

## THE ROLE OF SWOT ANALYSIS TO IDENTIFY INTERNAL FACTORS AND EXTERNAL IN THE STUDENT ACTIVITY UNIT (UKM) LASKAR BIMA CRAFT (LBC) STIT SUNAN GIRI BIMA

Mariani<sup>1)</sup>, Helmi Haris<sup>2)</sup>

Universitas Islam Negeri Raden Mas Said Surakarta<sup>1,2</sup>

Email: [maryani090323@gmail.com](mailto:maryani090323@gmail.com) , [helmi.haris@staff.uinsaid.ac.id](mailto:helmi.haris@staff.uinsaid.ac.id)

**Abstract:** This study aims to explore the influence of internal and external factors on the Laskar Bima Craft (LBC) Student Activity Unit (UKM) at STIT Sunan Giri Bima by using SWOT analysis techniques (Strengths, Weaknesses, Opportunities, Threats). The method used in this study is qualitative with a case study approach, aiming to provide an in-depth picture of the state of the organization. Data collection was carried out through interviews, observations, and documentation involving members, consumer LBC management. The findings of this study show that the main strength of LBC lies in its function as a forum for student skill development and entrepreneurship, innovation in local products, and has a lot of products such as sofas, batik, and many more as well as support from university institutions. However, there are weaknesses seen in the limited human resources, communication between members in the organization, and the approach to digital marketing that is still lacking. Significant opportunities arise due to the increasing interest by consumer and students in local handicraft products and also cooperation between SMEs, while the threat comes from competition between SMEs and declining interest in members. By utilizing SWOT analysis, obtaining development strategies that can increase competitiveness between SMEs, strengthen product character, and maximize the entrepreneurial potential of students in the campus environment.

**Keyword:** *SWOT analysis, internal factors, external factors, student activity units (UKM), development strategies*

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### 1. Introduction

The Student Activity Unit (UKM) is an important pillar in the higher education environment, which serves as a forum for students to develop their interests, talents, and non-academic competencies, including entrepreneurship and soft skills. SMEs in higher education, especially those engaged in the field of work, not only form character and technical hard skills, but also provide practical experience in planning, production, and marketing of works products that advance the economy. However, in the midst of this role, SMEs often face internal challenges in the form of limited human resources, finance, and unstructured management, as well as external challenges in the form of market competition and changes in work trends that are increasingly developing as the production of SMEs grows. In the context of UKM Laskar Bima Craft (LBC) STIT Sunan Giri Bima, it covers several areas of student activities in developing

skills including: batik coaching, sofa making coaching, screen printing, marawis, religious activities, sewing, food and beverage production, graphic design, calligraphy, souvenir making, as well as social activities, and many more activities apart from skill development. Even though it has local potential in its products, there are challenges faced by these SMEs, such as the lack of students who take the initiative in developing skills. The limitation of human resources who really master or have expertise in making or producing a product, so that it has an impact on production that is not conducive. Another thing experienced by LBC SMEs is the lack of cooperation between SMEs in universities in Bima. On the other hand, LBC SMEs have not yet determined the target market that they are targeting in making sales.

Consistent patterns have emerged in various recent academic studies in recent years that show the significant and varied role of structured extracurricular involvement in improving students' skills readiness to face the world of work and students' comprehensive competencies. Specifically, eight journal articles that underline the great influence of extracurricular involvement as a tool or a forum are used as a development that greatly supports academic success and professional readiness for students. In their journal Kim & Holyoke, (2022) that participation in university-based programs reinforces essential leadership values, such as collaboration and common goals, while Munir & Zaheer, (2021) observed a much higher level of student engagement, especially in the sense of belonging section. Further, involvement in extracurricular activities has a positive impact on psychological factors, as evidenced by Griffiths et al., (2021), who found increased self-efficacy, social self-efficacy, and student collective efficacy. This increase in engagement and competence is directly correlated with the results of his study, Hui et al., (2021) identified that increased participation hours predicted higher academic performance and better job readiness, while Isac et al., (2023) established that specialized entrepreneurship programs significantly improve students' entrepreneurial competence and motivation for sustainable business practices.

