

Strategy for The Development of Culinary Sector Entrepreneurs in The Cipondoh Lake Tourism Destination, Tangerang Regency, Banten Province

**Amrullah, Nurbaeti*, Heny Ratnaningtyas, Fetty Asmaniaty, Ismeth
Emier Osman**

Institut Parivisata Trisakti

**nurbaeti@iptrisakti.ac.id*

Abstract

This study aims to determine the strategy for developing entrepreneurship in the culinary field in the tourist area of Lake Cipondoh. This type of research uses a qualitative description with the SWOT analysis method with observations and interviews with entrepreneurs in the culinary field at Lake Cipondoh. The results showed that the primary strategy produced was the SO strategy, with the highest score of 3.44 in quadrant I. The culinary entrepreneur development strategy at Lake Cipondoh can be implemented with the SO strategy program, namely: (1) a varied food menu; (2) Doing promotions on social media; (3) Increasing the number of employees on weekends; (4) Providing promotions or discounts. It is hoped that food stalls in Lake Cipondoh will continue to innovate in improving the quality of their products and promoting them on social media. The Tangerang City Government is expected to train managers and entrepreneurs on the quality of human resources for creating websites and social media promotions and organizing certain events at Lake Cipondoh.

Keywords: *SWOT* analysis, entrepreneurs, culinary sector

A. Introduction

Tangerang has natural attractions in the form of a lake with enchanting and beautiful views. The name of the lake is Lake Cipondoh. The lake is strategically located in the Tangerang City area. Lake Cipondoh is one of the favorite tourist attractions around Tangerang City (Nurbaeti et al., 2021). Visitors can enjoy its natural beauty and bring their fishing gear, so they can also spend their hobby fishing on Lake Cipondoh (Pancawati et al., 2016). MSME existence is very close to tourist objects in an area. If tourism is developed, MSME actors will fulfill these tourist destinations to serve the visitor community with merchandise (Budilaksono et al., 2022). Tourist destinations have beautiful natural resources and are often visited by tourists with various potential beautiful and exciting destinations (Yusuf, 2019).

Today, culinary tourism is one of the attractions for tourists to visit an area; this phenomenon can also be seen in Tangerang City, which needs to be supported by adequate information about Tangerang's culinary wealth (Kristiana et al., 2018). Visitors not only enjoy the nature of Lake Cipondoh but on the lake tourists can enjoy a variety of foods because many food stalls provide a variety of delicious dishes, both traditional food and drinks, as well as foods that are currently popular to be eaten alone or with family in the wild. There are many food stalls on the Lake Cipondoh tour; besides enjoying natural attractions, tourists can also enjoy culinary tours of Lake Cipondoh. Various menus are available there, providing many snacks such as french fries, grilled brains, and other unique snacks. Then there are food stalls such as dumplings, meatballs, chicken noodles, vegetable rice cake, and chicken porridge. Furthermore, there are traditional Betawi foods such as gado-gado, soto Betawi, Soto tangkas, cork pricing, and game halibut.

With the existence of tourism on Lake Cipondoh, there are lots of visitors from Tangerang City and outside Tangerang City to the lake, giving rise to significant community economic activity in Tangerang City so that increasing community welfare can be done in various ways; one of which is the emergence of restaurants or food stalls in tourist areas and their surroundings (Ratnaningtyas et al., 2021). One of the factors of the large number of tourists visiting Lake Cipondoh is that it impacts increasing economic activity, one of which is improving the welfare of the people of Tangerang City with the emergence of entrepreneurs who set up food stalls on the lake tour. Culinary at Lake Cipondoh is one of the MSME sectors with excellent development potential. The MSME culinary sector in Lake Cipondoh can support tourism

activities in Tangerang City. There are several supporting and inhibiting factors for Lake Cipondoh MSME actors. Therefore, it is necessary to conduct a study to determine the strategies of entrepreneurs managing their food stalls to formulate superior strategies in managing the right culinary stalls.

