

Analysis of business strategies in increasing competitiveness at UD. Humaerah motorcycle Bone Regency

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ABSTRACT

This study aims to determine the business strategy applied UD. Humaerah Motor in improving competitiveness. The problem in this research is "How business strategy applied by UD. Humaerah Motor in improving competitiveness". The research method used is descriptive analysis research method, that is something research that is intended to collect data and information about a symptom and fact to object at and place of research according to what it is at the time of research. Data collection techniques used in this study are interview and observation techniques. The results show that the strategy used by UD company. Humaerah Motor has gone well.

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1. INTRODUCTION

The state of the world today is progressing and developing rapidly in all fields of business, more and more companies are being established, both large and small companies, resulting in competition among industry players and being able to overcome problems that arise and may occur in the company, both internally and externally.

Facing this competition, companies must be more creatively innovative by offering something of greater value than what competitors do. In general, companies strive to meet consumer expectations, by building trust in a long-term relationship between the company and its customers. This relationship must be improved from time to time, for example, service, product quality, and so on. Thus, negative perceptions of the company will change to something that consumers feel, which can directly change consumer perceptions so that they become a satisfaction that can create a commitment to use the products offered by the company in its target market.

This forces companies to pay more attention to the environment that can affect the company, so that the company knows what kind of business strategy and how it should be implemented in the company. Therefore, competition is very important for the success and failure of a company, so companies must be more careful in reading and anticipating market conditions and creating quality products. Companies need to recognize the strengths and weaknesses of other companies in the competition. This will greatly assist the company in taking advantage of existing opportunities and avoiding or minimizing threats.

One of the efforts made by companies in order to excel in competition is that companies are required to always innovate in competitive strategies. Because competitive strategy is an effort to

find a profitable competitive position in an industry or fundamental arena where competition takes place. A company can develop a competitive strategy by looking for compatibility between the company's internal strengths and these external forces. The development of this competitive strategy aims so that the company can objectively see internal and external conditions, so that it can anticipate changes in the external environment which are very important to gain competitive advantage and have products that are in accordance with consumer desires with optimal support from existing resources.

Based on the consideration of the description above, the author is interested in raising scientific writing entitled "Analysis of Business Strategy in Increasing Competitiveness at UD. Humaerah Motor Bone Regency".

2. METHOD

2.1 Location and Time of Research

Location and Time of Research The location of this research was UD. Humaerah Motor which is located in Bengo District, Bone Regency. The research time is estimated to be approximately 2 (Two) months, starting from March to April 2018.

2.2 Data Source

2.2.1 Primary Data

Primary data is research data in the form of opinions, attitudes, experiences or characteristics of a person or group of people who are research subjects. The data source of this type of primary data is in the form of direct interviews with related parties who handle the fields concerned with the problems to be studied by researchers.

2.2.2 Secondary Data

Secondary data is data obtained by researchers by collecting in the form of evidence, records, or historical reports, both published and unpublished. Sources of data are processed and obtained directly from UD companies. Humaerah Motor.

2.3 Data Collection

This time, the researcher chose a type of qualitative research, so the data obtained must be in-depth, clear and specific. Data collection can be obtained from observation, interviews, and documentation. In this study, researchers used data collection methods by means of observation, interviews and documentation.

The data collection methods used are as follows:

2.3.1 Interview

Interview is an attempt to collect data by asking questions related to the vision and mission of UD. Humaerah Motor to those who have the authority to answer interviews conducted by researchers, such as managers or company leaders and employees related to research objectives.

2.3.2 Observation

Observation in which the researcher goes directly to the field to observe the behavior and activities of individuals at the research location, this is done to observe physical conditions and objective events related to UD's business strategy. Humaerah Motor.

2.3.3 Documentation

Documentation, from the origin of the word document which means written items. In implementing the documentation method, researchers investigate written objects such as books, magazines, documents, regulations, meeting minutes, diaries and so on. Researchers use the documentation method to recognize data in the form of documents related to the sale of furniture products and photographs to strengthen the credibility of the research.