Emphasizing the competence and job readiness of students who complete their studies, research on student engagement across educational institution contexts from time to time reveals that academic and extracurricular activities (ECA) are essential for overall student well-being and engagement. In the historical context, even in the universities of the Russian Empire in the mid-19th century, academic life was structured to go beyond traditional lectures through the "tradition of dialogical communication" and encourage independent scientific research Andrii, (2024). In the modern context, this engagement has a direct impact on career readiness for the future, as student participation in work experience and ECA is highly valued for improving the quality of employability, including having a broad network, knowledge of future careers, and profile attractiveness for employers Jackson & Tomlinson, (2021). Importantly, the mental health implications of involvement in non-academic activities are significant, the findings of the study show that students who do not participate in extracurricular activities show a much higher ratio of opportunities (OR = 2,628) of perceived stress compared to students involved in ECA (Zeidan et al., 2025). Collectively, these findings confirm that promoting ECA is not just an additional activity, but a strategic imperative necessary for the well-being and formation of comprehensive student competencies in various fields of ability and era.

Although previous research has explained the benefits of ECA or extracurricular on competence, preparation for work skills, and well-being obtained by students, the SWOT analysis in developing SMEs in the craft sector does not specifically address the role of SWOT analysis in the research, there is still a significant gap in the literature. instead of the handicraft-oriented Student Activity Unit (UKM) in the university environment based on the development

of interests and talents. This gap stems from the absence of a special strategic study that uses the SWOT analysis framework to comprehensively analyze and map the strategic position, obstacles, and growth potential of Laskar Bima Craft (LBC) SMEs at STIT Sunan Giri Bima.

Theoretically, student involvement in extracurricular activities (ECA) has been shown to significantly improve professional readiness, self-efficacy, and academic performance. However, the achievement of these competencies is often hampered by internal challenges such as unstructured management and limited human resources. Therefore, the application of a strategic management framework through SWOT analysis in this study serves as an instrument to transform local potential into a competitive advantage, so that SMEs not only function as a forum for hobby but also as a systematic entrepreneurial development entity.

The novelty of this research lies in the context, focus of analysis, and strategic outputs. This research fills the research gap, compared to several previous studies, this study is research that applies SWOT Analysis (strengths, weaknesses, opportunities, threats) in the Student Activity Unit (UKM) Laskar Bima Craft (LBC) STIT Sunan Giri Bima. By mapping the internal and external factors faced by handicraft SMEs in this Islamic educational institution, this study aims to produce a development strategy model. The results in this study are expected to make a significant practical contribution to the management of LBC and STIT Sunan Giri Bima in formulating measurable policies to improve organizational sustainability, maximize the role of SMEs as an entrepreneurial platform, and ensure that LBC can compete and adapt in the handicraft market.

This study fills the gap in the literature regarding the role of SWOT analysis in Student Activity Units (UKM) that are oriented towards the handicraft sector in the university environment. The novelty of this research does not only lie in the descriptive mapping of internal and external factors of Laskar Bima Craft (LBC) UKM, but also in the formulation of a development strategy model that integrates entrepreneurial aspects with student character development in Islamic educational institutions. Thus, this research makes a strategic contribution to institutional management in formulating measurable policies to ensure organizational sustainability and maximize the potential of students in the handicraft market.