Nikolaou et al. (2011) research aims to conduct an in-depth evaluation of the prospects for green entrepreneurship development by utilizing SWOT analysis. This research will provide comprehensive insight into the potential for sustainable business development by analyzing the internal strengths, weaknesses, opportunities, and external threats that influence green entrepreneurship. Involving aspects such as environmental demand, resource efficiency, and social impact, this evaluation is expected to help stakeholders design appropriate strategies to maximize business sustainability and provide positive benefits for the environment and surrounding communities.

Research conducted by Chang & Chen (2015) shows that Dunia Café has several strengths, including a collaborative approach that allows collaboration and open exchange of ideas, utilizing the power of collaboration in developing strategic plans. In addition, the Dunia Café process stimulates creativity to be a strength in achieving long-term goals and identifying innovative solutions to business challenges. Café World can be a means to increase engagement and cohesiveness in entrepreneurial teams, as well as help identify market opportunities through open dialogue that provides valuable insights for planning strategies. However, there are threats, such as the results achieved in open engagement, especially without a clear framework to guide discussions, and the difficulty of handling conflict in situations of disagreement.

Research conducted by Wang et al. (2023) found that there were moderate perceptions regarding the development of creativity and entrepreneurship, as well as moderate perceptions regarding entrepreneurship training and development. This study investigates entrepreneurship development guidelines for industrial construction in Liao Ning province, focusing on creativity, risk-taking, and achieving success. Factors such as financial status, age, education level, and work experience have been proven to influence the entrepreneurial mindset. The training program on Business Models provides a valuable understanding of the framework, structure, financial benefits, and relevant strategies.

Research by Xiasong et al. (2023) conducted a SWOT analysis of industrial construction in Liao Ning Province, China, a strategy to produce internal and external factors that influence the sector's success. Strengths such

as economic growth, technological innovation, and resource exhaustion provide a basis that can be exploited, while weaknesses such as limiting policies and decreasing credit lending become internal challenges. Opportunities such as increasing demand in the construction market provide a foundation for growth, but threats such as global market fortress and intense competition must be anticipated. By illustrating this fourth aspect, industrial construction businesses can design intelligent growth strategies, maximize positive potential, and overcome risks. SWOT analysis is a vital tool for designing strategic steps supporting sustainable industrial construction growth in Liao Ning Province, China.

Then, this research created an opportunity to explore and fill in information related to food stall management strategies in the Cipondoh Lake tourist area, Tangerang City. Even though many studies highlight tourism's economic potential and impact on community welfare, there is still a lack of understanding regarding the strategies that MSMEs implement in the culinary sector. This research can provide valuable insights for entrepreneurs, the government, and other related parties by identifying supporting and inhibiting factors and developing superior methods for managing food stalls. In addition, this research can provide a basis for more effective development policies in supporting the growth of the MSME culinary sector in this natural area so that it can further strengthen the contribution of tourism to the economy and welfare of the people of Tangerang City.

This new research focuses on exploring food stall management strategies in the Lake Cipondoh tourist area, Tangerang City, which has yet to be revealed much in previous research. While many previous studies have highlighted the impact of tourism and the contribution of MSMEs to local economies, this research focuses on the culinary sector in specific natural tourism destinations. The study's uniqueness also lies in the integration of supporting and inhibiting factors in managing food stalls, which can provide an in-depth understanding of the challenges and opportunities MSMEs face in Lake Cipondoh tourism. Thus, this research can provide more specific and applicable insights for entrepreneurs, government, and other stakeholders and can be the basis for more effective development strategies in advancing the MSME culinary sector in these natural tourist destinations.

B. Literature Review

Business development is the process of making something valuable and valuable, while in a broad sense is education that consists of non-formal and formal carried out in an organized, directed, planned, and conscious manner and is responsible for guiding, growing, introducing, and developing a basic (Kusyanda & Masdiantini, 2021). A harmonious, whole, and balanced person's personality, skills, and knowledge, with abilities, desires, and talents can develop and improve themselves and the environment towards the quality, dignity, and ability of a person with an independent and optimal personality (Rothwell & Kazana, 2003). The stages of business development are as follows Boldureanu et al. (2020): (1) Having a business idea can emerge after seeing the success of others or because of a strong sense of business from entrepreneurs; (2) Screening business ideas/concepts, requiring more specific business concepts and selecting business ideas because the business ideas will have a more transparent business form; (3) Business development, the main component that entrepreneurs must develop is the calculation of the profit and loss of the business; (4) Implementation of a business plan on business control, an entrepreneur will direct the required resources such as capital, materials, and labor to carry out business activities.

