

ANALYSIS OF BUSINESS OPPORTUNITY AS IMPACT OF HEDONIC SHOPPING VALUE AND LIFESTYLE SHOPPING IN DIGITAL ERA IN SURABAYA EAST JAVA (VIA SWOT ANALYSIS)

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ABSTRACT

This research is an explorative qualitative research, analyzing the impact of changes in consumer behavior as one of the consequences of urbanization namely hedonic shopping value behavior and lifestyle shopping to business opportunities that can be conducted; supported by technological improvements, social media, in Surabaya, by observing, observation of shopping malls, coffee shop cafes, densely populated residential areas, campus environments, and manufacturing environments, divided into represented areas. Analysis used with SWOT, that is by analyzing internal factor that is strength and weakness. External factors are opportunities and threats. The results of the analysis as follows: Strength has a larger value with 14 points, it,s important compared to the weakness of 11 points, this means from internal factors have more strength with a value of 45 compared to weakness with a value of 36. From the external side of the opportunity with the number of items 12, yielding point 41, while the challenge with 11 items, yielding 37 points. From the SWOT analysis results obtained some business opportunities that can be taken, with 6 business fields namely, Property, Education, Transportation, Culinary and house work field. Each field can be developed into various aspects of the business. Business can be done with using technology, with social media, open his/her own applications or using existing applications or programs, such as instagram, line, Fb, blibli applications, pedia shop and many more. Businesses can generate job opportunities and income without having to leave a job.

Keywords: Hedonic shopping value, lifestyle, business opportunity..

INTRODUCTION

The era of globalization, the millennia era, the present era, whatever the terms we often hear, but the estuary is the open window of the world, either it is in trm of Politic, Economy, Social, Cultura, Education, and others, it has been started with several stages, with the AFTA (Asean Free Trade Agreement), the opening world trade of ASEAN level, this resulted in the increasingly tight competition in the world trade, although only at the ASEAN level, Indonesia was in the fourth position after Singapore, Malaysia and Thailand. In 2013 with the AC FTA, it is getting wider by entering of China. This resulted in China's product goods flooding our country, and by 2015 the MEA (The Economic Community of Asia). Our competitiveness is geeting wider and wider.. Meanwhile, the State of Indonesia is still Developed Country trying to get up, catch up the missing by increasing again the movement of entrepreneurs with policies

in favor of the People. Various policies implemented by the government include tax amnesty policy, fuel price adjustment in remote areas, acceleration of infrastructure development, until to the policies that touch small group of people. Policies with a variety of possible opportunities to improve the welfare of the community, the policies o have a positive and significant effect on the other side.

One of the Government policies that affect to the employment sector is Law No. 13 of 2013 on the use of Foreign Workers, Presidential Regulation No. 72 year 2014 on the use of Foreign Workers and the implementation of the Workers Training of Co-workers and Manpower regulation No. 16 year 2015 junto Permenaker No. 35 year 2015 concerning Procedures for the use of Foreign Workers. The regulation contains the opening of Foreign Workers, supported by the opening of 169 countries without visas. East Java, one of the provinces in Indonesia is also inseparable from the policy and we cannot avoid it. While the workforce of Indonesia based on data from the Department of Manpower of East Java Province is in the position as in the following table:

Table 1

NO	Type of activity	unit	2015		2016		2017	
			February	August	February	August	February	August
	1	2	3	4	5	6	7	8
1	Working age population > 15 year	million	29, 74	29, 88	30, 03	30, 17	30, 31	30, 4
2	Work force	million	20, 69	20, 27	20, 50	19, 95	20, 89	20, 94
	work	million	19, 80	19, 37	19, 65	19, 11	20, 03	20, 10
	unemployment	million	0, 89	0, 91	0, 85	0, 84	0, 86	0, 84
3	Not workforce	Milion	9, 05	9, 61	9, 53	10, 21	9, 42	9, 51
	School	Million	2, 38	2, 30	2, 33	2, 32	2, 18	2, 17
	Taking care of household	Million	5, 41	5, 92	5, 85	6, 59	5, 95	6, 13
	etc	Million	1, 26	1, 39	1, 35	1, 30	1, 28	1, 21
4	Labor force participation rate	%	69, 58	67, 84	68, 27	66, 14	68, 93	68, 78
5	Open unemployment rate	%	4, 31	4, 47	4, 14	4, 21	4, 10	4, 00
6	Workers are not full time	Million	6, 41	6, 24	6, 28	5, 60	6, 26	5, 73
	Half unemployment	million	1, 63	1, 63	1, 61	1, 34	1, 23	1, 23
	Part time	million	4, 78	4, 62	4, 66	4, 26	5, 03	4, 49

Taking note of the above table, related to government regulations on the opening of opportunities for Foreign Workers, resulting competitiveness of labor is getting tighter. Meanwhile, the Minister of Economy explained in Metro TV news.com, Jakarta. regarding to the implementation of the Minister of BUMN (State-Owned Enterprises) on the recruitment of the Director of Foreign Workers and has been approved by the President. This motivates people not to keep being silent waiting for the salary given by the company on a certain date with a certain amount can be measured and counted How we react about it?

On the other hand, the development of society that is moving towards a more dynamic change in lifestyle moves to follow the flow of globalization, it is also influenced by various things, including the openness of economy, making a significant shift from traditional lifestyles in the millennia lifestyle. This lifestyle change also triggers the development of human needs move quickly and change. what made this lifestyle change? This change in lifestyle is due to several things, including Urban life, the movement from the village to town can be caused by a number of things. It can be due to work, education, or for other reasons such as natural disasters that

forced people move from traditional communities have to adapt to the people in the city who had become a hedonic society earlier. These changes resulted the factors affecting consumer behavior, "consumer buying behavior is influenced by cultural, social, personal and psychological factors" Kotler and Keller (2012: 151). The factors can provide a business opportunity, whether it is the changes of consumer behavior which is caused by cultural factor where culture is a belief, the value of the habits learned by someone. Social factors also influence changes in consumer behavior a lot, either social factors that are influenced by reference groups, families, and roles and status. As said by Dwiastuti, R. . In his book the knowledge Consumer Behavior, stated that "reference groups have an influence on consumers especially in the buying process". So is also the influence of personality factors consisting of several things namely age and stage of life cycle, occupation and economic environment, lifestyle and personality and self-concept. Psychological factors, namely motivation, perception, learning, beliefs and attitudes, will also influence consumer behavior in terms of purchasing decisions. By paying attention to these factors, it can be analyzed that changes in consumer behavior can provide a business opportunity if it is related to economic openness, competition, urban life, lifestyle, These trigger hedonic shopping value, and shopping life style . If a businessman can capture business opportunities from both buying behavior, then a lot of business can be done. On the other hand, technological advances make it easier for business people to carry out their business without leaving the work that has been owned and generating definite, measurable income. By paying attention to the needs of consumers through the analysis of consumer changes mentioned above, there are many business opportunities that can be implemented, in the field of property, opening a rental business, contracting a house or even build cheap and adequate house, for food culinary is badly needed, because the new comers need to eat, while in a boarding house the time available is very limited. People tend to buy fast food by considering efficiency. So catering services, food stalls, restaurants are badly needed. Meanwhile, a boarding house that does not allow washing or drying, or the difficulty of house workers or household assistants, causes homework need an external workers, whether it is washing and ironing , cleaning house, etc. All possible types of business can be carried out digitally, meaning that in terms of marketing, ordering, delivery goods etc. can be carried out by using Contract Workers without leaving the work we have engaged in, either as Civil Servants, BUMN, private and Students, all can become a businessman without leaving his job and earning extra income.

Based on some of the above phenomena, we will analyze business opportunities as a result of hedonic shopping values and shopping lifestyle in the digital era in Surabaya through SWOT analysis.

