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## Analysis of Smart Homestay Business in Karyamukti Village, Cianjur (Case Study on Mrs. Ai's Smart Homestay)

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**ABSTRACT:** There are still very few Smart Homestays in the Gunung Padang tourist area and must be refined regarding the technological equipment used. The problem in the object of this research is the accessibility and limitations of human resources in running this business. The purpose of this study was to determine the feasibility of Mrs. Ai's Smart Homestay business in Karyamukti Village using a descriptive analysis method in terms of several aspects including legal aspects, market and marketing aspects, technical and technological aspects, management and HR aspects, financial aspects, economic aspects. And social and environmental aspects. Based on the results of the business feasibility analysis, there are several aspects that are still far from meeting the business feasibility criteria. Business actors are expected to pay more attention to aspects that are still not in accordance with the eligibility criteria so that the business being run can survive and develop much better.

**Keywords:** MSMEs, Tourist Destinations, Smart Homestay, a Feasibility Study on Business



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### INTRODUCTION

Indonesia has various kinds of tourist attractions, ranging from historical tours such as temples and museums, religious tourism such as tombs and places of worship, educational and educational tours, to natural attractions such as beaches and mountains. West Java is one of the most amazing natural areas.

West Java tourism objects are well known to the wider community, starting from beach, sea, mountain tourism, cultural heritage and other tours. In addition to the natural and cultural wealth factors, as well as the friendliness of the people of West Java, it is an added value.

The Mount Padang Cianjur site is the largest punden cultural heritage in Indonesia. The location is in Karyamukti Village, Cempaka District, Cianjur Regency, West Java. This site was first discovered in 1979 and since the 1980s until now it has been investigated by the National Research Center, Bandung Archaeological Center, Directorate of Cultural Conservation and Museums, Banten Province Cultural Heritage Preservation Center, University of Indonesia, Gunadarma

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University and people who are interested to know the historical background of the past culture. Of the many tourists who come to research the Gunung Padang Site, the local community sees good potential for establishing a homestay business.

Homestay is a community house where some of the facilities are used as lodging places, such as bedrooms, bathrooms and living rooms. Length of stay varies from one night to more than a year. Usually, people who stay overnight have specific goals, such as learning local culture, religion and community activities every day. With the development of increasingly sophisticated technology, several homestays in tourist areas have turned into smart homestays, one of which is Mrs. Ai's smart homestay, which is located not far from the Gunung Padang site.

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The form of smart homestay business activity is an individual business, because this business has only been going on for a few months and is still managed by the family. The location of the smart homestay is quite good because it is quite close to the tourist attractions of the Gunung Padang site. The sole proprietorship form is the right legal entity when viewed from the ability to manage business activities.

### **Problem**

The number of business actors in the service sector, one of which is opening a homestay business or a private house that is used as a place to stay for tourists. One of these is the revitalization of the micro and small business sector, hereafter abbreviated as MSME, as productive economic enterprises run by individuals, households or small businesses (Subawa et al., 2022). There are several homestays in Karyamukti Village, Cianjur which are a distinct threat to the business run by Mrs. Ai. Smart Homestay Mrs. Ai has used modern technology and the facilities provided are very good and comfortable. With the advantages of Mrs. Ai's business, of course the price given is more expensive than homestays so that homestay business actors who provide lower prices are a threat to Mrs. Ai's smart homestay business.

Based on the description above, the problem in preparing this report is "Is Mrs. Ai's Smart Homestay business worthy of being the best lodging place in Karyamukti Village?"

### **Business Feasibility Study**

Business feasibility studies are Legal Aspects, Environmental Aspects, Market and Marketing Aspects, Technical and Technology Aspects, Management and Human Resources Aspects, and Financial Aspects. The purpose of studying these aspects is to obtain strong conclusions about whether or not a business plan is implemented or not. (Bhakti et al., 2021)

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Business feasibility study analysis is needed not only for business plans but also for analyzing a business when it is operated or run (Dian et al., 2021). A business feasibility study is an activity related to a business that is carried out to find out whether the business is feasible or not to be run from several aspects. Most experts agree that SMEs are a major contributor to employment growth and GDP growth (Virglerova et al., 2022).