SWOT analysis assesses the results of identifying a situation to determine whether a condition is categorized as a strength, weakness, opportunity, or threat (Gurel, 2017). SWOT analysis is part of the planning process aimed at the planning process of an institution; it is necessary to assess the current state and future conditions that have an impact on the institution's goals to obtain maximum results as efficiently and effectively as possible Sammut-Bonnici & Galea (2015).

Company performance can be determined by a combination of internal and external factors; these factors should be considered in a SWOT analysis (Taherdoost & Madanchian, 2021). SWOT is an acronym for the Internal Strengths and Weaknesses environment, the external environment of Opportunities and Threats facing the business world (Omer, 2018). SWOT analysis compares external factors, opportunities, and threats and internal factors' strengths and weaknesses, suggesting that the SWOT analysis is an evaluation of the overall strengths, weaknesses, opportunities, and threats is called a SWOT analysis (Oetomo & Ardini, 2012).

Actions taken by a business actor must be able to apply entrepreneurial values as a condition for how someone behaves in conducting business

activities. Entrepreneurial values include risk-taking, independence, creativity, ambition, innovation, and goal achievement (Kirkley, 2016). Value in running a business contains considerations that develop the ideas of a personal or social person; it is preferable to form or final form, existence, or conduct of behavior (Ozaralli & Rivenburgh, 2021). Scores become the basis for understanding attitudes and motivations and the value of being able to affect perceptions in running a business. Therefore, value is significant in managing organizational behavior (Taherdoost & Jones, 2021).

One of the sources owned by small and medium-sized companies is the personality of an entrepreneur, namely the personality values inherent in a person who is the owner and leader of the company (Singh & Ravi, 2013). Value espoused in running a business in general values entrepreneurship is a creative and innovative ability used as a basis and a resource to seek opportunities for success (Juliana et al., 2013). Someone with an innovative and creative nature is the hallmark of an entrepreneur with characteristics such as full of energy, initiative, responsibility, discipline, commitment, optimism, self-confidence, broad insight, achievement, agile in action, active in doing positive things, daring to be different, and have a strong leadership spirit, trustworthy, and challenging in acting; dare to take full risks calculation (Thamrin et al., 2021).

C. Research Methods

This type of research uses a qualitative description with the SWOT analysis method. SWOT research can also be carried out for strategies for developing micro, small, and medium enterprises in tourist destinations (Sunarjo et al., 2019). This research was conducted by observing and interviewing culinary entrepreneurs in the tourist destination of Lake Cipondoh. This study describes in detail all the weaknesses, strengths, threats, and opportunities in food stalls on Lake Cipondoh so that from the results of this description, conclusions can be drawn about the steps and strategies that must be applied to food stalls on Lake Cipondoh in 2011 to survive. Based on the explanation above, exploratory research intends to explain all the symptoms in this study (Mudjiyanto, 2018).

SWOT analysis is a powerful instrument for conducting strategic analysis; this efficacy lies in the ability of corporate strategists to maximize the role of strength factors and take advantage of opportunities so that they act as a tool to

minimize weaknesses within the company and reduce the impact of threats that arise and must be faced (Rangkuti, 2014).

Data were analyzed by SWOT analysis through internal factor analysis and external factor analysis (Mayang & Ratnawati, 2020). This analysis is the help of various factors systematically to maximize strengths and opportunities while minimizing weaknesses and threats (Istiqomah & Andriyanto, 2017). The stages of internal factor analysis and external factor analysis were further explained (Waskin et al., 2022). The stages of internal and external factor analysis are as follows (Wachyuni & Gunawan, 2021): (1) Determine the factors that are part of the strengths and weaknesses; (2) Give each factor a rating of 1-4 to indicate whether the factor indicates a rating of strength or weakness; (3) Multiplying each weight factor by its rating to determine weighted value; (4) Add up the weighted value of each variable to determine the total weighted value.