### Conceptual Framework

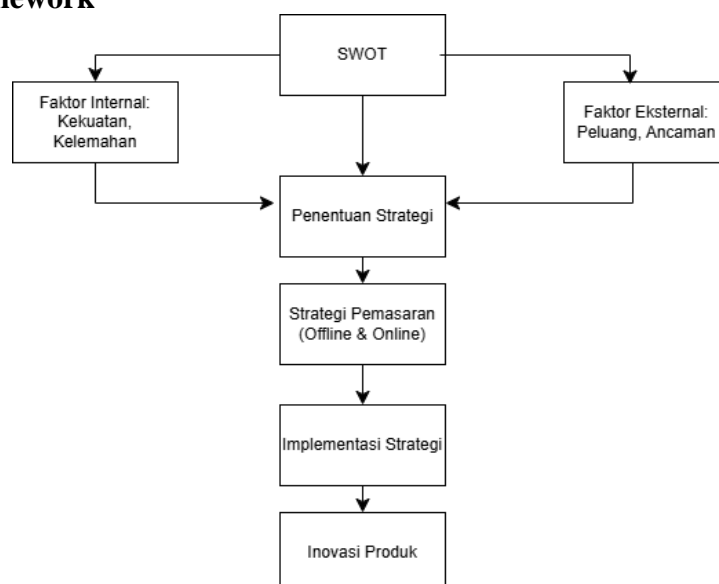


Table 1. Taul Concept Framework

## **2. Research Methods**

In this study, a qualitative approach is used with a case study research design. Qualitative research is where data is collected based on observations of real situations without any manipulation of data or information obtained, and which certainly digs into information in depth (Viranda et al., 2019). The qualitative approach is very suitable with the research raised by the researcher, using a qualitative approach in this study aims to provide an in-depth overview of the problems that exist in LBC SMEs and provide a specific understanding of how SWOT analysis is applied to the LBC SMEs. Three ways of collecting data in this study were carried out by the researcher in order to get detailed results, first through in-depth interviews with several respondents who have been determined, and of course people who are directly related to the LBC UKM itself both internally and the actors so that the researcher delves deeper into the experience, views, and also strategies that they use to analyze strengths, weaknesses, opportunities, and threats faced by SMEs. And external, namely the consumer.

To ensure data transparency, this study uses a targeted informant selection technique (purposive sampling) involving internal and external parties. Internal informants consist of LBC SME administrators and members who understand the coaching process and operational management, while external informants include consumers to gain market perspectives. The validity of the findings was strengthened through a triangulation technique procedure, where the data from in-depth interviews were confronted with direct observation of production and marketing activities, and supported by documentation in the form of historical records and organizational policies.

Second, observation is a research activity in which the researcher directly observes the way the research object is carried out during the research activity, such as observing production, the process of implementing marketing, interaction with consumers, and similar things that will support the complementary materials needed in the research (Nasution et al., 2022). Third, data collection through documentation. Research documentation is the process of taking documents in the form of writing, such as life history diaries, biographies, regulations, and policies, documents in the form of pictures such as photographs, life drawings, sketches, while documents in oral form, such as recordings of speaking styles in certain tribal languages and documents in the form of works such as works of art, which can be in the form of pictures, sculptures, films, and others (Muhammad Rizal Pahleviannur, 2022).

## **3. Results and Discussion**

### **3.1. Results**

#### **General Profile of SMEs**

Laskar Bima Craft (LBC) is a Student Activity Unit (UKM) established in 2016 which takes place at STIT Sunan Giri Bima. LBC is located on Jl. Sukun Karang No. 3 Bima City, functioning as a center for creativity and development of students' potential in the field of entrepreneurship. The initiative to form SMEs was spearheaded by S. Syafrudin, this was carried out as a form of response to the challenges of the world of work as well as limited job opportunities for graduates. At the beginning of the establishment of LBC, the goal was to improve student satisfaction through an entrepreneurial approach, in line with the entrepreneurship-based campus that began to be introduced to the institution. although it had stopped for a few years due to the largest flood natural disaster in the city of Bima in December 2016, and rose again on October 10, 2018 under Alfin's leadership. With a better structure, training programs, as well as product innovations such as image transfer techniques on wood and also producing food.

During the COVID-19 pandemic, LBC SMEs were forced to stop operating for 7 months. After the situation began to improve again, a new leadership election was immediately held through deliberation, and Nurbaiti was elected as the new leader or person in charge. At the same time, LBC upgraded its status from UKM to a Structural Unit of Higher Education under the name "Center for Entrepreneurial Activities and Development (PKPK)". This indicates a change in strategy in the development of entrepreneurship in the campus environment. LBC has a vision to realize the quality of faith, science, and business, with the mission of producing a generation of young intellectuals who are religious, technologically savvy, and entrepreneurial. Various training programs such as sewing, weaving, calligraphy, screen printing, batik, sofa making, and tahfiz are a forum for the development of soft skills and student independence.