LITERATURE REVIEW

Observing business opportunities can not be separated from observing consumer behavior, consumer behavior is the last buying behavior of consumers, both individuals and households, who buy products and services for personal consumption (Kotler and Armstrong, (2012: 133). While factors that influence consumer behavior , according to Kotler and Keller (2012: 151) is a factor of Culture, Social, Personal, and Psychological. From several factors that influence consumer behavior of cultural, social, and personal factors will have an impact on Hedonic shopping value when associated with phenomena that occur from the openness of economy. Urban Life and a shift in the digital era. Hedonic shopping values are stimuli that select the quality of the shopping environment in terms of perceived enjoyment, interest due to visual appeal and relief (escapism) (Subagio 2011: 15) hedonic shopping value reflects potential shopping entertainment and emotional value (Utami: 2010) purchase is incidental, non-permanent, the actual purchase action can produce a hedonic value and can act as the climax of

the purchase process. This will lead to impulsive spending. Utami (2010) identifies six factors of consumer hedonic shopping motivation, namely: 1. Adventure shopping. Where consumers shop because of the encouragement that evokes passion for shopping. 2. Social shopping. Some consumers shop because they think that there will be enjoyment in shopping when they spend time with their family, friends or community. So shopping is a social activity to be sociable. 3. Gratification shopping. Consumers shop to overcome a bad mood, stress, to forget the problems at hand. 4. Idea of shopping. Where consumers shop to follow the trend of new models, consumers usually get information through advertisements offered by mass media, social media, especially in today's digital era. 5. Role shopping. Consumers with this role shopping model, shopping for others or their organizations. Shopping for others makes their hearts happy. 6. Value Shopping. shopping is a game when bargaining prices, or when consumers are looking for a place to shop with cheap prices.

Other factors that influence consumer behavior are psychological factors, this factor has several indicators namely Motivation, Perception, Learning, Belief and Attitude. From some of these indicators will affect the style of spending from consumers for example;

lifestyle, lifestyle according to Mowen and Minor in Sumarwan (2011: 45) explains that lifestyle reflects the pattern of consumption that describes a person how he spends time and money. Lifestyle has characteristic which is not permanent or rapidly changing. The lifestyle of Cobb and Hoyer in Tirmiji (2009: 524) defines the Shopping Lifestyle as the behavior shown by the buyer in connection with a series of responses and personal opinions about the purchase of the product. Consumers will be willing to sacrifice something to meet the lifestyle and it will tend to lead to impulse buying behavior (Japariato: 2011). Based on this definition, it can be concluded that shopping value is a way of consumers shopping, fashion, entertainment, education.

SWOT analysis is a classical strategic planning instrument. By using a framework of strengths and weaknesses, in external opportunities and threats, this instrument provides a simple way to predict the best way to implement a strategy.

A business is an organization that sells goods or services to consumers or other businesses to get profit. from [https // id.m.wikipedia.org> wiki> business](https://id.m.wikipedia.org/wiki/business).

RESEARCH METHODS

The type of research used is explorative qualitative. The aims to map an object in a relatively deep or in other words, explorative research is research conducted to find causes or things that influence the occurrence of something and it is used when we do not know exactly and specifically about the object of our research. Researchers reveal this exploratory research qualitatively. (Sugiono). According to Sugiono (2007: 49), in qualitative research does not use the term population, but is called a social situation consisting of 3 elements, namely place, actor and activity. In the social situation or object of this research, researchers observe deeply the business opportunities as a result of hedonic shopping values and shopping lifestyle.

Arikunto (2006: 7), explains "Explorative research is a research aimed to explore extensively the causes or things that affect the occurrence of something".

This explorative qualitative research uses SWOT analysis. SWOT Analysis is a classical strategic planning tool using a framework of strengths and weaknesses, external opportunities and threats, this instrument provides a simple way to estimate the best way to implement a

strategy. This process involves determination of specific objectives of business or project speculation and identifying internal and external factors that support and which and not support in achieving the objectives.

