

Analysis Of Business Development Strategy At Dhinda Beauty Clinic

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ABSTRACT

Submitted: **Purpose of the study** — This study aims to analyze business development strategies and evaluate the Strengths, Weaknesses, Opportunities, and Threats (SWOT) of the Rumah Cantik Dhinda Karawang business venture, in the context of evolving beauty standards among Indonesian women.
01-17, 2025

Accepted: **Research method**— The research employs a qualitative approach, utilizing surveys and interviews to gather data on current beauty standards as defined by women in Indonesia, alongside an analysis of the business's internal and external environments through the SWOT framework.
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Published: **Result**— The findings reveal that the current beauty standards among Indonesian women prioritize smooth skin (30.7%), well-dressed appearance (16.4%), and a glowing face (16.3%) according to the ZAP Beauty Index (2024). An effective business development strategy for Rumah Cantik Dhinda is proposed, emphasizing a combination strategy that includes market penetration to address promotional and marketing challenges, as well as addressing human resource needs by hiring additional employees.
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Conclusion— The study concludes that the integration of these strategies will enhance Rumah Cantik Dhinda's market presence and operational effectiveness, providing a valuable reference for further research and practical application in business development courses within economics and management programs.

Keywords: Business Development, Rumah Cantik, DRW Skincare.



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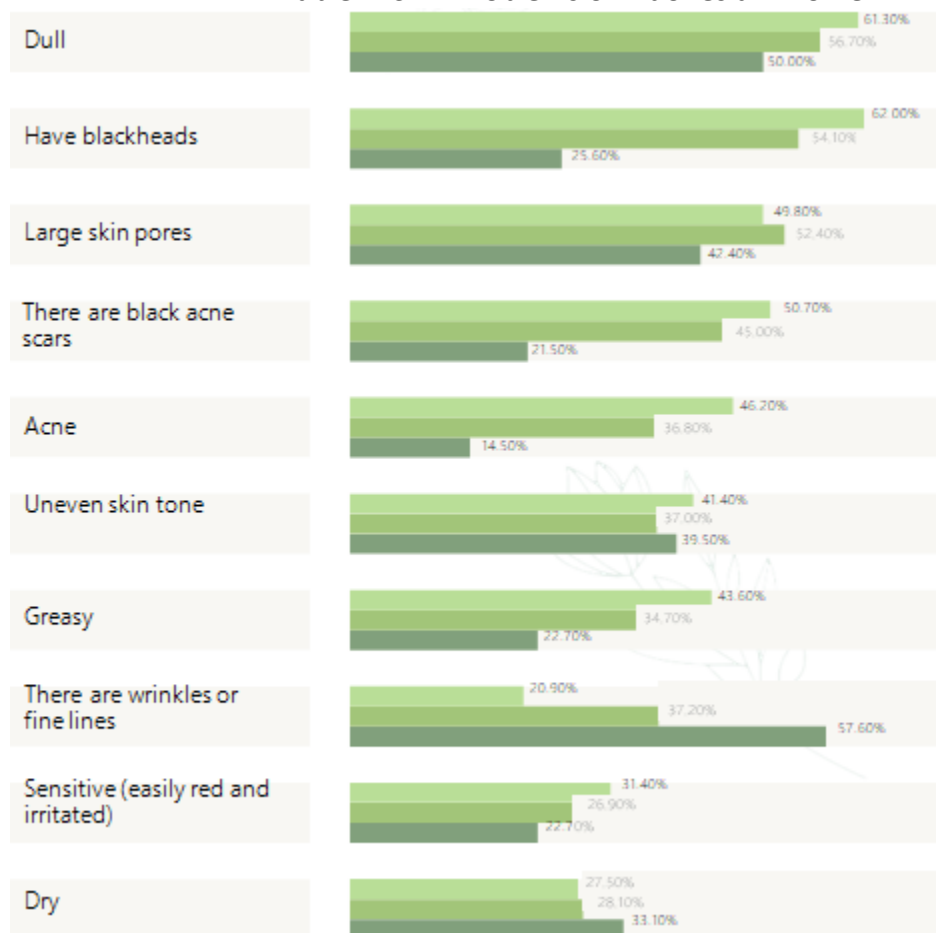
INTRODUCTION

The beauty standards desired by women follow current developments. Moreover, with the rapid information obtained through social media and internet pages that make it easier for women to find accurate sources of information related to beauty products. Some women in Indonesia define that beauty no longer has to be white skin and does not require make-up to

look beautiful. However, the requirements for beauty for Indonesian women are smooth skin (30.7%), well dressed (16.4%), and a glowing face (16.3%), (ZAP Beauty Index, 2024).