Based on the data obtained through interviews and literature studies, the findings are as follows: Visualization of the activities and products described in the form of the following table:

**Table 1.** Analysis General Profile of SMEs

Factors	Description	Weight	Points	Total Points
<b>Strengths</b>				
Development Skill and Entrepreneurship Coaching	LBC is a forum for student development through skills training, entrepreneurship, leadership, and socio-religious activities. Various programs such as batik, weaving, food and beverage production, handicrafts, and marketing coaching attract the interest of STIT students and other campuses, as well as improve the quality of human resources to be able to compete in the world of work.	0,15	5	0,75
Innovative products with quality and characteristics Unique	LBC products are the result of independent innovations that have not yet been on the market, have good quality, unique taste, minimalist packaging, and distinctive characteristics of crafts such as keychains. The active involvement of members in production to marketing makes the product more developed and in demand, plus a variety of creative activities that add to the appeal for customers.	0,12	4	0,48
<b>Weaknesses</b>				
Limitations of human resources, communication and Operational Management	LBC experienced a lack of experienced human resources, less effective communication between members, and constraints in the division of time between academic activities and production. This causes the coaching process, production coordination, and operational activities to often experience obstacles.	0,15	5	0,75



Marketing is not optimal and product quality is not yet Consistent	The marketing strategy has not been directed because the target market has not been determined, the reach is still limited to the campus environment, and the use of digital platforms has not been maximized. In addition, there are consumer complaints related to product quality such as a lack of strong taste in food products and imperfect prints on keychains.	0,12	4	0,48
<b>Opportunities</b>				
Expansion networking, collaboration and institutional support	LBC has a great opportunity to expand its network through collaboration with other campus SMEs, participating in bazaars and events, collaborating with the community, and receiving full support from STIT Sunan Giri Bima. This opens up opportunities to increase exposure, sales, and human resource development.	0,12	4	0,48
Positive Trends towards Local, Creative, and Friendly Products Environment	The increasing interest of the public, especially the younger generation, in handmade, unique, and sustainable products provides a great opportunity for LBC. Products that are original, aesthetic, and different from other SMEs have the potential to be improved through digital technology, branding, and copyright strengthening.	0,09	3	0,27
<b>Threats</b>				
Decline Participation and Member Interests	Student interest and involvement in coaching, production, and marketing has decreased, thus hindering SME activities.	0,15	5	0,75
Competition and Lack Differentiation Products	Other SMEs and similar products are increasing, while the price of LBC is considered expensive and does not yet have distinguishing characteristics	0,12	4	0,48

The table above provides a quantitative overview related to internal factors and also external factors that can affect the student activity unit (UKM) of Lascar Bima Craft (LBC).

**Table 2. SWOT Factor Assessment**

<b>Strategy</b>	<b>Strength &amp; Opportunity (S-O)</b>	<b>Strength &amp; Threat (S-T)</b>	<b>Weaknesses &amp; Opportunities (W-O)</b>	<b>Weaknesses &amp; Threats (W-T)</b>
<b>SO Strategy</b> (Harnessing power to take advantage of opportunities)	Optimizing skills development and entrepreneurship development programs through	Maximize skills training and entrepreneurship coaching programs to	Taking advantage of opportunities to expand networks and institutional support to	Strengthen coordination, communication, and division of tasks so that

	network expansion, collaboration, and institutional support to increase member capacity and strengthen the competitiveness of SMEs.	increase member motivation, loyalty, and participation so that it does not decline.	overcome human resource limitations, improve internal communication, and strengthen operational management so that production, coaching and sales processes are more directed.	operations are more organized, so that members do not lose interest and remain actively involved in production and marketing activities.
<b>ST Strategy</b> (Harnessing power to overcome problems with threats)	Maximizing the potential of innovative products with unique quality and characteristics to take advantage of positive trends towards local, creative, and environmentally friendly products so that LBC products are more easily accepted by the market.	Developing innovative products that have strong characteristics so that they are able to compete and are not easily competed by similar products from other SMEs.	Integrating positive trends towards local and environmentally friendly products with improved product quality and consistency, while optimizing marketing through cooperation and network partnerships.	Carrying out quality improvement, product standardization, and marketing strengthening so that the Activity Unit is able to compete with similar products in the market, as well as create clear differences in the market.
<b>WO Strategy</b> (Taking advantage of opportunities to be able to overcome weaknesses)	Using network expansion and collaboration as a means to improve product quality, innovation, and consistency standards in order to have stronger competitiveness in the creative market.	Utilizing the uniqueness and quality of products as a differentiating value so that LBC remains superior despite facing increasing market competition.		
<b>WT Strategy</b> (Overcoming weaknesses to avoid problems that will have an impact on threats)		Improving members' skills to be able to maintain productivity and product quality, so that the threat of declining member interest can be minimized.		

