

ABSTRACT

In the current era of globalization, competition in the business world has made significant progress. This phenomenon is reflected in the establishment of various new businesses in different sectors, such as food, clothing, printing, and boarding houses. The boarding house business is a type of enterprise that offers temporary accommodation services to individuals who pay rent to occupy rooms or units provided by the owner or manager. In Indonesia, the boarding house business has experienced significant growth, especially in major cities and educational cities such as Jakarta, Bandung, Yogyakarta, and Malang. One of the areas that has become a center for boarding houses in Malang is Tlogomas, Lowokwaru District. This area is known for its population density, which is dominated by students and workers, creating great opportunities for boarding house business owners. One of the boarding house businesses located in the Tlogomas area is Nena's boarding house. Nena boarding house is one of the boarding house businesses located in the Tlogomas area, which has been established since 2010. However, in recent years, Nena's boarding house has experienced a decline in occupancy rates, necessitating an analysis and the development of appropriate strategies to remain competitive and attract residents. This study aims to analyze the business development strategy of Nena's boarding house in Tlogomas, Lowokwaru District, Malang using SWOT and QSPM methods.

The results of the SWOT analysis show that the main strengths of Kos Nena are its strategic location near Universitas Muhammadiyah Malang, maintained cleanliness, and competitive rental prices. Meanwhile, the main weaknesses include the less modern condition of the building and insufficient digital promotion. The QSPM matrix shows that the priority strategies are optimizing digital marketing through room search applications like Mamikos, offering discounts for new tenants, and making minor renovations to enhance the building's appeal. The implementation of this strategy is expected to enhance the competitiveness of Kos Nena and attract more tenants.

Keyword: Boarding houses, Business Strategy, Malang, QSPM, SWOT