D. Result and Discussion

Strength

MSME actors possess advantages compared to culinary business competitors in tourist destinations outside the Lake Cipondoh location. Strengths are the advantages of MSME actors as follows: (1) The location of food stalls in Lake Cipondoh is very strategic, which is in the middle of Tangerang City; (2) Each food stall in Lake Cipondoh has dishes that have a distinctive taste and characteristics; (3) Raw materials used to prepare dishes are readily available and accessible to obtain; (4) Each of the food stalls in Lake Cipondoh has a variety of food menus; (5) Every food stall inside Lake Cipondoh is very halal and affordable; (6) Every food stall in Lake Cipondoh always prioritizes the cleanliness of the places to eat, the cleanliness of cutlery, the cleanliness of food raw materials and the cleanliness of the dishes served.

Weakness

Limitations or deficiencies in terms of resources, skills, and capabilities are a serious barrier to the satisfactory performance of Lake Cipondoh MSME actors. Weaknesses that are the limitations of MSME actors are as follows: (1) some restaurant employees in Lake Cipondoh are sometimes unfriendly when there are many orders; (2) The food stall operators in Lake Cipondoh do not yet have a significant capital for business development; (3) The operators of food stalls in Lake Cipondoh still share profits with the management of Lake Cipondoh; (4) The sales volume of food stalls in Lake Cipondoh depends on

the fluctuating intensity of visitors; (5) The food stalls in Lake Cipondoh do not have business branches in other tourist destinations in Tangerang City.

Opportunity

Various favorable environmental situations for SMEs in Lake Cipondoh. Opportunities for MSME actors are as follows: (1) Increasing natural tourism and culinary tourism in Tangerang City; (2) Many promotions for nature tourism and culinary tourism in Tangerang City on social media; (3) Food stalls in tourist destinations must innovate food menus; (4) Many tourists visit tourist destination food stalls on working holidays, namely Saturdays and Sundays; (5) The many special promos held at food stalls in tourist destinations on Saturdays and Sundays create opportunities to get lots of customers.

Threat

If the threat is not addressed, environmental factors unfavorable for MSME actors in Lake Cipondoh will become a danger for them now and in the future. Threats from MSME actors are as follows: (1) The number of food stalls outside tourist destinations has many different menu variants; (2) Rising inflation and the existence of the Covid-19 pandemic resulted in decreased tourism activities, so visitors to food stalls inside destinations also decreased; (3) Innovation of food stalls from food stalls outside tourist destinations is faster and better; (4) An increase in the price of petalite causes an increase in transport prices, reducing the intention of tourists to visit tourist destinations; (5) Many food stalls outside tourist destinations have good product quality and affordable prices.

IFAS (Internal Factor Analysis Summary)

IFAS (Summary of Internal Factor Analysis) was compiled by formulating the strengths and weaknesses affecting the development of food stalls in Lake Cipondoh.

Table 1. IFAS Lake Cipondoh MSME

No	Strength	Bobot	Rating	Score
1	The location of food stalls in Lake Cipondoh is very strategic, which is in the middle of Tangerang City	0,09	4	0,36
2	Each food stall in Lake Cipondoh has dishes that have a distinctive taste and characteristics	0,09	3	0,27

