

Students' SWOT Analysis Perspective on Herborist Business and Tour Packages

Ong Pearl Mares¹, Debora Shelica Soetedjo², Cindy Citya Dima³

¹Universitas Dian Nuswantoro, Semarang, Indonesia

313202100344@mhs.dinus.ac.id

²Universitas Dian Nuswantoro, Semarang, Indonesia

313202100345@mhs.dinus.ac.id

³Universitas Dian Nuswantoro, Semarang, Indonesia

cindyc.dima@dsn.dinus.ac.id

Keywords;

SWOT; factory
tour; edutrip;
herborist.

ABSTRACT

Herborist is one of the leading producers of herbal cosmetics in Indonesia. Herborist also provides a factory tour service that can accommodate 50 visitors in each group. This factory tour was carried out as an attempt by Herborist Semarang for a promotional event. Activities around the factory were arranged to introduce tourists to production activities and herborist history and to visit the "Oemah Herborist". This activity added a positive influence on both Herborist and visitors. This factory tour activity is open to all groups according to the activity package provided. In the package offered by Herborist Semarang, there is a separate SWOT analysis. This study aimed to find out SWOT's Oemah Herborist factory tour activities. SWOT analysis describes conditions and evaluates a business-related problem, including four factors (Strength, Weakness, Opportunity, and Threats). This analysis uses qualitative descriptive methods. Based on the results of the data collected, the management of SWOT tourism distribution from Herborist has several drawbacks and threats. Herborist should maximize the performance of its employees in promoting Edutrip tourism packaging to the general public about the edutrip offered. Herborists should be able to use social media to promote edutrips to the wider public. Herborists must continue to innovate by developing several types of cosmetic products to meet the needs of cosmetic promotion in beauty classes. The rest of Herborist's edutrip is already very interesting and good to visit because not many companies have entered this opportunity.

INTRODUCTION

Businesses and package tours at large or small companies have advantages, disadvantages, opportunities, and threats. As time progress, global competition becomes more intense, so companies that open package tours are required to pay attention to the situation and be able to compete in determining strategies. One of the major companies in Indonesia is PT Victoria Care Indonesia which produces cosmetics and personal care. Since 1920, SWOT analysis was introduced by the Harvard Policy model and conducted at Harvard Business School. SWOT Analysis learns about systematic strategic directions by covering internal and external environments: Strengths, Weaknesses, Opportunities, and Threats. One tourist destination is creative tourism; visiting factories has become a tourist attraction in Semarang. We will discuss a tour of Herborist factory with various SWOTs. This travel package will usually interest many tourists; this herborist tour is included in educational tours or can be called edutrip. Edutrip is a program designed for all communities to

participate in an activity by combining education with travel to improve knowledge, skills, soft and hard skills. The target of this study was carried out for students and students in semester 3 from the Hospitality Management Study Program of Dian Nuswantoro University, Semarang. This research was conducted in the lecture environment because after visiting PT Victoria Care Indonesia, the Hospitality Management Study Program students at Dian Nuswantoro University have various opinions based on management theory, each related to SWOT, and The authors make the analysis.

METHODE

This research was conducted on September 24 and October 1, 2022 at PT. Victoria Care Indonesia Tbk Temple Industrial Estate, Block 5A/B Gatot Subroto Krapyak, Ngaliyan, Semarang. The research was conducted through observation, interviews and documentation studies with the research subject and several informants. The study's results are analyzed by researchers using qualitative descriptive techniques, which means that researchers will describe, decipher, and interpret all the collected data to obtain a general and comprehensive picture. Based on the results of research conducted on SWOT Herborist in the Beauty Class activity carried out by 36 students and divided into 2 sessions.

The method carried out in the study is to use descriptive qualitative research methods with triangulation techniques. This study aims to describe events or facts, the circumstances that occur by presenting what happened. We examined the situation related to the SWOT Analysis of packaging edutrip in Herborist, Semarang.

RESULTS AND DISCUSSION

SWOT Theory: Internal factors: (strengths and weaknesses) to know how far the company's experience is, pay attention to the company's finances, and look for the weaknesses and strengths of the company. Strength, Support opportunities or address threats such as customer service, marketing, sales and service reputation. Financial, technology, HR, sales marketing. Weakness, Uneven human resources, limited income.

