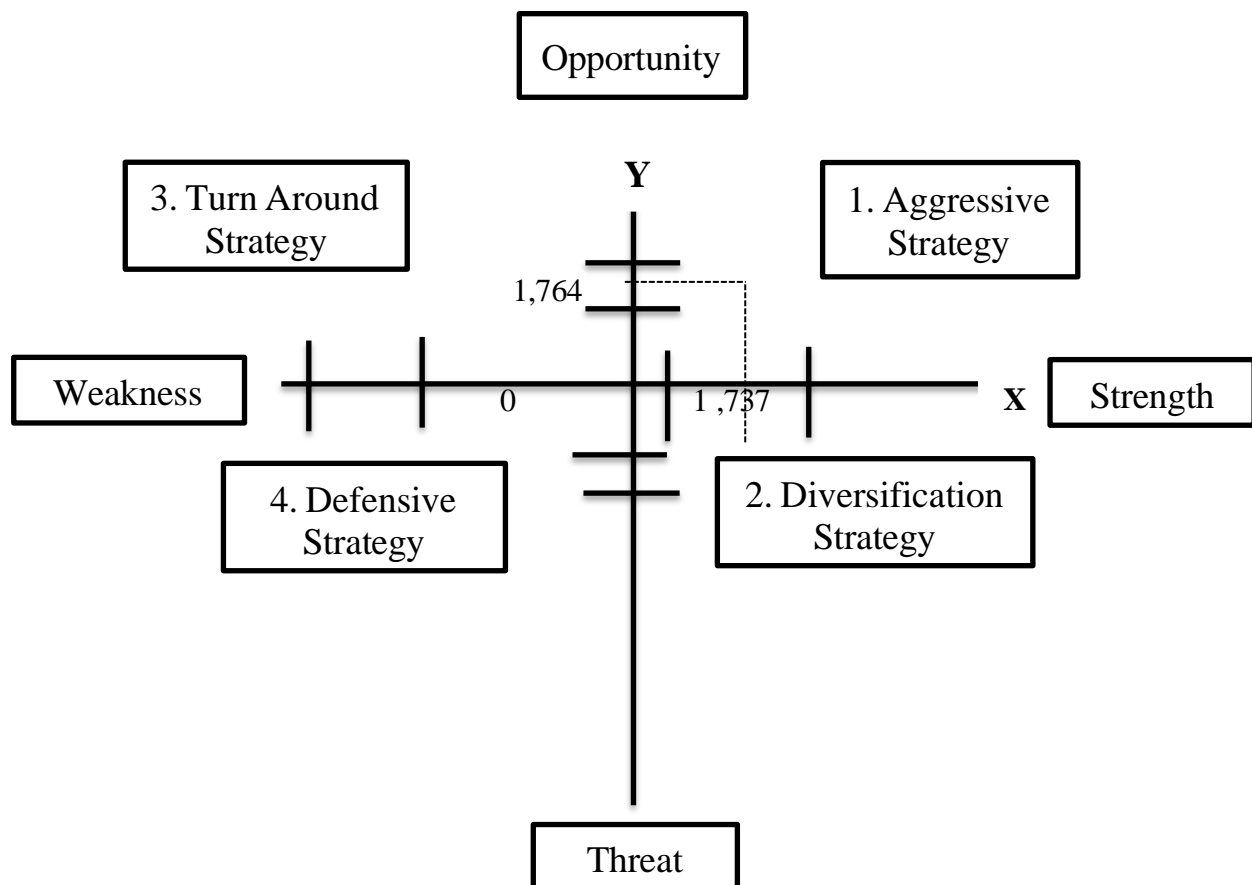
Source: Vikom Nursery, 2023.

**Table 2.** IFAS And EFAS Matrix Analysis Result

IFAS and EFAS	Strength (S)	Weakness (W)
	Strategy (SO)	Strategy (WO)
<b>Opportunities (O)</b>	$= 2,264 + 2,190$ $= 4,454$	$= 0,527 + 2,190$ $= 2,717$
	Strategy (ST)	Strategy (WT)
<b>Threat (T)</b>	$= 2,264 + 0,426$ $= 2,690$	$= 0,527 + 0,426$ $= 0,953$

Source: Processed Data, 2023.

### SWOT Diagram



**Figure 1.** SWOT Diagram Analysis Of Plant Nursery Business Development Strategies

Source: Vikom Nersery, 2023.

The development of the plant nursery business in the Vikom nursery business is in quadrant I, namely supporting aggressive strategies. This position is a very profitable position for the Vikom Nursery business, which has the strength to be able to take advantage of existing opportunities. The strategy that must be determined in this condition is to support aggressive growth policies (Growth-Oriented Strategy).

**Table 3. QSPM Matrix Analysis**

Number	Strategy					
	1	2	3	4	5	6
STAS 1	6,715	6,704	6,796	6,425	6,406	6,850
STAS 2	6,747	6,934	7,050	6,603	6,826	7,128
STAS 3	6,270	7,107	7,134	6,506	6,573	7,043
STAS 4	6,705	6,920	7,008	6,872	6,861	6,942
STAS 5	6,800	7,027	7,050	6,653	6,927	7,086
STAS 6	6,907	6,804	7,298	6,955	6,860	6,943
Total	40,144	41,496	42,336	40,014	40,453	41,992
Order Of Strategic Priorities	5	3	1	6	4	2

Source: Processed Data, 2023.

## CONCLUSION AND SUGGESTION

Based on the QSPM analysis carried out in the research, the priority strategy obtained is that business owners can apply for financial assistance through programs that have been created by the government to help MSMEs in Indonesia so that the results can be additional capital to develop their business and increase the facilities and infrastructure available. more modern. The priority of this strategy is obtained in the 3rd strategy with 42,336 points.

Implementing the main alternative strategic priorities produced in this research is that business owners can apply for financial assistance through programs that have been created by the government to help MSMEs in Indonesia so that the results can be additional capital to develop their business and add more modern facilities and infrastructure.

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