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No	Strength	Bobot	Rating	Score
3	Raw materials used to prepare dishes are readily available and accessible to obtain	0,07	4	0,28
4	Each of the food stalls in Lake Cipondoh has a variety of food menus	0,07	3	0,21
5	Every food stall inside Lake Cipondoh is very halal and affordable	0,09	4	0,36
6	Every food stall in Lake Cipondoh prioritizes the cleanliness of the places to eat, the cleanliness of cutlery, the cleanliness of food raw materials, and the cleanliness of the dishes served.	0,09	4	0,36
Total Score		0,50		1,84
No	Weakness	Bobot	Rating	Score
1	Some restaurant employees in Lake Cipondoh are sometimes unfriendly when there are many orders	0,09	2	0,18
2	The food stall operators in Lake Cipondoh do not yet have significant capital for business development	0,08	3	0,24
3	The operators of food stalls in Lake Cipondoh still share profits with the management of Lake Cipondoh	0,15	4	0,60
4	The sales volume of food stalls in Lake Cipondoh depends on the fluctuating intensity of visitors	0,12	4	0,48
5	The food stalls in Lake Cipondoh do not have business branches in other tourist destinations in Tangerang City.	0,06	3	0,18
Total Score		0,50		1,68
Sub Total		1,00		0,16

Source: Processed by Researchers (2024)

Table 2. EFAS (External Factor Analysis Summary) Lake Cipondoh MSME

No	Opportunity	Bobot	Rating	Score
1	Increasing natural tourism and culinary tourism in Tangerang City	0,11	3	0,33
2	Many promotions for nature tourism and culinary tourism in Tangerang City on social media	0,12	3	0,36
3	Food stalls in tourist destinations must innovate food menus	0,08	3	0,24
4	Many tourists visit tourist destination food stalls on working holidays, namely Saturdays and Sundays	0,10	4	0,40

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No	Opportunity	Bobot	Rating	Score
5	The many special promos held at food stalls in tourist destinations on Saturdays and Sundays create opportunities to get many customers.	0,09	3	0,27
Total Score		0,50		1,60
No	Threat	Bobot	Rating	Score
1	The number of food stalls outside tourist destinations has many different menu variants	0,10	2	0,20
2	Rising inflation and the existence of the COVID-19 pandemic resulted in decreased tourism activities, so visitors to food stalls inside destinations also decreased	0,12	4	0,48
3	Innovation of food stalls from food stalls outside tourist destinations is faster and better	0,10	3	0,30
4	An increase in the price of petalite causes an increase in transport prices, reducing the intention of tourists to visit tourist destinations; (5) Many food stalls outside tourist destinations have good product quality and affordable prices.	0,09	3	0,27
5	Many food stalls outside tourist destinations have good product quality and affordable prices.	0,09	3	0,27
Total Score		0,50		1,52
Sub Total		1,00		0,08

Source: Processed by Researchers (2024)

SWOT Matrix

The SWOT diagram is a tool used to compile strategic factors for culinary entrepreneurs in the Lake Cipondoh tourist destination. The SWOT diagram consists of 4 quadrants: Quadrants I, II, III, and IV.

Table 3. SWOT Matrix of Lake Cipondoh MSME

EFAS \ IFAS	Strength	Weakness
Opportunity	Strategi SO $1,84 + 1,60 = 3,44$ (I)	Strategi WO $1,68 + 1,60 = 3,28$ (III)
Threat	Strategi ST $1,84 + 1,52 = 3,36$ (II)	Strategi WT $1,68 + 1,52 = 3,20$ (IV)

Source: Processed by Researchers (2024)

The results above show that the primary strategy produced is the SO strategy, with the highest score of 3.44 in quadrant I, which means that culinary sector entrepreneurs in the Lake Cipondoh tourist destination have a very good situation; their food stall business have opportunities and strengths so that can take advantage of existing opportunities. The strategy that must be applied in this condition is to support an aggressive growth policy (growth-oriented).