External factors: (opportunities and threats) pay attention to the environment, trends, culture, technology, economy, corporate capital, existing regulations and provisions. Opportunities, Much support from other companies, small business competition, dare to start and take risks. Threats, Many companies and rivals are pouring in, technology is booming, costs are slumping, and there is no funding

According to Erwin Suryatama in Cahyono (2016:130), "SWOT analysis is a strategic planning method used to evaluate strengths or strengths, weaknesses or weaknesses, opportunities or opportunities, and threats or threats in a project or business speculation. Effective use of SWOT analysis PT. Victoria Care Indonesia has an important role in determining strategies to determine the strengths, weaknesses, opportunities and threats faced by the company in maintaining the company's survival and continuity.

Swot is not only in the business sector but covers all life, including tourism. Moreover, the tourism sector has expanded again after 3 years of delay with COVID. Each existing tourism business requires enough facilities to support the needs of tourists, one of which is comfort in tourism, starting from transportation, tour guide, lodging, tourist destination, etc. But tourism isn't always just sightseeing and walking. Tourism itself has many types, including natural tourism, cultural tourism, factory tourism, water tourism, and many other tourism.

The tour to be discussed by the author is the Edutrip tour presented by Herborist. Edutrip is a program designed for all circles of society to participate in an activity by combining education (education) with travel to improve knowledge and soft and hard skills. Education or learning can also be interpreted as the

interaction between students and educators and learning resources in a learning environment. Meanwhile, trips deliver subject matter by taking students directly to objects outside the classroom that are targeted for study.

Mulyasa (in Sari, 2013:27) said that the field trip method is a trip or excursion carried out by students to obtain learning experiences, especially hands-on experience and is an integral part of the school curriculum. The concept of tourism packaging production offered by PT. Victoria Care Indonesia is easy to get and very affordable if enjoyed by tourists. The packaging of tourist destinations can be applied with visit packages or what is known as study tours, but there is also the packaging of tourist destinations in the form of tour packages only.

General activities that can be done at Oemah Herborist include laboratory tour activities, production tour activities, and the ongoing production activities process. Not only that, in the general activities provided by Oemah Herborist, tourists can see the mini-museum owned by Oemah Herborist as an addition to the historical science of herbs and natural ingredients used for beauty and body care products. Beauty theatre, where visitors will be treated to a screening of the short film Company Profile PT. Victoria Care Indonesia Tbk / SGV, then Demo Spa Corner and Beauty Café. In addition to General Activities, visitors can also choose five tour packages that have been provided by Oemah Herborist at affordable prices and

Edu Vacation Tour

- Theme Selection, Factory Tour PT. Victoria Care Indonesia Tbk , Discussion sessions, Ice Breaking, Motivation, Self-care education, Souvernir, Shop at Oemah Herboris outlets, Snacks

Beauty Class Package

- Minimum of 30 participants, Theme selection, Factory Tour PT. Victoria Care Indonesia Tbk , Beautiful gymnastics / ice breaking, Basic make-up tutorials, Body care tutorials, Souvernir products, Mineral water and chips *for Semarang and surrounding areas will get pick up facilities, *Terms and conditions apply

various as follows:

Health Journey Packages

- (Turnenic/Ginger/Curcuma/AloeVera/Lemongrass,Banana/Olive/Coconut/Pomegrande/Pomelo,Frangipani/Jasmine/Rose/Rice/La vender), Factory Tour PT. Victoria Care Indonesia Tbk, Presentation of the practice of making herbal medicine and herbal drinks, Brain gymnastics/ ice breaking, Exposure to massage techniques and practices, Scraping tutorials, Souvernir products, Mineral water and chips,

The 3rd-semester Udinus Student took the edu accommodation tour and beauty class package from the already-mentioned package. During this tour trip, students were allowed to shop for herbivorous products. The edutrip presented by Herborist invites the public to know the natural medicine that is very healthy for the skin and the body. Not only roads, but this Edutrip provides knowledge on how to use makeup, how to make herbs, etc. When entering the herbicide factory, tourists will be given directions to stay calm and use special clothes to enter the factory.

Herborist staff's service was entirely lacking in social terms, as it seemed less friendly. Starting when entering the building, the front reception does not welcome guests. Then the tour guide also seemed unfriendly because it was throughout the factory tour. Some staff do not give a smile or even a friendly smile that can make tourists feel comfortable.