### **Legal Aspect**

The legal aspect is the aspect of examining legal provisions in the form of the legality of an entity that must be met before running a business. The legal requirements for this type of business vary, depending on the complexity of the business. (Harahap, 2018). The establishment and operation of a business is recognized by the government if it is in the form of a business entity and has a business permit. (Dian et al., 2021).

### **Market and Marketing Aspects**

Market and marketing aspects in a business feasibility study concern the question of whether there is a market opportunity for a product to be produced by a company. (Daoed & Nasution, 2021) Marketing is a company activity whose goal is the sale of goods/services produced by the company to the market. Therefore this aspect is responsible for determining the characteristics of the market to be selected.

### **Aspects of Management and HR**

The success of planning and implementing the development of a business project is highly dependent on solid human resources, namely the manager and his team. In terms of building a business project, the availability of human resources, namely project managers and project staff, should be carefully studied. Building an effective team is a science. (Saebani, 2018).

### **Engineering and Technology Aspects**

The technical and technological aspects in the business feasibility study concern technical and technological matters that will be used in the company (Daoed & Nasution, 2021).

### **Financial aspect**

The financial aspect in a business feasibility study concerns the amount of capital and sources of funds to be used in building a business and when and how this capital can be returned (Daoed & Nasution, 2021).

### **Economic and Social Aspects**

The economic and cultural aspects in a business feasibility study concern the impact of a business entity on the surrounding community (Daoed & Nasution, 2021).

### **Environmental Aspects**

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Environmental aspects relate to various matters related to the environment and the impacts caused by the existence of a company, such as pollution and environmental damage it causes (Saebani, 2018).

## **METHOD**

### **Data Types and Sources**

This study uses primary and secondary data. In addition, primary data is data obtained directly without any intermediaries. This data is obtained directly from business actors through observation and interviews. While secondary data is data obtained from articles.

### **Method of collecting data**

The data obtained in this study used 2 methods, namely:

1. Observation; Observation is an observation activity carried out directly on the research object to be studied. Observations made in this study were visiting Bu Ai's smart homestay in Karyamukti Village, Cianjur, West Java.
2. Interview; Interviews are communication activities with informants to obtain information. Interviews were conducted by researchers related to this research, namely through direct communication (face to face) and communication through whatsapp media.

### **Data Analysis**

The analytical method used is descriptive analysis used for data processing needs from interviews and observations which include legal aspects, market and marketing aspects, human resource management aspects, technical and technological aspects, and financial aspects, economic and social aspects, as well as environmental aspects by calculating using the payback period.

According to (Agung & Yuesti, 2019) descriptive research is research conducted to determine the value of independent variables, both one variable and more (independent) without making comparisons, or connecting with other variables. This research conducts a study of a particular case specifically, which is a characteristic of a descriptive research form. The descriptive method aims to explain systematically, factually, and accurately the facts and characteristics of a particular population or thing. (Bhakti et al., 2021)

### **Location and Time of Research**

Researchers conducted this research in Karyamukti Village, Cianjur, West Java, which is located not far from the tourist attractions of the Gunung Padang Site Cultural Heritage. The tourist area is a historical place so it has great prospects if you open a business around that location.

In this regard, this research activity was carried out from the beginning of August to September 2022

## **RESULT AND DISCUSSION**

### **Business Profile**

In essence, this business is called Smart Homestay because it has much better quality than a homestay and the price is very suitable for the facilities and comfort provided.

Business Name: Smart Homestay Mrs. Ai

Owner : Mrs. Ai

Address : Gunung Padang Site Tourism Village, Karyamukti Village – Campaka District, Cianjur, West Java.

### **Aspects Discussed**

In preparing the business feasibility study report, the authors use seven aspects that are adapted to the realities in the field. The seven aspects are legal aspects, market and marketing aspects, human resource management aspects, technical and technological aspects, financial aspects, economic and social aspects, and environmental aspects along with their explanations.