SWOT Diagram

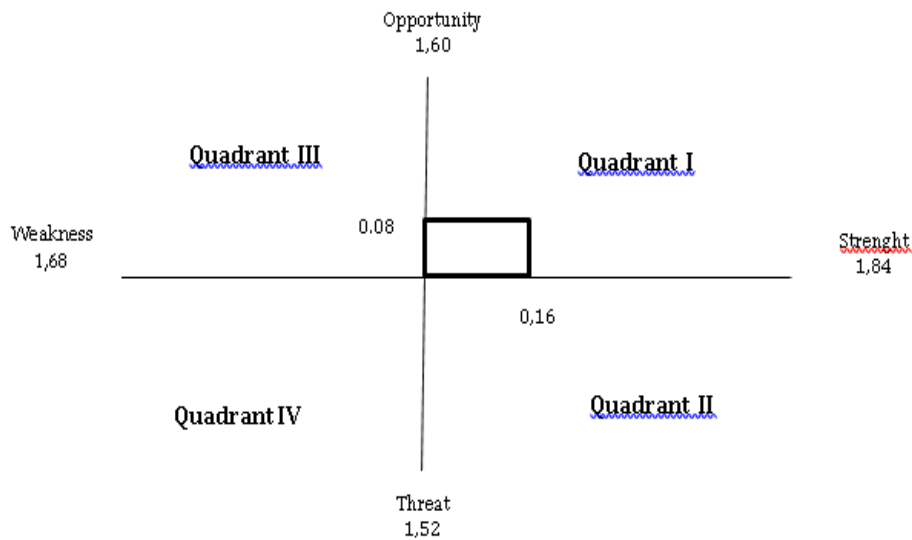


Figure 1. SWOT diagram
Source: Processed by Researchers (2024)

Figure 1. SWOT diagramThe total score of each factor can be broken down to a strength of 1.84, a weakness of 1.68, then an opportunity of 1.60. Furthermore, if the threat is 1.52, the total score of strengths and weaknesses is 0.16, and the difference in the total score of opportunities and threats is 0.08. From the SWOT analysis diagram above, it is clear that entrepreneurs in the culinary sector in the Lake Cipondoh tourist destination must take advantage of the current opportunities. So it is clear that culinary sector entrepreneurs in the Lake Cipondoh tourist destination must choose and use an aggressive or developing strategy that includes conditions of strength and opportunity to be in a good position (SO strategy) because culinary sector entrepreneurs in the

Lake Cipondoh tourist destination have food stalls that can thrive potential for business strategy development.

SWOT analysis

The SWOT analysis clearly describes how the external opportunities and threats faced by the Lake Cipondoh MSME Actors can be adjusted to their strengths and weaknesses. This analysis can result in four strategies, namely SO strategy (strength opportunities), WO strategy (weak opportunities), ST strategy (strength thread), and WT strategy (weakness thread).

This SO strategy is made based on the way of thinking of MSME actors, namely by utilizing all strengths to seize and take advantage of opportunities as much as possible, including (1) A varied food menu; every culinary entrepreneur in the Lake Cipondoh tourist destination must be able to provide a food menu with a variety of menu variations so that consumers can avoid feeling bored of the existing menu; (2) Having promotions on social media, every culinary entrepreneur in the Lake Cipondoh tourist destination must have social media such as Instagram, Facebook, Twitter, and Youtube so that tourists can find out that the food stall is worthy and promising to visit when visiting Lake tourist destinations. Cipondoh; (3) Adding the number of employees on weekends, tourists visiting tourist destination food stalls on working holidays, namely Saturdays and Sundays so that every entrepreneur in the culinary sector at the Lake Cipondoh tourist destination must increase the number of employees in order to improve the quality of service at the stalls eat it; (4) Providing promos or discounts, the many special promos or discounts that are held at food stalls for Lake Cipondoh tourist destinations on Saturdays and Sundays create opportunities to get many consumers.

The ST strategy is a strategy for using the strengths possessed by entrepreneurs to overcome threats, including (1) Improving service quality; restaurant employees at the Lake Cipondoh tourist destination must serve consumers well, be friendly, polite, and responsive when receiving complaints from consumers to be able to fix it so that consumers can be comfortable with the services available at food stalls in Lake Cipondoh tourist destinations; (2) Competitive prices, providing specific prices for the type of food by the quality of the food offered; (3) Innovation of food stalls, food stalls in the tourist destination of Lake Cipondoh can have beautiful wallpaper designs and front window decorations that are made as unique and attractive as possible, arrange chairs and tables in a clean and tidy manner, and always maintain the cleanliness of the restaurant area. Excellent and proper food stall innovation will satisfy

consumers by allowing them to visit food stalls comfortably and safely at the Lake Cipondoh tourist destination.

