

Business Opportunities for Novice Business People in Moment Car Free Day Kuningan Regency West Java

Wachyuni¹, Wely Hadi Gunawan²

Department of Management Faculty of Economics, Kuningan University

E-mail: welyhadigunawan@uniku.ac.id

Abstract: This research is set against the backdrop of the rise of car free day events utilized not only to reduce air pollution, but also as a meeting place between groups of people in sports activities, cultural arts, and economics. As a public space, many businesses are used as a medium to promote the products they create. In this event also brings up budding business people. This research is intended to find out the business opportunities made by novice businesses by using SWOT analysis strategy of IFAS and EFAS matrix models. This research was conducted with a quantitative and qualitative approach. This sampling method is probability sampling, with proportional random sampling technique. The data analysis tool used is swot analysis. As a result, budding businesses are taking advantage of opportunities by building permanent businesses instead of just on Car Free Day, innovating, and building networks and using digital marketing to introduce products and also to increase product sales, create products and services that differ from competitors, manage finance and planning and analysis properly and maintain the quality of products they offer to the public.

Keywords: *Business Opportunities, Strength, Weaknesses, Opportunities, Threats, IFAS, EFAS*

1. Introduction

Initially Car Free Day (CFD) was held to reduce air pollution. Then many events are held, ranging from gymnastics, cycling, casual sitting, and also the impromptu market (sunday market) held every day of the week. Usually all residents interact from children, teenagers, adults, even parents. Several cities in Indonesia facilitated their communities during Car Free Day as public space and economic development.

The implementation of Car Free Day is also expected to stimulate the potential, creativity, and innovation of the community in the fields of arts, culture, and sports. The implementation of Car Free Day is also expected to stimulate the potential, creativity, and innovation of the community in the fields of arts, culture, sports, and economics. In the

development in the economic sector there is an impromptu market, will make it easier for anyone who wants to sell / contribute there, as long as it follows the rules set by the local government. In this market there are various food and beverages, accessories, clothing, even household complements. The goal is to improve business behavior skills especially for beginners both micro and medium enterprises. The involvement of business people, whether old players or new players in car free day moments in terms of marketing is very profitable, because the procedures that are followed are not too fussy, anyone, big, small capital, can all participate. For beginners this is an event that they wait as a medium to introduce their products at a fairly low cost can be more creative, they are able to sell their products, even trigger them to re-sell in the following week. We know that market globalization and competition are creating a huge change. Moreover, it has now led to industry 4.0 using digital. The right strategy must be applied to succeed through the use of opportunities in a fast-moving and increasingly competitive business environment (Ja'far, 2007, p.287). In the opinion of Arif F. Hadiparanata that business opportunities are a risk that must be taken and faced to manage and manage all affairs related to finance. And According to Thomas W. Zimmerer, Business opportunities are an applied one that consists of creativity and innovation to solve problems and see the opportunities faced every day.

Great potential in business is often a very strong attraction for business people. Without complete preparation, or careful planning, many businesses are plunging into the food and beverage business, so it is no surprise that many food and beverage businesses that eventually close, no longer operate. To run a business is necessary good planning, strategic planning that can give clear direction to businesses. Strategic planning is a step to translate mission, vision, goals, basic beliefs, basic values, and strategies into comprehensive and coherent strategic goals (Mulyadi, 2007, p.412).

For beginners it is good before setting up a strategic plan to be able to set up a business unit and be able to survive against competitors. The strategic plan begins with an analysis. A simple tool for finding business opportunities is with SWOT analysis. SWOT analysis is one of the planning points that must be done before starting a business. SWOT itself stands for strength, weaknesses, opportunities and Threats which in Indonesian means strengths, weaknesses, opportunities, and threats. The point is that the way to analyze swot efforts is to analyze or find out more about the strengths, weaknesses, opportunities, and threats associated with any chosen effort. One by one of the above we must analyze objectively and we understand well in order to be guidelines and references for other actions needed. <https://usaha-sukses-untung-besar.blogspot.com/2017/03/analisis-swot-sebelum-memulai-usaha.html>

Similarly, the Kuningan district government to increase its community SMEs provides opportunities through Car Free Day. Car Free Day (CFD) is routinely carried out every Sunday from 06.00 wib - 09.00 wib along Siliwangi Street, Pandapa Park, GOR Mashud, Purwawinangun Kuningan Regency West Java. In Kuningan area, business people, both beginners and large business people who participate in CFDs in ± 300.