The body part that is the most important thing for a woman is the face. This has an impact on self-confidence to be able to mingle with the general public. Of the various problems that occur in the skin condition of half of Indonesian women. Both for women who go to beauty clinics (57.6%) and those who do not go to beauty clinics (64.8%), both have the same problem of dull facial skin. (ZAP Beauty Index, 2023). The following data shows the problems of Indonesian women's skin conditions:

Table 1. Skin Problems of Indonesian Women.



Source: ZAP Beauty Index, 2023

The data in the table above shows that the problems experienced by each generation are different. The most dominant problems in each generation are having a dull face, having blackheads, large pores, acne and uneven skin tone and wrinkles or fine lines. In addition, it can be seen that problems other than dull skin, namely oily skin, sensitive skin and also dry skin are experienced by many women in each generation. This makes several beauty products that

appear in Indonesia, both local and foreign products, focus on solving emerging facial skin problems experienced by women in Indonesia.

Along with the many rampant beauty products, the beauty clinic business in Indonesia itself is growing rapidly, this can be seen from the growth of the skincare or beauty clinic market. Every day the number of new beauty clinics that appear is increasing, this makes every beauty clinic company have to try harder to win the hearts of each customer / consumer so that their customers remain loyal to using their products or services (Mausa Agrevinna, 2020). Various beauty clinics offer a variety of treatments, starting from facial treatments, hand and foot treatments, hair treatments, to the whole body. Not only full body treatments, but also providing skincare products and consultation services for problems faced by consumers.

There are so many and varied beauty clinics in Karawang Regency. One of them is Rumah Cantik Dhinda Karawang, where the beauty clinic provides several treatments as well as selling skincare products, namely DRW Skincare. Rumah Cantik Dhinda itself is the result of business development from DRW skincare products, which was founded to optimize facial skin care using products concocted by Dr. Wahyu Triasmara. Accompanied by free consultations from experienced beauty therapists, the treatment procedures provided feel more qualified.

The founder of the DRW Skincare beauty clinic, Dr. Wahyu Triasmara stated that most people feel that going to a beauty clinic requires a lot of money for treatment or buying care products. So they are reluctant to consult a doctor directly because they are worried about needing a lot of money. DRW Skincare products themselves come from Purworejo City, Central Java. This product is here to reduce the impact of society using dangerous creams containing mercury, which are freely sold online where in the long term can damage the skin and internal organs such as the kidneys, liver, and others.

DRW Skincare products are currently available in various cities in the country, from Sabang to Merauke, even to foreign countries such as Hong Kong, Taiwan, Singapore and Malaysia. This product is distributed by beauty consultants who are appointed as representatives of the DRW Skincare Indonesia clinic, and also develop many beautiful houses to serve treatment needs such as facials, spas in various regions in the country.

The phenomenon that occurs at the Rumah Cantik Dhinda beauty clinic is the lack of employees who are specifically assigned to be admins in the promotion section, and also the scope of promotion is still limited and still relies on word of mouth promotion. So the owner is the one who is actively continuing to promote on social media. Another weakness is that income only increases in certain months, the rest of the months are still the same. This is something that Rumah Cantik Dhinda must overcome, so that its business can grow rapidly and be able to face market competition.

Based on the background above, the researcher is interested in conducting research on the Analysis of Business Development Strategies at the Rumah Cantik Dhinda Beauty Clinic. The problem can be formulated as follows: 1. How is the analysis of the strengths, weaknesses, opportunities and threats of the Rumah Cantik Dhinda Karawang business. 2. What are the business development strategies that can be applied to Rumah Cantik Dhinda Karawang. 3.