**Table 3. SWOT Matrix**

<b>Factors</b>	<b>Description</b>	<b>Weight</b>	<b>Priorities</b>
<b>Strengths</b>			
Skill development and entrepreneurship coaching	LBC is a forum for student development through skills training, entrepreneurship, leadership, and socio-religious activities. Various programs such as batik, weaving, food and beverage production, handicrafts, and marketing coaching attract the interest of STIT students and other campuses, as well as improve the quality of human resources to be able to compete in the world of work.	0,15	1
Innovative products with unique qualities and characteristics	LBC products are the result of independent innovations that have not yet been on the market, have good quality, unique taste, minimalist packaging, and distinctive characteristics of crafts such as keychains. The active involvement of members in production to marketing makes the product more developed and in demand, plus a variety of creative activities that add to the appeal for customers.	0,12	4
<b>Weaknesses</b>			
Limitations of human resources, communication and operational management	LBC experienced a lack of experienced human resources, less effective communication between members, and constraints in the division of time between academic activities and production. This causes the coaching process, production coordination, and operational activities to often experience obstacles.	0,15	2
Marketing is not optimal and product quality is not consistent	The marketing strategy has not been directed because the target market has not been determined, the reach is still limited to the campus environment, and the use of digital platforms has not been maximized. In addition, there are consumer complaints related to product quality such as a lack of strong taste in food products and imperfect prints on keychains.	0,12	5
<b>Opportunities</b>			
Networking, collaboration and institutional support	LBC has a great opportunity to expand its network through collaboration with other campus SMEs, participating in bazaars and events, collaborating with the community, and receiving full support from STIT Sunan Giri Bima. This opens up opportunities to increase exposure, sales, and human resource development.	0,12	6
Positive Trends for Local, Creative, and Eco-Friendly Products	The increasing interest of the public, especially the younger generation, in handmade, unique, and sustainable products provides a great opportunity for LBC. Products that are original, aesthetic, and different from other SMEs have the potential to be	0,09	8



	improved through digital technology, branding, and copyright strengthening.		
<b>Threats</b>			
Decreased Member Participation and Interest	Student interest and involvement in coaching, production, and marketing has decreased, thus hindering SME activities.	0,15	3
Competition and Lack of Product Differentiation, not yet marketing optimal.	Other SMEs and similar products are increasing, while the price of LBC is considered expensive and does not yet have distinguishing characteristics, and the lack of optimization in online and offline marketing.	0,12	7

This table is made to determine the factors that are prioritized in making a Student Activity Unit strategy (Skill development and marketing strategy) that is in accordance with the results of the SWOT analysis. This study analyzes internal and external factors of the Laskar Bima Craft (LBC) Student Activity Unit (UKM) at STIT Sunan Giri Bima using SWOT analysis. The findings show that the strengths of LBC SMEs are skill development activities, entrepreneurship coaching, innovative products with unique qualities and characteristics in each product, while the weaknesses are limited human resources, miscommunication, operational management, marketing is not optimal and product quality is not consistent. While the main opportunities are network expansion, collaboration and institutional support for LBC SMEs, Positive Trends for Local, Creative, and Environmentally Friendly Products. On the other hand, the threat of threat experienced by LBC SMEs comes from the Decrease in Member Participation and Interest in the activities held by LBC, Competition between SMEs and the lack of differentiation in Products to attract customers. And trying to optimize marketing both online and offline.

**Table 4. Analysis of Priority Factors**

<b>Internal Strategy Factors</b>	<b>Weight</b>	<b>Rating</b>	<b>Score</b>	<b>Justification</b>
Strength				
1.Varied products (Sofa, Batik, etc.)	0.15	4	0.60	It is the main attraction for local consumers.
2.Institutional support (STIT Sunan Giri)	0.15	4	0.60	Provides location stability and legality.
3.Product innovation based on local wisdom	0.10	3	0.30	Differentiates LBC from the manufacturer's competitors.
Disadvantages				
1.Limited competent human resources	0.20	2	0.40	The most crucial problem that hinders production.
2.Internal communication is less effective	0.15	2	0.30	Often leads to miss-management activities.
3.Digital marketing is not optimal	0.25	1	0.25	A fatal weakness in the current modern market era.
TOTAL	1.00		2.45	