Based on the description above researchers want to conduct research and study more through " Business Opportunities for Novice Business People in Moment Car Free Day Kuningan Regency West Java Problem Formulation

Based on the above description, the formula in this study is whether SWOT Analysis Strategy Is Able to Provide Business Opportunities for Novice Business People at Moment Car Free Day in Kuningan Regency?

Research Objectives

He purpose of this research is to analyze Business Opportunities for Novice Business People at Moment Car Free Day in Kuningan Regency through SWOT Analysis Strategy.

Outside research

As input and reference for Kuningan District Government and in determining the wisdom related to the problems faced by Novice Business People in Kuningan Regency

As a reference knowledge about the role of Budding Business People in increasing interest in establishing a business, and not just participating in Kuningan Regency.

2. Research Method

The research object is business people who benefit from Car Free Day on Sundays in Kuningan Regency. The respondents were Novice business people who participated in the Moment Car Free Day with probability sampling method, with Proportional Random Sampling Technique.

Sampling for research according to Suharsimi Arikunto (2010: 112), if the subject is less than 100 people should be taken all, if the subject is large or more than 100 people can be taken 10-15% or 20-25% or more. Novice business people who participated in the Car Free Day moment event in kuningan district \pm 300 people, and only as many as 75 respondents as a sample to facilitate the research, were taken from 25% x 300 respondents. The respondents were 43 female and 32 were male. And most are food and beverage traders by 43%, while the second order is represented by fashion products by 36%, and the rest are daily necessities traders, electronics merchants, motorcycle dealers, etc.

Analysis Methode

This study uses a type of qualitative data. The analytical tools used in analyzing this research are:

SWOT Analysis

3. Results and Discussion

Business Opportunities

According to solihin (2012: 128) opportunity is a positive trend that is located in the external environment of the company, and if the opportunity is exploited by the company, then the business opportunity has the potential to generate profit for the company on an ongoing basis.

According to the great dictionary of Indonesian opportunity is an opportunity (wiggle room) both in concrete form and in abstract form. Whereas according to Hendro (2011:133) business opportunities come from an inspiration, idea, or opportunity that arises to be utilized for one's benefit either in daily life or in business. An opportunity in English is an opportunity that means one or more occasions arises from an event or moment.

Source of Opportunity

The source of opportunities or opportunities according to Hendro (2011: 135) comes from:

1. Self Opportunities (hobbies, skills, knowledge, Education) are the most potential and very large risk of success sourced from within themselves, for the following reasons:
 - a. Business takes a long process and can even be a lifetime so the business has to make someone who lives it happy and successful.
 - b. Businesses need consistency and high commitment so the key to success is to love the job or the business.
 - c. Business success is an accumulation of success in conquering failure after failure so that everything can be realized.
2. The surrounding environment can give rise to many opportunities and inspiration, for example:
 - a. The efforts of parents, in daily discussions parents must often tell of the difficulties faced in their business. It can bring business inspiration when combined with educational background, hobbies, knowledge and expertise.
 - b. The neighborhood of the house, such as associations, neighbors, playmates, and others.
 - c. Habits in order to get to campus, travel, campus environment, campus friends and others.
 - d. When visiting the café, or wherever the place visited will bring inspiration and business opportunities.
3. Changes That Occur
The big opportunities that often arise into a business are changes that occur in the environment, such as Global change, Environmental change, Change of Government Regulations, Changing seasons, Lifestyle changes, Changes in the level of need about, healthier lifestyles, Changes in the higher (onerous) level of work pressures, Changes in information and communication technology such as advances in mobile phone and internet technology, and changes in the growth rate of vehicle owners will give rise to spare part sales opportunities , insurance, workshop accessories and others.
4. Consumers
The voice of consumers is important because it often creates new ideas in improving existing products and opportunities for those who will set up new businesses. Feedback from consumers that can inspire new opportunities such as: complaints from consumers, suggestions from consumers, special requests from consumers and potential consumers, wishful thinking dreamed up by consumers about certain products or services, expectations from consumers towards the products or services offered.
5. Other People's Ideas
Usually coming from consumers, ideas from others (complaints about a product or service delivered by a friend), can give you an idea that opens up opportunities in creating a business.
6. Information Obtained
In encounters with others sometimes we get new information. For the person who hears it, the new information can be useful to serve as a business opportunity because it has a relationship with the knowledge and experience he or she has. But for certain people the new information is not useful because it has no connection to the knowledge and

experience they have. This can distinguish why there are people who feel they have no chance compared to people who have opportunities.