What are the internal and external environmental conditions of the Rumah Cantik Dhinda Karawang business. The objectives of this study are as follows: 1. To analyze and determine the strengths, weaknesses, opportunities and threats of the Rumah Cantik Dhinda Karawang business. 2. To analyze and determine the business development strategies that can be applied to Rumah Cantik Dhinda Karawang. 3. To analyze and determine the internal and external conditions of the Rumah Cantik Dhinda Karawang business.

LITERATURE REVIEW AND HIPOTESYS DEVELOPMENT

A. LITERATURE REVIEW

Beauty Standards

Beauty standards have undergone significant changes along with the times and the influence of social media. According to the ZAP Beauty Index (2024), women in Indonesia now define beauty not only based on skin color, but also on other factors such as skin texture and overall appearance.

Business Development in the Beauty Sector

Business development in the beauty sector, especially beauty clinics, shows rapid growth. Research by Mause Agrevinna (2020) noted that beauty clinics must adapt to changing market needs and face fierce competition.

SWOT Analysis

SWOT analysis is a useful tool for evaluating a business's position. Rangkuti (2008) explains that this approach helps in identifying the strengths, weaknesses, opportunities, and threats faced by a business, so that business owners can formulate the right strategy.

Consumer Behavior

Changes in consumer behavior, especially in choosing beauty products and services, affect marketing strategies. Kotler and Keller (2008) state that understanding consumer behavior is key to designing an effective marketing strategy.

Social Media in Marketing

Social media has become an important platform in marketing beauty products. According to Umar (2001), the use of social media can increase visibility and engagement with consumers, which in turn can increase sales.

B. HYPOTESIS DEVELOPMENT

In this study, hypotheses are developed based on the analysis of the situation and conditions faced by Rumah Cantik Dhinda. This hypothesis aims to test the relationship between business development strategies and beauty clinic performance. Based on relevant literature and the SWOT analysis conducted, the hypotheses proposed are:

There is a positive influence between the marketing mix (product, price, place, promotion, people, process, and physical evidence) on customer satisfaction at Rumah Cantik Dhinda.

An effective business development strategy can increase customer loyalty at Rumah Cantik Dhinda.

There is a negative relationship between internal weaknesses (such as lack of employees in the promotion section) and Rumah Cantik Dhinda's business performance.

The existence of good market opportunities can influence the decision to expand the business at Rumah Cantik Dhinda.

These hypotheses will be tested using data obtained through observation, interviews, and documentation, as well as qualitative data analysis that has been designed previously.

METHOD

Research Object; The research object studied is business development strategy.

Data Collection

- a. Research Instrument. The instruments used in this study are observation, interviews and documentation.
- b. Data Collection Technique. In this study, the data collection techniques used are:
 - 1) Primary Data. Collection of primary data in this study through observation and interviews with the owner of DRW Skincare, and several customers.
 - 2) Secondary Data. Collection of secondary data in this study by collecting data through library research, namely by looking at books (literature) related to the research problem and can complement/support primary data.

Data Analysis

In qualitative data analysis, it is carried out interactively and takes place continuously and thoroughly. The data analysis that the researcher will do will conduct an interview with the owner of Rumah Cantik Dhinda. Data analysis takes place together with the data collection process with the following stages:

1. Data Reduction, where the data obtained is written in the form of a report or detailed data. The data that can be obtained in the field will increase over time so that the data becomes more complex and complicated, reports compiled based on the data obtained are reduced, summarized, the main points are selected, and focused on the important things.
2. Problems and made in the form of a matrix so that it is easier for researchers to see the patterns of relationships between one data and another. Data presentation, the data obtained is categorized according to the main points.
3. Conclusion and verification, are further steps in data reduction and presentation activities. Data that has been reduced and presented systematically will be temporarily concluded.
4. Final conclusion, data obtained based on verified temporary conclusions. This final conclusion is expected to be obtained after data collection is complete.

Data Validity

The validity of the data in this study uses data triangulation techniques.