Table 2. Scheme of SWOT Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> •Skill •Funding Lines •Commitment to positions •Contacts and partners •Existing activities 	
Opportunities	Threats
<ul style="list-style-type: none"> • Other Organizations relevant to issue • Resources financial, technical, Human • Political and policy space • Other groups or force 	

DISCUSSION

Indonesia is the fourth most populous country after China, India, USA, with a population of 258,316,051 with an area of 1,904,569 KM2 (CIA World Factbook, 2016). It consists of thousands of tribes and cultures. With the fourth largest population in the world, Indonesia has an advantage of 157 million productive ages, so it is bigger than the number of unproductive age (Susenas.2014). East Java where we are with a population of 38.29 million people in 2018 with a ratio of women 19.9 million, men 19.4 million have a productive age and young age is greater than unproductive age. ([https // jatim / bps.co.id](https://jatim.bps.co.id)) Contribute 14.85 per cent to the National Gross Domestic Product, of course this is supported by the success of the movement of UMKM (Micro, Small and Medium Enterprises) in East Java grow until now 6,825,931 UMKM, with a total workforce of 11,117,439. Surabaya is the largest city in East Java with 260,762 UMKM, with a total of 466 779 productive workers.

UMKM Business doers in Surabaya or even in East Java develop rapidly due to several things:

1. Education is getting better, in East Java almost all universities both State and Private have the Faculty of Economy, with curriculum content that contains real economical behavior with the aim of Students are expected to carry out entrepreneurship, furthermore the development of higher education which is more specifically fostering Students towards the practical education of entrepreneurship , doing business which has been implemented the student creativity program at the School of Economics.
2. Not absorbing productive age to work in the formal sector as an employee, either as Public Servant or Private, thus motivating the society to create their own employment, with entrepreneurship.
3. Government regulations that support and encourage the growth of UMKM with various policies, among others, the requirements for the application of permits simplified, relief and support banking in capital, the role of BUMN (State owned enterprise) as partners and counterparts, CSR programs, and much more.
4. Progress in digital technology, concrete examples of almost all residents in Indonesia, in East Java or in Surabaya have mobile phones, either in the form of mobile phones, tablets, Iphone, or whatever form.

With the development of UMKM that contribute to high Gross Domestic Income triggers

entrepreneurs to continuously see various opportunities to open businesses, by considering the considerations of consumer behavior in hedonic shopping values and lifestyle shopping. As it has been explained that Hedonic Shopping Value and Lifestyle shopping behavior triggers impulse purchases, purchases with no intention in advance, so buying without a plan. This can be captured as a business opportunity. Usually purchase at stores, but in this digital era it is possible consumers can pay attention to display offerings through social media with easy access and applications of various kinds, such as Instagram, facebook, line, bukalapak, blibli and many more . as for the opportunities that can be developed from various sides, from the side of consumer behavior Hedonic Shopping Value with the background of various demands of life such as housing needs, the need to eat, drink, transportation, education, entertainment, as well as from the side of lifestyle shopping, lifestyle shifts in the fulfillment of their needs requires comfort, recognition of the social class, so to get it through a sacrifice that is no longer a thought, this creates impulse buying. It can be captured as a business opportunity. For more details will be seen in a simple scheme as follows:

STRENGTHS	WEAKNESS
OPPORTUNITIES	THREATS

1. STRENGTH (STRENGTH)

Strength from outside the existing business opportunities, seen from the structure of society hedonic in Surabaya are;

- 1.1 The average income level is UMR (minimum regional wage), above 3.5 million so they can meet their daily needs and wants,
- 1.2 People lifestyle prefer to get their needs and wants easily and practically.
- 1.3 Almost 95% of people have used gadgets or android phones that easily connect with the internet
- 1.4 Many of productive ages and young executives, occupying important positions in his office at a young age (under 35 years),
- 1.5 Lots of new business opportunities can be created
- 1.6 There is still plenty of vacant land in strategic locations, even contracted buildings for businesses in the Surabaya area
- 1.7 The easier it is to get loans / soft loans from financial institutions or Banking for UMKM entrepreneurs, with a small interest rate.