Opportunity Analysis

Its success and failure rate in the market depends on the integration of all four things, namely competition, competitors, changes in the direction of competition, and customer needs. Opportunities are not enough to simply come from a business idea derived from an inspiration. It's just the initial process or just the raw opportunity. Therefore, it is necessary to know what are the characteristics of potential opportunities and can be categorized as business opportunities.

The characteristics of that potential business are: The business built is a potential business or has a high selling value; It does not make the business merely a personal ambition but a real nature; The business has a long lasting time in the market; Will not spend capital (money) because it is too big an investment; Not momentum (momentary occurrence) or seasonal; Can be scaled up to industrial scale Characteristics of Good Business Opportunities Potential businesses are based on the characteristics of a good business opportunity, the characteristics of good business opportunities are:

1. The opportunity is original and not artificial;
2. The opportunity should be able to anticipate changes in competition and market needs in the future.
3. Completely in accordance with the interest or there is a link with knowledge, expertise and nature so that the opportunity can last longer.
4. The level of visibility (feasibility of the business) is completely tested, for it needs to be done research and trials in the market.
5. Creative and innovative ideas are not imitations of other people's ideas.
6. There is confidence in making it happen and success to live it. Business Opportunity Success

Factors Business Opportunity success factors according to Hendro (2011:143) the success factors of business opportunities are as follows:

1. The opportunity meets the characteristics of good business opportunities
2. Starting from market test and trial such as: How much your product needs level in the market; How much continuity the product needs; Find out why people are reluctant to buy, use, and use your services or products.
3. Follow and meet the needs of consumers.
4. Follow the trend (trend) of market changes.
5. Can be continuously innovated and improved quality.
6. The risk of failure is not great when it first starts.
7. Is the best alternative to the opportunities available.

Failure Factor of A Business Opportunity

Failure to create/ offer products or services that want to be offered to potential customers.

These factors include:

- The market needs are not monotonous and seasonal so it is not only short-term.

- That opportunity has expired or there have been many people who started it.
- Didn't immediately make a decision to start it so the opportunity just passed. It is called NADO (Not Action Dream Only) or NAPO (Not Action Plan Only).
- The time is over, there is a change in needs or emerging new technologies that have made the opportunity of the product or service out of date.
- Market surveys are inaccurate, meaning it's just your perception that the opportunity is very potential and then immediately implemented.
- Easy to emulate or create by others.
- Low purchasing power.
- Unsustainable needs.
- The small level of need for alternative selection of his business ideas is wrong (not the best).

A Business Success Ratio

When the opportunity has been decided and evaluated then the next important thing to do is to choose a business reference. Based on Hendro (2011:150) the percentage of success is determined by the basis of choosing a business.

Approach to Identifying Business Opportunities

According to Anoraga and Sudantoko (2002:186) there are two phases of approach identifying business opportunities, namely:

1. The First phase is to find ideas. There are four places to acquire ideas of business opportunities: yourself, customers, markets, failed products.
2. Phase Two is to identify business opportunities in relation to ideas that include: problem analysis, situation analysis, formulating unknown areas, surveying target customers.

Strategic Planning

Planning is some activity that has effective value, so as to achieve the expected goals. So strategy planning is the job of planning strategies to guide the company's entire actions, managerial processes to build and maintain conformity between the organization's resources and its market opportunities. According to Stoner (1996:49) the strategic planning process presents the following steps: Goal formulation; Identification of current objectives and strategies; Environmental analysis; Resource analysis; Identification of opportunities and strategic anacaman; Determination of the extent of strategic change is needed; Strategic decision-making; Measurement and control of the program. According to Kotler (1997:44) the business strategy planning process is as follows: Business mission; External environmental analysis (analysis of opportunities or disruptions); Internal environmental analysis (analysis of strengths and weaknesses); Formulation of goals; Formulation or formulation of strategies; The formulation of the program includes strengthening the research and development section, gathering technological prowess, developing successful products and so on; The implementation of a clearly formulated strategy is accompanied by a well-formulated program; Feedback and control from the implementation of strategies for changes and developments in the internal and external environment.