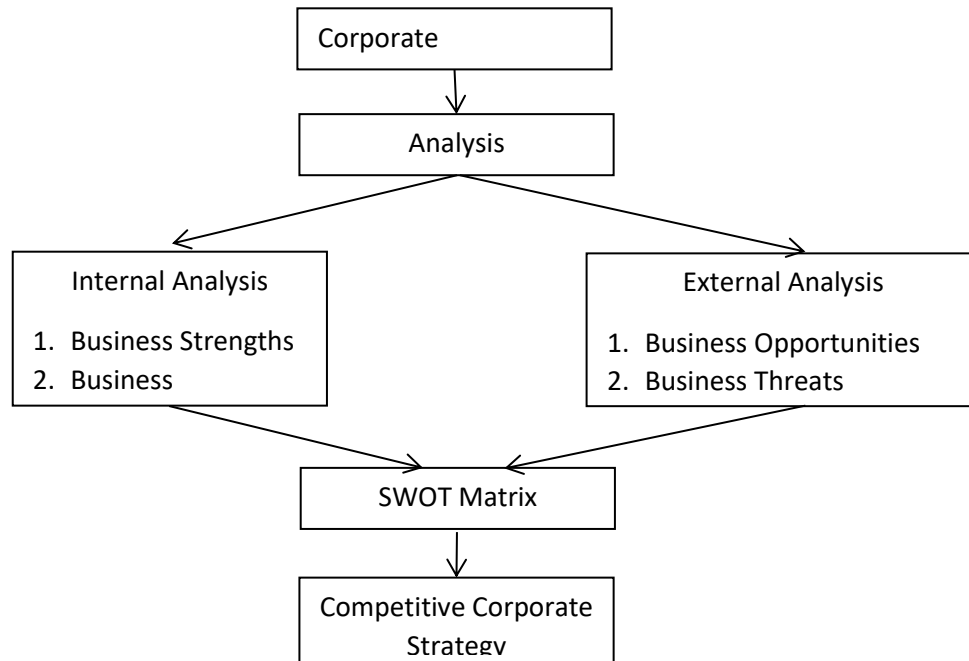


Figure 1. Framework of thinking

Source: Researcher study, 2024

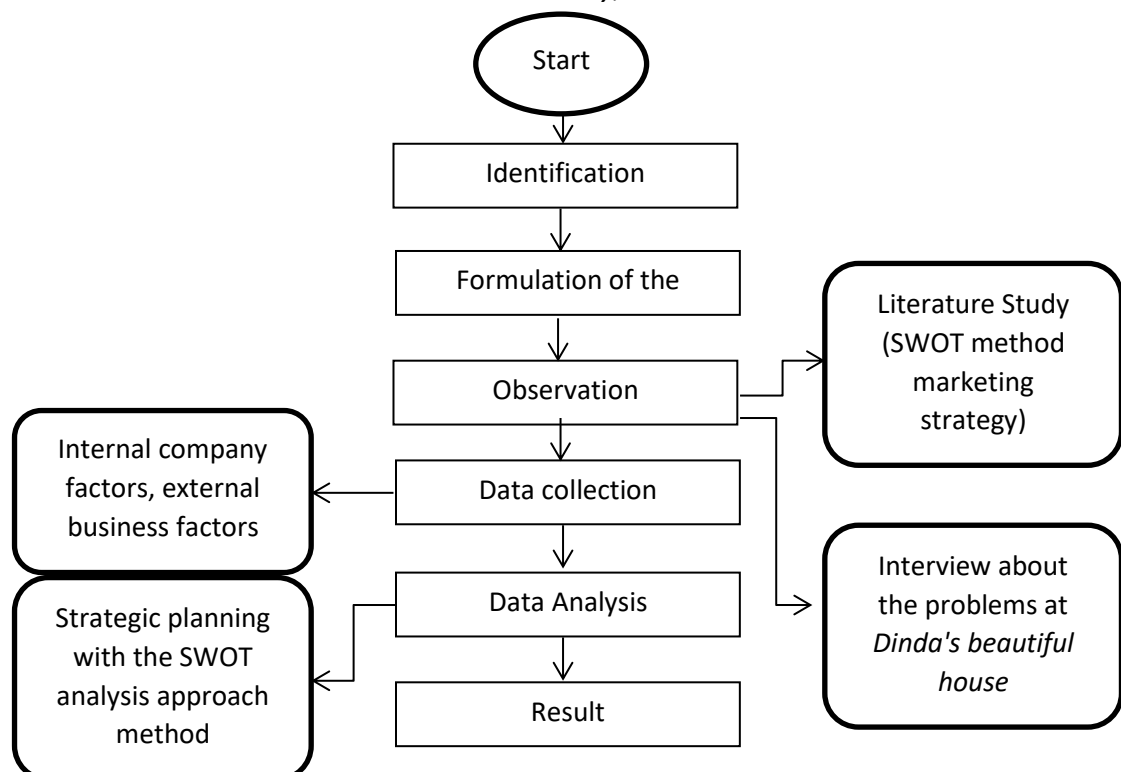


Figure 2. Research flow diagram

RESULTS AND DISCUSSION

A. RESULTS

Based on the results of observations and interviews, the internal environmental analysis consists of 7 Marketing Mixes and SWOT Analysis.

History of Rumah Cantik Dhinda's business

Rumah Cantik Dhinda was established in 2020, the name of this business was taken from the name of the owner himself, namely Dhinda, while the name Rumah Cantik comes from the development of a business owned by Dr. Wahyu Triasmara who launched skincare called DRW Skincare. The establishment of Rumah Cantik itself is specifically to facilitate beauty consultants to be able to develop their business, and also to maximize facial skin care using concoctions from Dr. Wahyu Triasmara to his customers, accompanied by free consultations from experienced beauty therapists. In this case, Rumah Cantik Dhinda is one of 1,000 Rumah Cantik throughout Indonesia founded by Dr. Wahyu Setiawan.

Rumah Cantik Dhinda has 5 employees where each employee has their own job description, starting from hair treatment totaling 1 person, and facial to body treatment and pedicure manicure totaling 3 people, and for 1 person is an admin. Starting his business by renting a shophouse combined with someone else's boutique for 2 years, and in the 3rd year he was able to buy his own 1-story shophouse to re-establish his business and in the 4th year he built a 2nd floor. Operating from 09.00 am to 19.00 pm every day.

7 Marketing Mix