2.4 Research Instruments

Data collection of a study conducted with various research methods such as observation, interview, literature study, and documentation requires tools as instruments. The instruments in question are cameras, cell phones for recorders, pencils, ballpoints, books and drawing books. The camera is used when the author makes observations to record important events in the form of photos and videos. Recorders are used to record sound when collecting data, either using interviews, observation, documentation and so on. Meanwhile, pencils, ballpoint pens, books and drawing books are used to write down or describe data information obtained from sources.

3. RESULTS AND DISCUSSION

3.1 Research results

In this study, researchers collected data using the direct interview method. Interview is a data collection technique to ask questions directly to respondents who are competent in the problems being studied in this study. Researchers conducted interviews with Mr. H. Muhammadong as the leader on Monday, April 20, 2018:

a. Problems faced by UD. Humaerah Motor

The results of the research interview with Mr. H. Muhammadong as the leader at UD. Humaerah Motor: *“What UD faces. Humaerah Motor at this time is the number of business competitors which results in UD. Humaerah Motor must take creative steps in order to compete in the market, reduced consumer purchasing power which results in this business experiencing a decrease in profit”*. (Interview Monday, April 20, 2018).

Based on the results of the research interview, it can be explained, in the world of companies today, many motorcycle companies have sprung up. Each of these businesses has its own strategy in attracting potential customers, the strategy that will be applied must be able to compete with companies for the goods being sold. Companies that are unable to compete with other companies will automatically affect the decline in profits at the company.

b. Promotion carried out by UD. Humaerah Motor

The results of the research interview with Mr. H. Muhammadong as the leader at UD. Humaerah Motor: *“The promotion carried out by UD. Humaerah Motor is the installation of promotional banners”*. (Interview Monday, April 20, 2018).

Based on the results of the research interview, it can be explained that the promotion that has been carried out by UD. Humaerah Motor is the installation of promotional banners. Promotion using banners, so that companies can compete with other companies. Promotion using banners is a promotion that is most often used by several companies, because promotion using banners is very flexible and economical, making banners tend to be favored and become a mandatory tool that must be made by a company. Promoting with banners, companies can provide an introduction to goods or services that explain the form, benefits, or what is related to these goods or services.

c. UD's competitive strategy. Humaerah Motor

The results of the research interview with Mr. H. Muhammadong as the leader at UD. Humaerah Motor: *“The competitive strategy carried out by UD. Humaerah Motor, doing promos by giving gifts to consumers who want to buy a motorbike, the service provided is very good and the price given is cheaper than other companies”*. (Interview Monday, April 20, 2018).

Based on the results of the research interview, it can be explained, in this era of globalization, many companies have been established. The increasing number of companies that exist, of course, will tighten competition in marketing. The tight competition causes this company to try to win the competition by implementing the right competitive strategy so that it can carry out and realize the company's goals in accordance with what is expected. Companies that cannot create new innovations will certainly find it difficult to win competition in the global world. In addition, a reliable and forward-oriented competitive strategy is also needed, it is necessary to prepare a mature strategy and not play games. Companies must understand what consumers want today and for the future. So, the success and failure of a company depends on the competitive advantages possessed by the company.

d. Companies that are competitors at UD. Humaerah Motor

The results of the research interview with Mr. H. Muhammadong as the leader at UD. Humaerah Motor: *“Competitors in this company are UD, Reski Jaya Motor and several companies that have recently been established”*. (Interview Monday, April 20, 2018).

Based on the interview, it can be explained, nowadays there are many people who are engaged in buying and selling used motorbikes. With so many competitors at UD. Humaerah Motor has become an innovation for companies to be more careful. And find out who the competent competitors are at this time, so you don't take the wrong step in determining the strategy.

e. Prices offered to consumers so that consumers are interested in these goods

The results of the research interview with Mr. H. Muhammadong as the leader at UD. Humaerah Motor: *“The price offered to consumers is below the price of competitors, making it easier for us to offer these motorbikes to consumers”*. (Interview Monday, April 20, 2018).

Based on the results of the research interview, it can be explained, UD. Humaerah Motor offers the price of goods to consumers below the price of competitors, so that it can facilitate the company in selling its goods.

f. What is a consumer complaint at UD

Humaerah Motor As for the results of the research interview with Mr. H. Muhammadong as the leader at UD. Humaerah Motor: *“The complaint is that usually the motorbike that consumers want is not available because it is out of stock, so consumers have to wait a few days until the desired motorbike is available”*. (Interview Monday, April 20, 2018).