The WO strategy is a strategy that implements the use of existing opportunities by minimizing existing weaknesses, including (1) Creating a comfortable work environment; every culinary entrepreneur in the Lake Cipondoh tourist destination must establish harmonious relationships with their employees, create a co-worker relationship close and solid to create comfort in working relationships; (2) Creating excellent and sound financial management, every culinary entrepreneur in the Lake Cipondoh tourist destination must manage finances well, be able to reduce unnecessary business expenses and be able to separate personal finances from business finances so that business profits will be achieved seen; (3) Making simple financial reports, every culinary entrepreneur in the Lake Cipondoh tourist destination is required to make simple financial reports so that the bank can be interested in lending business capital.

WT strategy is a strategy based on existing activities defensive and trying to minimize existing weaknesses and avoid threats, including (1) Providing training to employees, namely special training for employees on how to serve customers well, be friendly, polite, and responsive; (2) Establishing good relations with customers, food stalls in the tourist destination of Lake Cipondoh must provide the best service for their customers; (3) Providing a menu with a distinctive taste, the menu offered at food stalls in the tourist destination of Lake Cipondoh has different characteristics, for example, the delicious taste of chili paste is a unique attraction for consumers; (4) Studying the business world more deeply for the sustainability and progress of food stalls in the tourist destination of Lake Cipondoh, this food stall learns more about the business world, with a good marketing strategy.

Table 4. Matrix SWOT Analysis

IFAS	STRENGTH	WEAKNESS
	<ol style="list-style-type: none"> 1. The location of food stalls in Lake Cipondoh, in the middle of Tangerang City, is very strategic. 2. Each food stall in Lake Cipondoh has dishes 	<ol style="list-style-type: none"> 1. Some restaurant employees in Lake Cipondoh sometimes need to be more friendly when there are many orders. 2. The food stall operators

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EFAS	<p>that have a distinctive taste and characteristics.</p> <ol style="list-style-type: none"> 3. Raw materials used to prepare dishes are readily available and easy to obtain 4. Each of the food stalls in Lake Cipondoh has a variety of food menus 5. Every food stall inside Lake Cipondoh is very halal and affordable 6. Every food stall in Lake Cipondoh prioritizes the cleanliness of the places to eat, the cleanliness of cutlery, the cleanliness of food raw materials, and the cleanliness of the dishes served. 	<p>in Lake Cipondoh still need significant capital for business development.</p> <ol style="list-style-type: none"> 3. The operators of food stalls in Lake Cipondoh still share profits with the management of Lake Cipondoh. 4. The sales volume of food stalls in Lake Cipondoh depends on the fluctuating intensity of visitors. 5. The food stalls in Lake Cipondoh do not have business branches in other tourist destinations in Tangerang City.
OPPORTUNITY	S – O	W – O
<ol style="list-style-type: none"> 1. Increasing natural tourism and culinary tourism in Tangerang City 2. Many promotions for nature tourism and culinary tourism in Tangerang City on social media 3. Food stalls in tourist destinations must innovate food menus 4. Many tourists visit tourist destination food stalls on working holidays, namely Saturdays and Sundays 5. The many special 	<ol style="list-style-type: none"> 1. A varied food menu: Every culinary entrepreneur in the Lake Cipondoh tourist destination must be able to provide a food menu with a variety of menu variations so that consumers can avoid feeling bored with the existing menu 2. Having promotions on social media, every culinary entrepreneur in the Lake Cipondoh tourist destination must have social media such as Instagram, Facebook, 	<ol style="list-style-type: none"> 1. To create a comfortable work environment, every culinary entrepreneur in the Lake Cipondoh tourist destination must establish harmonious relationships with their employees and create a co-worker relationship close and solid relationships working relationships. 2. Creating excellent and sound financial management, every culinary entrepreneur in the Lake Cipondoh tourist destination must