The service marketing mix is a development of the marketing mix. The product marketing mix only covers 4Ps, namely Product, Price, Place and Promotion. While the service marketing mix is not sufficient in scope, so it is added with 3 elements, namely People, Process, Physical Evidence. In the marketing mix at Rumah Cantik Dhinda as follows:

1. Product

The products at Rumah Cantik Dhinda offer treatments ranging from face (facial, facial acupressure, eyelash extension and eyebrow embroidery), hair (haircut, creambath, hair spa, hair mask, smoothing, and hair stylish, as well as coloring), body care (massage, body scrub) to pedicure and manicure treatments. In addition, it also offers other package treatments such as special wedding packages for prospective brides and grooms who will have treatment before getting married. In addition to the treatments offered, Rumah Cantik Dhinda itself actually sells DRW Skincare skincare products owned by Dr. Wahyu Triasmara which already has BPOM, previously the product was a doctor's concoction product.

2. Price (Price)

In determining the price at Rumah Cantik Dhinda, the price of facial treatments such as facials ranges from IDR 100,000, and for hair treatments such as washing and cutting hair ranges from IDR 80,000. There are treatment packages from facials to treatment packages for prospective brides with a price range that is still affordable.

From the results of in-depth interviews with internal parties, in the period from early 2023 to 2024, the income obtained by Rumah Cantik Dhinda for treatments is usually only in certain months that experience a drastic increase, due to celebrations such as Eid al-Fitr, Christmas, and New Year. And for sales of DRW skincare products, it is always stable, with an income of around 10 million.