#### **1) Legal Aspect**

a. Business Compatibility Analysis with Law

One of the objectives of the analysis of legal aspects is to determine the legality of a business. This legality is realized from the accuracy of the legal entity according to the business idea. With this legality, it can also be used as collateral for making loans if the business is financed with a loan.

b. Analysis of Ability to Fulfill Licensing

The documents required for company licensing are the Taxpayer Identification Number (NPWP), Business Identification Number (NIB), Location Permit, Building Construction Permit (IMB), Environmental Permit, Trade Business Permit (SIUP). For business conducted by Mrs. Ai has met the licensing requirements.

c. Government and Local Community Support

This business has only been running since a few months ago, so it has not received full support from the government. From the point of view of the local community, this business is highly supported because it can benefit the community who open services around the tourist attractions of the Gunung Padang site, including smart homestay.

d. Conclusion of Legal Aspect Feasibility

In the legal feasibility aspect, this service business also has clear business licenses so that a business can be carried out in accordance with existing regulations.

#### **2) Market and Marketing Aspects**

a. Market Analysis

In this business, smart homestay has enormous potential because the level of people who want to get good quality service at affordable prices is very high. From research that has been carried out from two to three businesses that have opened businesses in the same field, these services are very helpful for researchers at the Gunung Padang site who are conducting research. Because it is quite close to the site area, many tourists are interested in choosing strategic lodging places from the research location.

b. Competition Analysis (SWOT Analysis)

One technique for formulating an powerful method is the SWOT technique due to the fact it may describe the inner and outside situations of the business. Determine the concern of the method primarily based totally at the significance of inner and outside factors (Yuliana & Sopha, 2020).

1. Strength

This business is very profitable for tourists who want to stay overnight. Because the quality of services provided is very good and equipped with comfortable facilities. Product quality plays an important role in customer satisfaction and loyalty to the products a company offers (Sofiana et al., 2022). Affordable prices are what consumers are most interested in. In addition, the facilities already use advanced/modern technology, such as doors that are equipped with smart doors, modern trash cans so that they can create a much better quality of service than ordinary homestays.

2. Weaknesses

Weakness is a condition in which a company cannot perform its obligations properly due to a lack of facilities and work rules. (Hasan et al., 2022)

This business is easily imitated by other people because only using their own capital they can open a lodging business. The drawback is that the water is less clean because many people still use running water from the mountains and from wells so that the water can turn cloudy at any time during the rainy season.

3. Opportunity

The opportunity for this business is still very large, due to the small number of lodgings around the Gunung Padang site. Besides that, smart homestays are the most comfortable lodging places among all lodgings around tourist areas.

Distance between hotels and villas is quite far from tourist attractions, which is a great opportunity for homestay entrepreneurs in tourist areas. There are no other smart homestays or it can be said that there are only Mrs. Ai's smart homestays in Karyamukti Village, Cianjur so that the opportunities that Mrs. Ai gets are quite large.

4. Threat

The large number of business actors who open homestay businesses at lower prices with comfortable facilities is a threat to Ms. Ai's smart homestay. Indeed, it is not easy to innovate, so we need to understand the current situation by examining the needs of the current community (Nurbaiti et al., 2022).

c. Market Share Analysis

This lodging business creates a new advantage over other homestays. Because the standard of facilities and services for smart homestays is far more modern and more satisfying than homestays which are still ordinary. Therefore, many consumers or tourists prefer smart homestays because of their guaranteed comfort.

d. Marketing Strategy Analysis

a) Geography

Smart Homestay opens a business around the tourist area of Mount Padang Site, Cianjur. A strategic location with tourist attractions is very profitable for tourists. This business only develops around tourist areas. To place an order, a website is available to make it easier for consumers if they want to place an order.

b) Demographics

In principle, these four lodgings have no age limit and are affordable for all groups, both children and the elderly. The price given is in accordance with the quality of service and facilities provided.

c) Income Segmentation

Smart homestay website which already provides information about prices per/night in the range of Rp. 175,000.00 plus 3 meals a day. If you only stay overnight, the price given is IDR 100,000.00

e. Target Market

The main target of Mrs. Ai's smart homestay is visitors visiting the tourist attractions of the Gunung Padang Cultural Heritage Site. Quality is the set of traits and attributes of a service or product that have an effect on its capacity to satisfy said or implied requirements (Dewi et al., 2022).

f. Market Promotion

Smart Homestay Mrs. Ai still uses a word of mouth promotion strategy. The promotion is a promotion that is only done by word of mouth by people so that Mrs. Ai's business can be recognized by the public. In addition, the business that Mrs. Ai runs does not yet have social media, so it is not well known by the public. However, Smart Homestay Mrs. Ai has been registered on the website together with other homestay business actors.