**Table 5. IFAS (Internal Factor Analysis Summaru)**

<b>Internal Strategy Factors</b>	<b>Weight</b>	<b>Rating</b>	<b>Score</b>	<b>Justification</b>
<i>Opportunity</i>				

1. Increasing local consumer interest	0.30	4	1.20	Bima Market highly values handicrafts.
2. High student interest in entrepreneurship	0.20	3	0.60	Massive potential for recruiting new members.
<b>Threats</b>				
1. Existence of similar competitors	0.25	3	0.75	Price competition with producers outside the region.
2. Rapidly changing market trends	0.25	2	0.50	Risk of product failure if there are no design innovations.
<b>TOTAL</b>	1.00		3.05	

Based on the weighting results on the IFAS matrix, the Laskar Bima Craft (LBC) Student Activity Unit has an internal score of 2.45. This indicates that the organization is in an average internal position, where the strengths it has not been fully able to cover the existing weaknesses. The 'Digital Marketing' factor was given the highest weight (0.25) because the identification of problems showed that in the era of the creative economy, the absence of an online marketing strategy is the main obstacle to the growth of SMEs. Meanwhile, in the EFAS matrix, a total score of 3.05 indicates that LBC is in a very favorable external position. The highest weight in the 'Local Consumer Interest' factor (0.30) provides a strategic justification that the market for Bima's handicraft products is very wide open, so it is a top priority for organizations to immediately increase their production capacity.

**Table 6.** EFAS (External Factor Analysis Summary)

<b>Factor</b>	<b>Strengths (S)</b>	<b>Weaknesses (W)</b>
<b>Opportunities (O)</b>	Strategi S-O (Aggressive)	Strategi W-O (Turn-around)
	Leveraging campus support to hold regular exhibitions to capture consumer interest.	Open recruitment for design/IT students to improve digital marketing.
<b>Threats (T)</b>	Strategi S-T (Diversification)	Strategi W-T (Defensive)
	Highlighting the uniqueness of Bima batik to compete with cheaper competitors' products.	Improving internal communication SOPs to ensure the organization remains resilient in the face of uncertain market trends.

An analysis of the confluence of internal and external factors shows that LBC needs to implement a more aggressive but measurable combination of strategies. The main focus of the Strengths-Opportunities (SO) strategy is to synergize the institutional support of STIT Sunan Giri Bima with high market demand. Concrete recommendations that can be followed up are the integration of SME activities into the academic calendar through the organization of routine product exhibitions every semester. This is in line with campus policies in improving students' soft skills while strengthening LBC's brand awareness in the eyes of the public.

Furthermore, to overcome weaknesses in the aspects of human resources and marketing (Weaknesses-Opportunities Strategy/WO), organizations are advised to conduct strategic recruitment targeting students with competencies in the field of graphic design and social media management. This step is more effective and efficient than relying only on existing members. By optimizing the use of digital media, LBC can not only answer the challenges of competition (Strengths-Threats / ST Strategy), but also transform internal communication barriers into more professional operational advantages. Through this approach, LBC can grow from just a student activity unit to a competitive and sustainable campus entrepreneurial entity.

#### **4. Conclusion**

It can be concluded from the results of the research that has been carried out, that to improve some of the problems that exist in LBC UKM from problems related to the process of fostering student skill development to problems that exist in the production process, product marketing and even more than that, namely by using SWOT analysis, this can be done to analyze factors, both in the internal environment and external environment problems. SWOT analysis can also be used to fix problems with the lack of interest of students or members who participate in the coaching, improve products according to market needs, and also improve various needs needed in the marketing process. So that LBC is able to compete with SMEs and MSMEs in Bima City and Regency.

The history of the establishment of LBC UKM itself is not easy, starting with the initial pioneering carried out by Syafrudin and his friends in 2016, in the early days the pioneering went smoothly and even had very good progress until it came to that time the largest manjir in history in Bima burned all the products that had been made. After a few years of absence, Bangit returned in 2018 with a new leadership. At that time, coaching and production activities for products and marketing began to be carried out and went well and even increased greatly until the arrival of the COVID-19 pandemic which resulted in a decline in coaching, production, and marketing. Active again with new leadership, all activities have started to return and run smoothly, and there are even several new products and activities provided by LBC SMEs until now.

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