The opinions of experts on the definition of strategic planning are as follows: Strategic planning is the process of determining the objectives of the company, determining the

policies and programs necessary to achieve certain goals in order to achieve the objectives and determination of methods necessary to ensure that the strategic program policy is implemented.

Strategy formulations include a variety of analysis, planning, and strategy selection activities that can increase opportunities for the company to achieve (Kusnadi and Hanafi, 1999:174). The formulation of strategies in business opportunities for ulaula businesses is a strategy selection activity based on internal and external environmental analysis of SWOT analysis. Kusnadi and Hanafi (1999:204) stated that there are strategic selection criteria among others: (1) Strategies should be responsive to external environment; (2) Strategies involve competitive advantage; (3) Strategies in line with other strategies contained within the organization. Formulation of development strategies based on superior strategies resulting from environmental analyses and alternative strategies of SWOT analysis.

Swot Analysis

SWOT analysis stands for strength words, weaknesses, opportunities and threats. SWOT analysis aims to determine realistic efforts, in accordance with the company's conditions and therefore easier to achieve each company can use SWOT analysis techniques.

This research shows that business opportunities for novice businesses can be determined by a combination of internal factors and external factors. Both factors should be considered in the SWOT analysis. Through SWOT analysis, the company can evaluate overall strengths, weaknesses, opportunities and barriers or threats to the company's performance.

The purpose of conducting SWOT analysis on the company is to determine the company's activities based on its strengths, to exploit existing opportunities and opportunities, by reducing or eliminating threats and disruptions that jeopardize the company's position in the market, in order to improve the company's ability to generate and profit.

SWOT analysis can be applied in determining the objectives of marketing management strategy, can be said before determining the marketing objectives that the company wants to achieve should the company analyze, through

Tabel 1
Internal and External Factor Interaction Matrix

factor internal external factors	Strengths (S)	Weakness (W)
Opportunity (O)	SO Strategy List of strengths to reach for the advantages of company opportunities.	WO Strategy Sign up to zoom out weaknesses with take advantage of the advantages opportunities.

Threat (T)	ST Strategy List strengths to avoid Threat.	WT Strategy List to minimize weaknesses and avoid Threat
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Source : Rangkuti (2006:35)

The result of the interaction of internal strategic factors with external results in strategic alternatives. The SWOT matrix describes various alternative strategies that can be done based on the results of SWOT analysis (Purnomo, Zulkieflimansyah, 1996:87). SO strategy is a strategy that is used by utilizing/optimizing the power it has to take advantage of the various opportunities that exist.

While WO strategy is a strategy that is used as optimally as possible to minimize weaknesses. ST strategy is a strategy used by mandating/optimizing strength to reduce various threats. WT Strategy is a strategy used to reduce weaknesses in order to minimize/avoid threats.

Conceptual Framework

The ability of SWOT Analysis Strategy internally in benefiting business opportunities for novice business people.

SWOT analysis involves specific business objectives and identification of internal-external factors to achieve those goals. The purpose of this research is to find opportunities for budding businesses. Elements contained in the SWOT Analysis consist of Strength, Weakness, Opportunity and Threats. According to the Summary to analyze SWOT internally will use matrik IFAS (Internal Strategic Factor Analysis Summary) namely: SO (Strength and Opportunity) and WO (Weakness and Oppotunity). In this matrik the goal is to identify and assess the internal factors that predominantly affect the opportunities for budding businesses at momentCar Free Day in Kuningan Regency. Inventory internal factors that influence the achievement of targets, vision, and missions that have been set in detail by budding business people in the moment Car free Day Kaupaten Kuningan West Java.

External SWOT Analysis Strategy Capabilities in Utilizing Business Opportunities for Novice Businesses.

SWOT analysis strategy to know specific business opportunities and identify external factors, according to external summary will use Matrix Efas (External Strategic Factor Analysis Summary), this matrix that identifies and assesses dominant external factors that affect the opportunities for novice businesses at momentCar Free Day in Kuningan Regency. According to Nda Cinting (2010), Inventorying external factors that influence the achievement of goals, vision and missions that have been set in detail (detail) then discusses any external factors whether including opportunities or threats compared to other companies, by way of opinion polls.