One manner to develop your commercial enterprise is to put into effect the proper advertising and marketing techniques with the aid of using influencing customer buying selections and maximizing sales (Fitriana & Astutiningsih, 2021).

g. Marketing Mix

1. Product

In this case the service offered is a Smart Homestay business managed by the owner himself with better facilities than an ordinary homestay. Furthermore, the facilities provided are equipped with advanced technology so as to create a sense of comfort and improve service quality.

Uniqueness is a key advantage, as these products cannot be directly compared to their competitors. Competitors do not have access to this knowledge base, making it difficult for competitors to imitate this uniqueness (Nofrizal et al., 2022).

2. Price

Determining the selling price must also consider the profit you want to get (Bhuana et al., 2020).

The owner does not set a definite rental price, but visitors who stay overnight will pay an average of IDR 175,000 per room per night/person. If without consumption, you will only be charged IDR 100,000

3. Place

Location refers to various marketing activities aimed at expediting and facilitating the delivery or distribution of goods and services from producers to consumers. Location measures the volume to which a agency can maintain its distribution and impact destiny environmental, economic, cultural, aggressive and regulatory changes (Khanifah & Budiono, 2022). In general, there are two possible aspects of the location of service

facilities. First the customer visits the service point location and second the service provider visits the customer. Smart Homestay is located on the Gunung Padang site, Karyamukti Village, Campaka District, Kab. Cianjur. The location of the homestay is not too far from the Gunung Padang Cultural Heritage Site which can be reached on foot.

4. Promotions

Promotions that run on a regular basis can keep potential consumers informed about the products they want and provide material to consider when choosing a product (Khanifah & Budiono, 2022). Promotion is a communication tool used to inform, influence and remind consumers of the products offered by the company (Maulida, 2022). Besides that, promotion is also a way for sellers to present their products to consumers, with the aim of conveying information about products so that they want to buy the products offered (Dwijantoro et al., n.d.). Mrs. Ai only uses a word of mouth promotion strategy and creates a website with other homestay business actors on behalf of Gunung Padang Homestay. The strategy is a promotion that is spread by word of mouth. This the promotion carried out by Mrs. Ai was not perfect.

5. Process

Visitors who wish to stay at Smart Mrs. Ai's homestay can order directly to the owner's house or call the contact number listed on the homestay website, Mrs. Ai. The owner will clean and prepare all the needs of the inn before the inn comes to the inn.

6. People

Mrs. Ai does not have employees for smart businesses homestay that is run, the owner will ask for help from family or other people to prepare business needs.

7. Physical Evidence / Physical Evidence

The bedroom facilities are quite complete, such as wardrobes, beds, smart doors, tables and chairs that function properly.

### **3) Aspects of Management and Human Resources**

Competence in quality control is usually treated indirectly when it comes to quality control and its terminology (Martin et al., 2021). Human resources are very important to any government agency or organization because the success or failure of an agency depends on whether it is owned or not. Therefore, the selection of personnel to meet the needs of an organization must match the qualifications required to fill the vacancies in that organization (Susanto & Anjana, 2022).

In terms of routine business operations, the human resources needed will be adjusted to their expertise in running the company. The length of time they have worked at the company, the pattern of salary/wages they will receive, how they work and so on will be different from those who worked during project construction (Sugiyanto et al., 2020).

1. In this smart homestay business there are no set working hours, because every day the owner will open the homestay which is valid for 24 hours.
2. Labor Needs Analysis



Mrs. Ai's homestay does not have permanent employees because it is still managed by a large family only, but when tourists are busy staying overnight, the homestay owner will ask for help from other people to provide services to tourists.

3. Analysis of Ability to Meet Labor Needs

The marketing sector it has good communication skills, especially to tourists who stay at homestays so that it creates a good impression on tourists.

**4) Technical and Technological Aspects**

A study of technical and technological aspects will reveal what needs are required. From the study of technology, it is necessary to understand that technological development is something that cannot be avoided. On the other hand, less innovative institutions are encouraged to use this technology to improve their operational efficiency and marketing capabilities (Yacob et al., 2021).