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<p>promos held at food stalls in tourist destinations on Saturdays and Sundays create opportunities to get many customers.</p>	<p>Twitter, and YouTube so that tourists can find out that the food stall is worth visiting when visiting Lake tourist destinations. Cipondoh</p> <p>3. Adding the number of employees on weekends, tourists visiting tourist destination food stalls on working holidays, namely Saturdays and Sundays, so that every entrepreneur in the culinary sector at the Lake Cipondoh tourist destination must increase the number of employees in order to improve the quality of service at the stalls eat it.</p> <p>4. Providing promos or discounts for the many special promos or discounts held at food stalls for Lake Cipondoh tourist destinations on Saturdays and Sundays creates opportunities to get many consumers.</p>	<p>manage finances well, reduce unnecessary business expenses, and separate personal finances from business finances so that business profits will be achieved.</p> <p>3. Every culinary entrepreneur in the Lake Cipondoh tourist destination must make simple financial reports so the bank can be interested in lending business capital.</p>
THREATS	S – T	W – T
<p>1. The number of food stalls outside tourist destinations has many different menu variants.</p> <p>2. Rising inflation and the COVID-19 pandemic decreased tourism activities, so visitors to</p>	<p>1. Improving service quality: Restaurant employees at the Lake Cipondoh tourist destination must serve consumers well, be friendly, polite, and responsive when receiving complaints</p>	<p>1. Providing training to employees, namely special training on how to serve customers well and be friendly, polite, and responsive.</p> <p>2. Establishing good relations with</p>

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<p>food stalls inside destinations also decreased.</p> <p>3. Innovation of food stalls from food stalls outside tourist destinations is faster and better.</p> <p>4. An increase in the price of petalite causes an increase in transport prices, reducing the intention of tourists to visit tourist destinations.</p> <p>5. Many food stalls outside tourist destinations have good product quality and affordable prices.</p>	<p>from consumers to be able to fix it so that consumers can be comfortable with the services available at food stalls in Lake Cipondoh tourist destinations.</p> <p>2. Competitive prices, providing specific prices for the type of food by the quality of the food offered</p> <p>3. Innovation of food stalls: Food stalls in the tourist destination of Lake Cipondoh can have beautiful wallpaper designs and front window decorations that are made as unique and attractive as possible, arrange chairs and tables clean and tidy, and always maintain cleanliness in the restaurant area. Excellent and proper food stall innovation will satisfy consumers by allowing them to visit food stalls comfortably and safely at the Lake Cipondoh tourist destination.</p>	<p>customers, food stalls in the tourist destination of Lake Cipondoh must provide the best service for their customers.</p> <p>3. Providing a menu with a distinctive taste, the menu offered at food stalls in the tourist destination of Lake Cipondoh has different characteristics; for example, the delicious taste of chili paste is a unique attraction for consumers.</p> <p>4. Studying the business world more deeply for the sustainability and progress of food stalls in the tourist destination of Lake Cipondoh, this food stall learns more about the business world with a good marketing strategy.</p>
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Source: Processed by Researchers (2024)

D. Conclusion

From the results of the analysis above, it is stated that entrepreneurs in the culinary sector in the tourist destination of Lake Cipondoh in their development strategy should use a development strategy, meaning that strength is more significant than opportunity (O), meaning that the choice of strategy is

fast growth by utilizing the strengths and opportunities possessed by the museum. The calculation results comparing the strengths and weaknesses in the IFAS and EFAS tables IFAS calculation shows that the strengths are more significant than the weaknesses. Meanwhile, the EFAS calculation shows that the opportunities are more significant than the threats. From the analysis that has been carried out, culinary sector entrepreneurs in the Lake Cipondoh tourist destination must choose and use an aggressive or developing strategy, which includes conditions of strength and opportunity to be in a good position, namely the SO Strategy.

The Culinary Sector Entrepreneurial Development Strategy in the Lake Cipondoh Tourism Destination can be implemented with the SO program strategy, namely: (1) A varied food menu; (2) promotions on social media; (3) Adding the number of employees on weekends; (4) Providing promos or discounts.

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