3.2 Discussions

The results of the research were conducted to find out the business opportunities for budding businesses to introduce their products with swot analysis approach. SWOT analysis is used in order to assess expert assessments of strength, weakness, opportunity, and threat

factors. Based on ifas (Internal Factor Analysis System) and EFAS (External Factor Analysis System) assessments, there are several alternative strategies that can be used in developing businesses for novice businesses not only in CFD events, but able to have a permanent business not only to help finance for novice businesses.

SWOT Analysis Results

In to find out the business opportunities for budding business people by using SWOT analysis, the following stages are carried out:

1. Formulation of Internal Factors and External Factors

The initial step is to conduct a review of the internal factors and external factors of the budding business enterprises to find out how much business opportunities they have able to develop into a permanent or permanent business unit. Identification of factors related to business opportunities for budding businesses by looking for references to various literature, documents, digging information through in-person interviews with various parties (Speakers) who are believed to know (experts) the problems that are being researched

SWOT Analysis is a strategic planning method used to evaluate strengths, weaknesses, opportunities, and threats that may occur in achieving a goal of project activities / business activities or institutions / institutions on a wider scale. This analysis systematically identifies the strength and weakness factors of the company's internal as well as the factors of opportunity and threat in the environment faced by the company.

The implementation of SWOT is as follows:

1. Strengths –Opportunities (SO) : How forces are able to take advantage of existing opportunities
2. Weaknesses –Opportunities(WO) : How to overcome weaknesses that can reduce the advantages of existing opportunities
3. Strengths – Threats: How existing forces can defeat existing threats
4. Weaknesses –Threats: How to overcome existing weaknesses so that new threats occur

IFAS Matrix

Matrik IFAS (Internal Strategic Factor Analysis Summary) of this matrik to identify and assess the dominant internal factors affecting the business opportunities of budding businesses. Inventorying internal factors that influence the achievement of goals, vision, and missions that have been set in detail then discuss each internal factor whether including strengths or weaknesses compared to other companies, by way of opinion polls:

- a. Strength is an activity (process) and resources that are already good
- b. Weaknesses are activities (processes) and resources that have not been good. Nda Cinting (2010)

EFAS Matrix

Matrik EFAS (External Strategic Factor Analysis Summary) this matrik that identifies and assesses the dominant external factors that affect the business opportunities of budding businesses. According to Nda Cinting (2010), Inventorying external factors that influence the achievement of goals, vision and missions that have been set in detail (detail) then discusses

any external factors whether including opportunities or threats compared to other companies, by way of opinion polls. Opportunity is a positive external factor whereas a threat is a negative external factor Making the Matrix of Internal Strategic Factors Analysis Summary (IFAS) and External Strategic Factors Analysis Summary (EFAS) the goal is to see how many positions each factor has included in strength, weakness, opportunity or threat after weighting, downsing, and assessment.

Tabel. 2
Internal Factor Analysis

Factor Internal	
Strength Factor	Weakness Factor
1) Able to innovate 2) Have technology to support online market 3) The average young business person dares to take risks 4) Have a strong network of cooperation / relationships 5) Quickly adapt	1) The products offered are easy to replicate. 2) Incorrect planning and analysis 3) Limited capital 4) Unknown products 5) Lack of control on business unit finances

Processed data 2019

A. External analysis

External Factor Analysis through SWOT, in table 3:

Tabel 3
External Factor Analysis

External Factors	
Opportunity Factor	Threat Factor
1) Large number of visitors 2) Increased consumption and purchasing power of the community. 3) Promotional media for products owned by 4) Establish a permanent business 5) Innovative product excellence	1) Large number of visitors 2) Increased consumption and purchasing power of the community. 3) Promotional media for products owned by 4) Establish a permanent business 5) Innovative product excellence

1. Weighting Internal Factor Analysis System (IFAS) and External Factor Analysis System(EFAS)

After determined strengths and weaknesses in internal factors as well as

opportunities and threats to external factors, further weighting ifas-EFAS SWOT elements can be seen in tables 4 and 5 below:

Tabel 4
Internal Strategy Factor Analysis System (IFAS)

Internal Strategy Factors	Weights	RATING	WEIGHT X Rating
Strengths			
Able to innovate	0,15	3	0,45
Have technology to support online market	0,10	2	0,20
The average young business person dares to take risks.	0,15	3	0,45
Have a strong network of cooperation/relationships	0,15	3	0,45
Quickly adapt	0,10	2	0,20
TOTAL STRENGTH(S)			1,75
Weakness			
The products offered are easy to replicate.	0,10	1	0,10
Misplanning and analysis	0,05	3	0,15
Limited capital	0,10	1	0,10
Unknown product	0,05	3	0,15
Lack of control on business unit finances	0,05	3	0,15
TOTAL WEAKNESS(W)			0,65
TOTAL	1.00		2,40