2. Place (Place)

Rumah Cantik Dhinda is specifically for women, from children to adult women. Located in Perumnas block H No. 366, Sukaluyu, Telukjambe, Karawang. Access to the location is quite strategic, because it is close to the big mosque and many other business places such as culinary businesses. And also specifically for women only. However, for the parking lot which is not too large, because it is located in a shophouse, so the parking lot is only enough for 1 car and several motorbikes.

3. Promotion

The promotion that has been done by Rumah Cantik Dhinda, namely through the social media platforms Instagram (@rumahcantikdhinda), Facebook (@Rucan dhinda), and TikTok (@Rumahcantikdhinda). Not only on social media, Rumah Cantik Dhinda also does live on one of the e-commerce, namely Shopee, which is held every day in sessions, the first session at 12.00 - 14.00 WIB, and the second session at 19.00 - 21.00 WIB. This live is to promote its skincare products, in order to get loyal customers to buy the product, and those who do this Live are the owner and employees who have job descriptions as admins at Rumah Cantik Dhinda. There are no special employees who hold job descriptions as promotion admins, so the special admin for Rumah Cantik Dhinda has a side job that is different from his job description.

4. People

Rumah Cantik Dhinda has 5 employees, where each employee has their own job description, 1 hair stylist, 3 therapists and 1 admin. Employees are given training that is in accordance with their work in providing quality service to customers. The training that has been carried out includes facial care, hair care, eyelash and manicure pedicure. Each employee is trained to be able to interact with customers, starting from how to serve consumers when doing treatment and even to conveying information on how to care properly and correctly.

5. Process

Rumah Cantik Dhinda always applies SOP in terms of carrying out treatments, be it facial treatments, hair and other treatments. And if there are changes or things related to the mechanism, always convey it to its consumers.

6. Physical Evidence

In every type of treatment, Rumah Cantik Dhinda uses equipment that is properly cleaned and sterilized, modern equipment, and safe and halal ingredients to be given when customers are undergoing treatment.

SWOT Analysis

From the results of interviews with informants, the SWOT analysis of Rumah Cantik Dhinda was obtained as follows:

A. Strengths

1. Providing free consultations directly from experienced beauty consultants
2. The skincare products offered are already BPOM
3. The price of the treatment package is still affordable for various groups.
4. The place is easy to reach because the location is strategic
5. Always provide the best service
6. Have a good relationship between the owner and the workforce
7. Customers who become members are always given discounts for every treatment.
8. Promotion of skincare products carried out through live shopee attracts consumers to buy their skincare products.
9. The available equipment is modern and in sterile condition, and uses safe and halal materials

B. Weaknesses

1. No promotion admin
2. Double job from Rumah Cantik Dhinda admin
3. Parking lot is not spacious enough

C. Opportunities

1. The need for women's skin beauty can be a good opportunity for Rumah Cantik Dhinda Karawang
2. Can develop its business by opening other branches to dominate the market
3. Media for promotion is more sophisticated now, so it can be utilized well.

D. Threats

1. Many competitors with the same type of business and providing better service
2. Skincare products are already widely available on the market, so the possibility of being replaced by other skincare products is greater.

SWOT Matrix

Table 2. SWOT Matrix Analysis

Internal	Strength	Weakness
	<ol style="list-style-type: none"> 1. Providing free consultation directly from experienced beauty consultants (S1) 2. The skincare products offered are already BPOM (S2) 3. The price of the treatment package is still affordable for various groups. (S3) 4. The place is easy to reach because the location is strategic (S4) 5. Always provide the best service 	<ol style="list-style-type: none"> 1. No promotion admin (W1) 2. Double job from Rumah Cantik Dhinda admin (W2) 3. Parking area is not spacious enough (W3)