Based on the results of the interview, it can be explained, inventory is one of the fundamental phenomenal problems in the company. Without inventory, the company will be faced with a risk, unable to fulfill the wishes of its customers. Inventory can appear intentionally and unintentionally, meaning intentionally because there is a plan to hold a stock of goods that consumers want, while unintentionally if the inventory exists but is not sold due to low demand. Consumers are the lifeblood of a business. Increasing the number of consumers means increasing the number of sales, and forming a better company image in the eyes of consumers which leads to increased consumer loyalty to a company. After making a purchase or using a service, each consumer will process the perceptions he receives. The perception of each consumer will be different from one another because each person will understand, compile and interpret the information in their own way. There are consumers who feel satisfied, but there are also those who complain because they feel let down by the lack of an item. Whatever consumers want and whenever it is needed, it should be able to be fulfilled appropriately by the actors of the corporate world so as not to receive 'complaints' from consumers.

g. Consumer opinions on the service and quality of goods provided by the company

The results of the research interview with Mr. Sudarman as a consumer at UD. Humaerah Motor is as follows: *“In my opinion UD. Humaerah Motor is good service and also good. Of the several motorbikes that I have seen, the quality is guaranteed to be good.* (Interview on Tuesday, April 21, 2018).

Based on the results of the interview, it can be explained that the success of the company can be achieved if customer satisfaction has been fulfilled. However, obtaining customer satisfaction is not easy. Because each customer has a different level of satisfaction even though they need the same item. The process of fulfilling customer satisfaction not only requires quality goods and services, but also requires a maximum service system. So that customers will feel happy with the goods or services needed, and comfortable with the services provided. This service quality is important because it will have a direct impact on the company's image. Good service quality will be an advantage for the company. If a business has received positive value in the eyes of consumers, then these consumers will provide good feedback, and it is not impossible that they will become regular customers. Therefore, it is very important to consider aspects of customer satisfaction regarding the quality of service provided. The types of services that can be provided include convenience, speed, ability, and hospitality that are shown through direct attitudes and actions to consumers.

3.2 Analysis and Interpretation

3.2.1 Strengths, Weaknesses, Opportunities, and Threats faced by UD. Humaerah Motor.

In this study using SWOT analysis, this analysis describes each strength, weakness, opportunity and threat of UD. Humaerah Motor in carrying out its activities. Based on the results of the observations made by the author, there is a picture of the environment they face, both from within the company's own environment (strengths and weaknesses) and from outside the company (opportunities and threats). UD leaders. Humaerah Motor in running this company is able to take advantage of internal and external conditions in the company's development. The development prospects of a company cannot be separated from the understanding of the existing environment, both inside and outside the company environment, because the influence of the environment always interacts with the company's turnover.

a. UD's Strengths. Humaerah Motor

UD. Humaerah Motor has strengths that are generally possessed by entrepreneurs in running their businesses. This power has an effect on the development in the environment of competition and future progress, the rise of similar companies that have emerged. So that the owner of UD. Humaerah

Motor uses its power as an indicator to increase sales of the goods offered. As for the strengths possessed by UD. Humaerah Motor includes:

- 1) Timely delivery service of goods Time is the basis that determines whether consumer satisfaction has been maximized or has not been created. A consumer will feel happy if what is promised in the delivery of goods can be fulfilled with a tolerated time range.
- 2) Guaranteed quality of goods The quality of goods as a link of consumer satisfaction has long been believed. At least it is longer than the quality of service as a link to consumer satisfaction. The quality of the goods is very decisive with the existence of a satisfaction. Because the quality of the goods is good and in accordance with expectations can bring a positive attitude from consumers who feel satisfaction.
- 3) One of the most important decisions made by companies is where they will place their operational activities, so the decision that must be made by the operations manager is the location strategy. A strategic location is the placement area of a company's production operations that can provide maximum benefits to the company, because the purpose of a location strategy is to maximize location profits for the company. The most important decision that companies need to make is where they should place their operations. The international aspect of the decision is an indication that the location decision is global. Location greatly affects costs, both fixed costs and variable costs.