Process researcher data (2019)

Based on the table of 4 IFAS matrix above it appears that novice businesses participating in car free day moments have readiness to innovate can be seen from the products they offer, they are also very brave in taking risks, and on average they have a strong network of cooperation with various companies or agencies related to their business seen from the highest value weight of 0.15. In technology to support product marketing to the online market and the speed of adapting to the business environment has only a weight of 0.10.

Novice business people who take advantage of Car Free Day moments also have weaknesses, such as: wrong in planning and analysis, the product is not much known, and financial control is still lacking. This can be seen because it weighs only 0.05. In addition, the other drawbacks are that their products are easy to replicate, and the capital owned is very limited.

The highest value of the IFAS matrix for novice businesses at the Car Free Day event moment is 0.45 and the lowest value is 0.10, so the IFAS has a value of 2.45. So, budding businesses have a great opportunity to advance their business not only on Car Free Day

moment, expected to be spearheaded to build a permanent business, have a good market, provide jobs for others, and most importantly to improve the welfare of the business itself, by developing the strengths that are possessed in order to overcome its weaknesses and be able to compete with other businesses.

Tabel 5

Eksternal Strategy Factor Analysis System (EFAS)

External Strategy Factors	External Strategy Factors	RATING	BBT X RTNG
Opportunities			
Large number of visitors	0,20	4	0,80
The consumption and purchasing power of the community is constantly improving.	0,15	3	0,45
Promotional media for products owned by	0,15	3	0,45
Set up a permanent business	0,10	2	0,20
Innovative product excellence	0,15	3	0,45
TOTAL Opportunities (O)			2,35
Threat			
High competition from competitors	0,05	3	0,15
Great preparation of funds.	0,10	2	0,20
Unstable market conditions	0,10	2	0,20
TOTAL THREAT (T)			0,55
TOTAL	1.0		1,95

Data Processing Researchers 2019

Based on EFAS table 4.3. Above, it is known that Car Free Day is always crowded by visitors, because it has the highest value, which is 0.20. Then influenced also from the consumption and purchasing power of the community that continues to increase, the promotional media towards the products owned is much easier, the excellence of innovative products is seen from the value owned by 0.15, and the opportunity to establish a permanent business and not just for a certain moment, worth 0, 10. However, due to the high number of visitors causing high competition from competitors, and this shows the low competition to compete from budding businesses on Car Free Day, this is indicated by a value of 0.05. The next low thing that novice businesses have is the preparation of large funds and the unstable market condii part of the threat. Based on the calculation, obtained efas value of 1.95 means that changes in external factors affect business opportunities for businesses. But with the power that has on internal factors is able to deal with the changes – those changes.

SWOT Strategy Formulation

The formulation of strategies based on SWOT weighting is created an interaction matrix as described in table 6 below

Tabel 6

Matrik Interaksi Faktor Internal dan Faktor Eksternal

F. Internal F. Eksternal	Strength (S)	Weaknesses (W)
	Opportunity (O)	Threat (T)
	Strategy SO	Strategy WO
	strategy ST	Strategy WT

Formulation of SO, ST, WO, WT strategies, structured based on internal factors S and W; as well as external factors O and T into the IFAS-EFAS SWOT interaction matrix as in table 4.2. and 4.3. Then based on the SWOT interaction matrix is done weighting the assessment to determine the scale of the priority. The arrangement of alternative strategies based on the order of priorities can be seen in table 4.5.

Tabel 7

IFAS Interaction Matrix- EFAS SWOT

F. Internal F. Eksternal	strengths (S)	Weakness (W)
	1. Able to innovate 2. Have technology to support online market 3. The average young business person dares to take risks 4. Have a strong network of cooperation / relationships 5. Quickly adapt (Weight – 1.75)	1. The products offered are easy to replicate. 2. Incorrect planning and analysis 3. Limited capital 4. Unknown products 5. Lack of control on business unit finances (Weight -0.06)

