

ABSTRAK

Annisa Yaisyna Rahma. 220105010219 “*Strategi Pengembangan Bisnis Panahan di Kalimantan Selatan (Analisis SWOT)*”. Pembimbing Dr. Muhaimin, S. Ag., MA. dan Yusuf Asyhari, S.E., M.E. Program Studi Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Antasari Banjarmasin, 2026.

Kata Kunci: Bisnis Panahan, Strategi Pengembangan Bisnis, Analisis SWOT

Penelitian ini dilatarbelakangi oleh potensi bisnis panahan yang memiliki nilai ekonomis dan religius, seiring dengan tumbuhnya komunitas panahan, namun belum diiringi dengan keberlanjutan usaha yang memadai. Banyaknya toko panahan yang tutup menunjukkan belum adanya strategi pengembangan bisnis yang terarah dan komprehensif. Penelitian ini bertujuan untuk menggambarkan kondisi bisnis panahan di Kalimantan Selatan serta menganalisis strategi pengembangannya menggunakan analisis SWOT yang dikembangkan melalui matriks IFAS dan EFAS.

Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan jenis penelitian lapangan. Data primer diperoleh melalui wawancara mendalam dan observasi terhadap tiga pelaku usaha panahan, yaitu Starclub Archery and Proshop, El Quds Archery, dan Javied Archery di Banjarmasin dan Banjarbaru. Analisis data dilakukan dengan mengidentifikasi faktor internal dan eksternal yang kemudian disusun dalam Matriks IFAS, EFAS, dan Matriks SWOT untuk menentukan posisi strategi bisnis.

Hasil penelitian menunjukkan bahwa bisnis panahan di Kalimantan Selatan berada pada Kuadran I, yang menunjukkan kondisi usaha relatif kuat dan memiliki peluang pengembangan yang besar. Strategi pengembangan yang direkomendasikan adalah strategi pertumbuhan melalui penguatan layanan inti, pengembangan pelatihan panahan berjenjang, kerja sama dengan sekolah dan komunitas, serta optimalisasi pemasaran digital dengan tetap memperhatikan pengendalian risiko usaha.

ABSTRACT

Annisa Yaisyna Rahma. 220105010219. Business Development Strategy of the Archery Business in South Kalimantan (SWOT Analysis). Supervisor Dr. Muhaimin, S.Ag., MA. And Yusuf Asyhari, S.E., M.E Study Program of Sharia Economics, Faculty of Islamic Economics and Business, Antasari State Islamic University Banjarmasin, 2026.

Keywords: Archery Business, Business Development Strategy, SWOT Analysis

This research is motivated by the potential of the archery business, which has both economic and religious value, along with the growth of archery communities that has not been accompanied by adequate business sustainability. The large number of archery shops that have closed indicates the absence of well-directed and comprehensive business development strategies. This study aims to describe the condition of the archery business in South Kalimantan and to analyze its development strategies using SWOT analysis developed through the IFAS and EFAS matrices.

This research employs a qualitative descriptive approach with field research methods. Primary data were obtained through in-depth interviews and observations of three archery business actors, namely Starclub Archery and Proshop, El Quds Archery, and Javied Archery in Banjarmasin and Banjarbaru. Data analysis was conducted by identifying internal and external factors, which were then arranged into the IFAS matrix, EFAS matrix, and SWOT matrix to determine the business strategic position.

The results show that the archery business in South Kalimantan is positioned in Quadrant I, indicating relatively strong business conditions and significant development opportunities. The recommended development strategy is a growth strategy through strengthening core services, developing tiered archery training programs, cooperation with schools and communities, and optimizing digital marketing while maintaining business risk control.