Now, not a few of various small businesses have emerged to compete in business. These new companies usually come up with various new innovations. And sometimes the location between diverse businesses and even the same is not far apart. This is certainly not a coincidence, but because of intentional factors and other factors that are considered to be able to provide benefits. Determining the location of the business is certainly important when establishing the company. Because the location can determine whether or not the business develops in the future.

b. Weaknesses of UD. Humaerah Motor

Weaknesses are those that become obstacles for companies in developing and carrying out their activities that interfere with the achievement of maximum profits that they want to obtain. As for the weaknesses that UD has. Humaerah Motor includes:

- 1) Less than optimal salesperson A salesperson in a company is very important to increase sales. However, many companies choose the wrong sales for the marketing of goods. Reliable sales personnel recruitment must be done correctly if you don't want to waste Free Money.
- 2) The promotion carried out has not been maximized Promotion is one of the determining factors for the success of the marketing program, even though it has good goods, high quality, attractive logos and others, but if it is not supported by promotional efforts, it will be difficult to achieve success from sales results in the market.
- 3) Billing system is still slow In the case of a billing system carried out by employees to consumers who are billed, often still delays, resulting in fines for the consumers themselves.

c. Opportunities UD.

Humaerah Motor Opportunity is an opportunity that comes so that it can be used to get to gain profit or can be defined as an opportunity that arises at a certain time that can provide a great opportunity to gain profit, if on a given occasion an action is carried out by directing energy and thought. As for the opportunities that UD has. Humaerah Motor includes:

- 1) Indonesia's condition is getting better with the current economic conditions that are getting better every day, this can provide a great opportunity for companies to always provide goods that meet the wishes of consumers.
- 2) Technological advances Technological advances certainly have a great influence on the company. Especially the company uses it in its company's operational activities. However, the influence brought by technology is not only a good influence as well as the feedback felt when the company uses the technology.
- 3) Customer loyalty in a company Customer loyalty plays an important role in a company, retaining them means improving financial performance and maintaining the survival of the company. This is the main reason for a company to attract and retain them.
- 4) The needs of the community are growing the needs or desires of the community for necessities are never satisfied. With this, the company provides necessities that can provide physical and spiritual satisfaction.

- 5) The desire of the community that is never satisfied in general, it can be explained that the problems faced by the community are sourced from an unlimited number of needs. Usually humans are never satisfied with getting the things they get. If the past desires and needs have been fulfilled, then new desires will exist.

d. UD Threats.

A threat is an important situation that does not benefit the company. This disrupts the company's wheels and threatens the company's position in the market, as well as disrupting the company's goals. As for the threats that UD has. Humaerah Motor includes:

- 1) Many companies are engaged in the same business Now there are many competitors engaged in the same business. This poses a threat to the company. This kind of competitor threat needs to be anticipated with several steps. For example, by improving quality or better marketing methods.
- 2) Promotion from competing companies is maximized Every company wants to increase the sales turnover of its goods and always uses promotions. Meanwhile, the problem here is that there are other companies that promote their goods more optimally, so that consumers or potential consumers will be interested in these 47 companies. And it will be a threat to the UD company. Humaerah Motor.
- 3) A competition requires the existence of rules of the game, because sometimes it is not always possible for the market mechanism to work properly. In the market, there are usually efforts from business actors to avoid or eliminate competition between them. Reduced or loss of competition allows business actors to obtain much greater profits.
- 4) Economic crisis Economic crisis is a condition that many companies are worried about, because this economic crisis will result in a threat or unstable situation with various possibilities for the company to produce something undesirable.
- 5) Dishonest customers/stuck customers Economic conditions that cannot be predicted with certainty in the future, this results in arrears of payment on the goods taken. This is one of the factors that result in consumers being dishonest.

4. CONCLUSION

Based on the analysis of the research results and the discussion that has been stated previously, the conclusions of this study are: UD. Humaerah Motor improves competitive strategies by providing quality goods at affordable prices, maximizing delivery, improving promotional strategies by utilizing technological advances, and maintaining the company's image in the eyes of the public. Condition of UD. Humaerah Motor is in the first square, this shows that the company is in a favorable condition, because it has the strength so that it can choose several opportunities that exist so that it can make it possible to continue to expand, enlarge growth, and achieve maximum progress.

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