<p>Opportunity (O)</p> <ol style="list-style-type: none"> 1. Large number of visitors 2. Increased consumption and purchasing power of the community 3. Promotional media for products owned by 4. Establish a permanent business 5. Innovative product excellence <p>(Weight -2.35)</p>	<p>SO Strategy</p> <ol style="list-style-type: none"> 1. Building a permanent business not onlyutilizing moment Car Free Day (S1,S2,S3,S4,S5,O1,02,03,04, 05) 2. Improve product innovation and network cooperation. <p>SO = 4.10</p>	<p>WO Strategy</p> <ol style="list-style-type: none"> 1. Use digital marketing to introduce products and also to increase product sales (W1,W4, 01,02,03) <p>WO = 2.41</p>
<p>Threat (T)</p> <ol style="list-style-type: none"> 1. High business competition from competitors 2. Preparation of large funds. 3. Unstable market conditions 	<p>ST Strategy</p> <ol style="list-style-type: none"> 1. Create different products and services from competitors (S1,S2.01,03) 	<p>WT Strategy</p> <ol style="list-style-type: none"> 1. Manage finances and planning and analysis properly 2. Maintain product quality <p>W2,W3,T1,T2</p>

Data Processing Researchers 2019

The results of the IFAS and EFAS matrix are as follows:

Tabel 8
Weighting of Questionnaire results

IFAS	S = 1,75	W = 0,06
EFAS		
O = 2,35	SO = 4,10	WO = 2,41
T = 0,55	ST = 2,30	WT =1,20

Results processed 2019

Based on the weighting of questionnaire results, the strategy priorities from highest to low are as follows:

Tabel 4.8
Alternate Sequence of SWOT Strategies

Priority	strategy	VALUE WEIGHT
I	Strength – Opportunity (SO)	4,10
II	Weakness – opportunity (WO)	2,41
III	Strenght – Threat (ST)	2,30
IV	Weakness – Threat (WT)	1,20

Processed data 2019

Exterminating

Beginner Business Development Strategy on Moment Car Free Day

The development strategies for budding businesses using SWOT are as follows:

A. SO Strategy

- A strategy to build a permanent business, so that they earn better incomes, and be able to create jobs for people who need jobs.
- Innovate the products they offer and start building networks with government and private agencies so that their businesses can grow well.

B. WO Strategy

- To introduce products and increase the volume of sales of their products, it is best to go digital marketing, such as using istagram, whatapps, facebook, and others.

C. ST Strategy

- Create different products and services from competitors so that consumers and customers always buy products offered by novice businesses. Utilizing technology to explore the desires and needs of consumers in order to create unique and different products and services.

D. WT Strategy

- Manage finances and plan and analyze properly so that the businesses they build can last a long time, because usually the financial management is chaotic. The thing to note is that the capital factor should be really regulated in such a way, and start paying attention to external parties as capital boosters.
- Maintain the quality of products so that consumers can serve customers and make them as wom promotional media. In addition, with the value of trust from consumers / customers so as not to move to competitor products.

Based on table 4.7 on IFAS strategy and EFAS translates that SWOT strategy with the main weight is Strength-Opportunity (SO). This strategy tells how novice businesses maintain their business by utilizing existing strengths to be able to take the opportunity to become a permanent business unit, innovate, and build a network of cooperation with government agencies (such as the Cooperative Office and MSMEs of Kuningan district) and private business units related to business units of businesses (such as: suppliers, financial institutions, distributors).

This SO strategy takes precedence because it has a significant influence on the business path and the most urgent thing to implement. However, it doesn't mean that other strategies are left behind because they have a small weight of value, it's good that they're all filled together and synergistic, so that companies can last forever and provide jobs for the unemployed.

4. Conclusion

Conclusions

Based on the discussion of the previous chapter can be concluded that the opportunities for budding business people in the moment Car Free Day in developing its business unit are as follows:

1. Novice business people take advantage of opportunities by building permanent businesses instead of just on Car Free Day moments, innovating, and building networks.
2. Use digital marketing to introduce products and also to increase product sales.
3. Create different products and services from competitors.
4. Manage finance and planning and analysis properly and maintain the quality of the products they offer to the community.

5. Suggestions

The advice that will be conveyed from the researchers is:

1. It is best for start-up businesses to innovate in addition to digging up information about the needs of consumers, it is also good to participate in trainings held by government and private agencies, thus producing suitable and quality products.
2. Really excited to do promotion through digital marketing.
3. We recommend that novice business owners strengthen their business units following training in financial management and building cooperation with financial institutions.

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