Anticipation of technological developments should be studied so that the technology that will be used later can improve effectiveness, efficiency and economy, so that the resulting product can compete in the market (Sugiyanto et al., 2020). Changes in business direction, working and living conditions require consideration of planning, project development, marketing strategies, housing use and management processes (Sunarmin et al., 2022).

In this aspect, the things that need to be considered are the company's location, company design, equipment or technology used. Similarly, for the market aspect, you must analyze the number of potential customers near your company by doing these things to determine if the potential sale is profitable (Bhakti et al., 2021) .

1. Business Location Analysis

The location of the smart homestay is not far from the tourist attractions of the Gunung Padang Cultural Heritage Site so it is easy to reach because of its strategic location.

2. Production Area Analysis

There are 2 rooms provided by the homestay owner, but if there are many tourists staying, the owner will add 1 of his guest rooms. Family kitchen facilities can be shared with visitors staying overnight.

3. Technology Readiness Analysis

The smart homestay business run by Mrs. Ai already has several advanced services such as smart doors, wifi, bedroom lights, bathroom lights and trash bins with advanced technology.

**5) Financial Aspect**

From a financial standpoint, a business project is said to be healthy if it can provide adequate profits and is able to meet its financial obligations. Financial aspect study activities are carried out after other aspects have been completed. Activities on the financial (financial) aspect include calculating the estimated amount of funds needed for initial working capital requirements and for the procurement of project fixed assets. Making the results of financial

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analysis will be used to communicate the state of the financial plan with interested parties (Sugiyanto et al., 2020) .

The main sources of funding for micro, small and medium enterprises are microfinance institutions and, in some cases, intervention funds that can provide small loans (Adetiloye et al., 2020).

Analysis of the financial feasibility of a company is the most important stage in the formation of a company. To develop a business, it is necessary to have capital to run the business, which can come from internal and external sources.

### Initial capital

No.	Information		Cost (IDR)
1	Buildings and Facilities	Rp	300,000,000
2	Signboard	Rp	50,000
<b>Amount</b>		Rp	300,050,000

### Income

No.	Information		Cost (IDR)
1	Rental price/night	Rp	175,000
2	Average visitors/month		3 people
3	Average income/month	Rp	250,000
<b>Amount</b>		Rp	425,000

### Expenditure

No.	Information		Cost (IDR)
1	Electricity / month	Rp	175,000
2	Wifi		3 people
3	Eat	Rp	250,000
4	Tea + Coffee	Rp	15,000
5	Employee salary/day	Rp	100,000
6	Maintenance	Rp	500,000
7	United Nations	Rp	170,000
<b>Amount</b>		Rp	1,230,000

### Profit / month

#### Income Outcome

$$\begin{aligned} &= 250,000 - 1,230,000 \\ &= (-) 980,000 \end{aligned}$$

### Payback Period

$$\begin{aligned} PP &= \frac{INVESTASI}{CASH FLOW} \\ &= \frac{300.050.000}{- 980.000} \end{aligned}$$

= 306, 17

Based on the calculations above, it can be concluded that the results of calculating the initial return on capital for Smart Homestay Mrs Ai are 306 years and 2 months, which takes so long to get the capital back that it is not feasible to run.

Improving marketing performance is an absolute requirement for business growth unless the business is profitable (Martin et al., 2021).

### **Summary / summary**

Based on the explanation above, it can be concluded that in the marketing aspect, business actors already know the target market and market position. The aspect of human resources is an aspect that has not gone well because the business is still being managed only by the family.

The quality of service has increased because the technical and technological aspects have been going well. Facilities already use advanced technology and are superior to ordinary homestays.

### **CONCLUSION**

Mrs. Ai's Smart Homestay business is the most superior homestay in terms of comfort because the technical and technological aspects have been going well. Facilities already use advanced technology and are superior to ordinary homestays. However, the aspect of human and financial resources is still not going well because the business is still managed by the family.

Based on the results of the research report described above, business actors are advised to pay more attention to human resource and financial aspects. In addition, you have to do more promotions, both directly and indirectly, so that the profits will increase and speed up the return on investment.

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