Exsternal	(S5)		
	6. Have a good relationship between the owner and the workforce (S6)		
	7. Customers who become members are always given discounts for every treatment. (S7)		
	8. Promotion of skincare products carried out through live shopee attracts consumers to buy their skincare products. (S8)		
	9. The equipment available is modern and in sterile condition, and uses safe and halal ingredients (S9)		
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Opportunities	SO Strategy	WO Strategy	
1. The need for women's skin beauty can be a good opportunity for Rumah Cantik Dhinda Karawang (O1)	1. Expanding the market segment specifically for teenagers who are already familiar with skincare for skin protection (S1, S2, S3, S7, S8, O1, O2, O3)	1. Increase the number of competent employees in the admin section for promotions (W1, W2, O2, O3)	
2. Can develop its business by opening other branches to dominate the market (O2)	2. Owners can deepen their knowledge related to marketing and expand their networks (S7, S8, O1, O2, O3)	2. Open another business so that the business grows (W3, O2)	
3. Media for promotion is more sophisticated now, so it can be utilized well. (O3)		3. Utilize AI applications as a reference in creating attractive promotions (W1, O2, O3)	
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Threats	ST Strategy	WT Strategy	
1. Many competitors with the same type of business and providing better service (A1)	1. Re-improve the quality of service and upgrade the competencies and employees (S1, S5, S9, A1, A2)	1. Expanding the network to make the business reach the target market that matches the segment (W1, W2, W3, A1, A2)	
2. Skincare products are already widely available on the market, so the possibility of being replaced by other skincare products is greater (A2)	2. Increase attractive promotions that make customers loyal (S1, S2, S3, S4, S5, S7, S8, A1, A2)	2. Recruiting competent employees in the marketing field ((W1, W2, A1, A2)	

B. DISCUSSION

This study aims to analyze the business development strategy of Rumah Cantik Dhinda and identify the strengths, weaknesses, opportunities, and threats faced by the beauty clinic.

The results of the SWOT analysis show that Rumah Cantik Dhinda has a number of strengths that can be utilized to strengthen its position in the beauty market, including free consultation services and skincare products that have been registered with BPOM.

Strengths and Opportunities

From the analysis, it is clear that the main strength of Rumah Cantik Dhinda lies in the quality of the services and products offered. Free consultations provided by experienced beauty consultants can attract more customers, especially amidst increasing public awareness of the importance of safe and quality skincare. In addition, opportunities to expand market segments, especially among teenagers who are increasingly concerned about skincare, can be utilized to increase the customer base.

In this case, Rumah Cantik Dhinda can utilize social media and other digital platforms to reach a wider audience. Promotion through live streaming on e-commerce, as has been done, is the right step to increase interaction with consumers and build loyalty.

Weaknesses and Threats

However, this study also identified several weaknesses that need to be addressed. One significant weakness is the lack of employees who focus on marketing. This can hamper promotional efforts and the introduction of new services to customers. In addition, reliance on word of mouth as a promotional method can limit market reach.

The threat of increasingly tight competition in the beauty industry also needs to be considered. Many other beauty clinics offer similar services with possibly better quality. Therefore, Rumah Cantik Dhinda must continue to innovate in the services and products offered to remain competitive.

Development Strategy

Based on the SWOT analysis, the recommended development strategy for Rumah Cantik Dhinda is a combination of market penetration and human resource development. Market penetration can be done by increasing promotional efforts and expanding the distribution network of skincare products. Meanwhile, human resource development, through training and adding skilled employees in the marketing field, can improve operational efficiency and service quality.

CONCLUSION

Based on the results of the SWOT analysis and SWOT Matrix, several conclusions were drawn, namely:

1. In managing its business, Rumah Cantik Dhinda is quite good, because the skincare products sold are skincare that have been proven safe in clinical feasibility tests, and already have good brand quality and provide free consultations for any customer who wants to use the treatment or skincare. However, from the strengths of the Rumah Cantik Dhinda business, it is better to expand the market segment to teenagers who are already familiar with skincare to maintain their skin health, as well as improve the quality of service and upgrade the competence of its employees.

2. In terms of the internal environment of the Rumah Cantik Dhinda business, it was found that its weakness lies in the unavailability of competent employees in the marketing field, and for the external environment there are many competitors who are the same and many skincare products on the market so that the possibility of products being replaced is greater.

So the strategy that can be carried out for the business development strategy at Rumah Cantik Dhinda is a combination strategy (combination strategy) where it is recommended for a business to carry out market penetration to overcome problems that occur in the promotion or marketing section and also in the human resources section (additional employees).

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