CONCLUSION

The conclusion from the results of the questionnaire of students and hospitality students in grades 3.1 and 3.2 is that Herborist has its SWOT value, and the average answer given by the participants concluded, That:

Class 3.1:

S: The products that are marketed are quite attractive to consumers because they use natural ingredients by making traditional

W: Marketing from the company is not optimal.

O: Attracting the allure of visitors because of the factory tour and beauty class that can be practised directly.

T : competition between other companies with the same product type with more attractive prices and sustainability.

Class 3.2:

S: Herborist has its own target market with products that hold Indonesian local wisdom; the prices are affordable and easy to get in supermarkets and online shopping sites.

W: Marketing from the company is not optimal, as well as inadequate transportation from the herborist side.

O: Having an attractive tour package with various products available and the use of traditional raw materials for Indonesian spices is a special attraction for Herborists.

T : Competition between other beauty companies with the same product type and more attractive selling and promotional prices.

Based on the results of the data that the author has collected, it can be concluded that SWOT Management in implementing tourism edutrip packaging has many weaknesses and very common threats. It can be said that Herborist must maximize the performance of its employees in promoting Edutrip tourism packaging, such as maximizing its promotion by placing advertisements on social media and showing the general public about the edutrip offered at every Oemah Herborist exhibition. So not only relying on offers and word of mouth but also using social media to promote edu-trip packaging and going out into the field to offer this edu-trip tour to the wider community, especially for schools, PKK mothers, campus parties, and many more. In addition, Herborist must further maximize tour packages as an attraction for tourist visits to the city of Semarang. Herborist must continue to be able to innovate by developing several types of cosmetic products such as blush, mascara, and eyeshadow to meet the needs of cosmetic promotions in beauty classes.

REFERENCES

- Aisyah, W. U., Salim, F., & Sofyan, M. (2019). The Influence of Service Quality and Price on the Interest of Commuterline KRL Passengers. *Ilomata International Journal of Management*,
- Adom, Y. A., Jussem, B., Pudun, J., & Azizan, Y. (2012). Factors that Influence Visitor's Satisfaction Toward Kuching Waterfront. *Journal for the Advancement of Scient & Art*, 45.
- Alan Sarsby (2016), *SWOT Analysis*. Leadership library
- Amelia, S., Salamah, H., & Sofyan, M. (2019). Effect of Marketing Strategy and Service Quality Against the Decisions of Parents. *Ilomata International Journal of Management*,
- Dian Utami Sutiksno, Erika Revida, Muhammad Munsarif Hengki MP. Simarmata, Didin Hadi Saputra, Agung Purnomo Acai Sudirman, Sisca, Darmawan Napitupulu, Sukarman Purba (2020) *Tourism Marketing*. Yayasan kita menulis
- Fajar Nur'aini Dwi Fatimah (2020), *Teknik Analisis SWOT*. Anak Hebat Indonesia (Yogyakarta).
- Rahayu, Sri. 2016. Comparison of the Field Trip Method with the Clustering Method in Learning Adventure Story Texts. Makassar: Linguist and Literature Expert, Muhammadiyah University of Makassar.
- Rulandari, N. (2017). The Effect of Supervision and Professionalism on Staff Performance at The Office of Social Affairs In East Jakarta Administrative City.
- Sari, Novita Artika. 2013. Improving the Quality of Learning to Write Poetry With the Field Trip Method in Class VIII D Students of SMP Negeri 3 Jatisrono for the 2011/2012 Academic Year. Thesis. Surakarta: Faculty of Teacher Training and Education, Sebelas Maret University.
- Septya, P. R., Taufik, P. A., & Yusuf, Z. (2019). The Effect of Service Quality and Marketing Programs on Third Party Funds.
- Siti Maryama, Pitri Yandri, Imal Istimal, (2018). Pelatihan pembuatan packaging dalam upaya meningkatkan penjualan produk umkm diko tatangerang selatan, SEMBADHA 2018 Seminar Hasil Pengabdian Kepada Masyarakat Volume 01, Edisi 01.
- Suardi, M., 2018. *Learning & learning*. Depublish.
- Thamrin Abdullah dan Francis Tantri, "Marketing Management", (Jakarta: Rajawali Pres,2016), hal.68-71