

CHAPTER I

INTRODUCTION

I.1 Background of Business

Nowadays, there are many people who move from their hometown for studying or working. This move is called “migration” as stated by BPS (par. 1). According to BPS Indonesia, “residents with less growth rate will move toward areas with higher growth rates” (par. 2). This is why many people migrate from small cities to bigger cities. There are factors for their migrations. BPS Indonesia states that there are pull factors from a region that makes people from other cities move there (par. 4). These factors pull people from small cities to bigger cities. They want to make their lives better. The first factor is the existence of activities in large cities, places of entertainment and a cultural centre. The second is the presence of hope to have the opportunity to improve their standard of living. The last factor is the opportunity to obtain a better education. There are many good universities in

big cities like Jakarta and Bandung that can give opportunities for people to get a better education.

The big cities which are usually chosen are Jakarta and Bandung. Besides being modern cities, they also have many famous, superior, and high quality universities that attract the migrants to continue their study there.

Bandung in particular has become an education city, as stated by Siswadi Edi, that Bandung today is an important city of education that attracts many graduates of secondary schools to continue to universities there (par. 1).

Bandung has many famous universities, such as Institut Teknologi Bandung, Universitas Kristen Maranatha, Politeknik Negeri Bandung (hereafter, Polban), Politeknik Pos Indonesia (hereafter, PPI), Universitas Padjadjaran, and Universitas Katolik Parahyangan.

Universitas Kristen Maranatha or Maranatha Christian University (henceforth, MCU) is one of the universities in Bandung that provides many faculties and is completed by facilities which attract many people to study there. According to "Ranking Web of World Universities", "The graduates from Maranatha Christian University last year were 10,216 people" (par. 1). This means that Maranatha Christian University has a large number of students. Usually people who study at Maranatha Christian University do not only come from Bandung; some of them come from other cities. Those students who come from other cities need a place for them to stay during their time of study at Maranatha Christian University. Usually they choose a boarding house to

live in. They choose a boarding house in a strategic location to make it easy for them to go to campus in a short time. They also choose a boarding house which offers complete facilities. This is an opportunity; therefore, to open a boarding house for those who need a place to live during their study at Maranatha Christian University.

I decided to open a boarding house which is specialized for female students who often feel homesick. According to Catherine Clark Kroeger, the author of The IVP Women's Bible, “Women tend to be more isolated, lonely and homesick “ (489). This is the reason I specialize in a boarding house for female students, because they tend to be homesick more often than men.

Although nowadays in many areas in Bandung there are many boarding houses and they offer diverse facilities, this boarding house is different from the others. I am interested in building a boarding house which offers facilities to make the tenants feel at home. The name of the boarding house is Hommy's Boarding House (henceforth, HBH), and the boarding house is completed with several facilities. First, the common room at the center which is surrounded by the bedrooms where the tenants can interact with each other. Second, the tenants will get breakfast and dinner. Third, the boarding house will be completed by a home theatre room and a karaoke room for their entertainment and to make them feel close to each other, and also to help them enjoy living there. Kelcy Lynn, who has nearly ten years of full-time experience working with and at colleges, in positions ranging from a college

admissions adviser for teenagers in foster care to a Program Officer at a consortium of twelve colleges in the Midwest of U.S, states that “At any given point in time, most college students are stressed about something, it's just part of going to school” (par.1). Usually college students feel stressed when they face assignments, examinations, or boredom. HBH’s karaoke room and home theatre room are the place for them to make them keep their stress in check and relax when they get too many tasks.

Besides karaoke room and home theatre room, there are eight shared bathrooms (with hot and cold water), an Internet access, a shared kitchen, a garden, and a laundry and cleaning service. HBH also places complete furniture in the bedrooms. There are a desk, a cupboard, a mattress (180cmsx200cms), a pillow, and a bolster in each bedroom.

HBH will be located in Sarimanah Street Bandung. I choose this location because it is near MCU, Polban, and PPI. The location is strategic. It is near the schools, and it is passed by public transportations.

1.2 Unique Selling Proposition

A business has unique selling proposition when it offers different products from other businesses. Michael Gray, as a profit advisor, states that “USP is to differentiate your business in the eyes of your current and potential customers or clients” (par.4). USP of HBH is the facilities it offers, which are different from other boarding houses. In HBH, there is a common room at the

center surrounded by the bedrooms, thus if the tenants go out from their rooms, they can interact with each other. There is also a garden at the back, and a home theatre room and karaoke room as a place of entertainment for the tenants.

1.3 SWOT

SWOT is strength, weaknesses, opportunity, and threats. Tim Berry, explains that “Strengths capture the positive aspects internal to your business that add value or offer you a competitive advantage” (par. 6). The strength of HBH is the tenants can feel at home because of the facilities. The tenants can interact with each other in the common room because the common room will be in the center of all the bedrooms. The tenants will get breakfast and dinner, and also the tenants can enjoy the home theatre room and karaoke room which are offered as the entertainment rooms. All the facilities will be monitored by the owner, and she will make the situation in the boarding house homey for the tenants. The owner will also make interaction with the tenants so they can become closer with each other.

Besides the strengths, HBH also has weaknesses. Tim Berry states that “the weaknesses are factors that are within your control that detract from your ability to obtain or maintain a competitive edge” (par. 7). The weaknesses of HBH are it is only for female students, the rooms are limited (only 15 rooms), and the price is quite expensive.

However, there is still an opportunity that can make HBH successful. Tim Berry states that “the opportunity is the external attractive factors that represent the reason for your business to exist and prosper” (par. 10). The opportunity that HBH has is the location which is near MCU, Polban, and PPI. The number of students at these institutions increase every year so they need a comfortable place to live in during their study. Usually female students who come from different cities which are far from Bandung tend to get homesick. HBH can help them feel at home in the city.

I am confident that HBH is different and has a good opportunity because I have done a survey at the boarding houses around MCU, such as Micasa, Cherry’s Home, and Tulip. From my survey, I found that the boarding houses prioritize the facilities in the bedrooms, but they do not make a common room available for all tenants to gather. Although they offer many facilities such as a gym and a swimming pool, still they do not have a room where the tenants can interact with each other.

However, I must be careful with the threat for HBH. A threat, according to Tim Berry, “includes factors beyond your control that could place your marketing strategy, or the business itself, at risk” (par. 23). The threat for HBH is there are many boardinghouses around that offer complete facilities like swimming pools and gyms, and the price is affordable. Besides that, people who do not like to mingle or people who prefer to live individually can also be a threat for HBH.