- 1.8 The easier it is to get goods or raw materials to open new business through on line or off line.
- 1.9 Internet facilities are getting easier to get and used.
- 1.10. Efficient licensing policies
- 1.11. Government assistance in the form of education and training.
- 1.12. Infrastructure facilities that have reached remote villages.
- 1.13. The level of community education increases.

2. WEIGHTNESS (WEAKNESSES)

Weaknesses from outside the existing business opportunities, seen from the structure of society hedonic in Surabaya are;

- 2.1. The number of competitors with the same business
- 2.2. Mindset "Cheap price" resulted in a price level relatively cheap for certain products, so to get the maximum profit is quite difficult.
- 2.3. Still lack of understanding from business actor in using the internet to market their products
- 2.4. Lack of existing capital to open a business
- 2.5. Lack of entrepreneurship so that the soul is still doubt even afraid when he will open a new business
- 2.6. Still using traditional or conventional ways of managing a business
- 2.7. Most of the UMKM actors, have not done the bookkeeping properly.
- 2.8. Lack of recording or bookkeeping of small business actors.
- 2.9. Lack of innovation in products, place layouts, and promotions
- 2.10. no interest to join in similar organizations in his business, so that he lacks of business communication.
- 2.11. Management tends to be not professional.

3. OPPORTUNITY (OPPORTUNITY)

Opportunities to open new business in Surabaya;

- 3.1 Business Property, by opening land for simple housing to elite housing, rental for boading house or residence, business or RUKO (house is used for doing business), etc.
- 3.2 Culinary business,
- 3.3 Online Transportation business
- 3.4 Services business, among others; laundry services, cleaning services, child care services (TPA), education services, and health services (clinics, hospitals, healthy homes, etc.), pharmacies, etc.
- 3.5 Culinary Businesses, such as catering, rice stalls, coffee shops, depots, even restaurant.
- 3.6 Transportation business, including transportation services, rental car, school shuttle & clerk, delivery or pick up goods, etc ..
- 3.7 Service services of electronic goods, vehicles and home appliances, etc.
- 3.8 Retail trade business, both traditional stores, modern stores, supermarkets to the on-line store.
- 3.9 Government policy in cooperation business
- 3.10. Not difficult to open francase, which is now in trendy business.
- 3.11. Ease of obtaining capital from a Financial Institution.
- 3.12. Often held coaching either from the government or from academia.

4. TREATMENT (CHALLENGES)

Challenges that must be faced by businessman in Surabaya, among others;

- 4.1 Law on the use of Foreign Workers,
- 4.2 has not been absorbed Productive workers in the formal sector, as well as non-formal, both

- public and private.
- 4.3.flood of imported goods that is liked by people, with cheaper price
- 4.4.Lots of people who have opened the same business and see business opportunities in the same business field.
- 4.5.Lack of encouragement from the family when they will open a business, due to fear of loss or bankruptcy.
- 4.6.Seeking capital needed both for initial capital and for development
- 4.7.Must have motivation to learn to use the internet and follow the progress of modern technology to market its products
- 4.7 Assistance to management from academicians have not been done effecienly and effectively
- 4.8 Must be able to compete with similar franchises that come imported.
- 4.9 Motivation of legalization of business, in order to have a sale value
- 4.10 Willingness to expand into newly opened areas.
- 4.11 Design the product model according to the situation and needs of the user community.

Observing the observation result plus the literatur study as the comparison, through the likert scale with the 4 standard is very important, 3. Important, 2. Not important, then the following results are obtained:

Table 3.1 IFA’S & EFA’S Analysis

	STRENGTHS		WEAKNESSES	
	I N T E R N A L	1.1	4	2.1
1.2		4	2.2	3
1.3		4	2.3	4
1.4		3	2.4	4
1.5		3	2.5	3
1.6		3	2.6	3
1.7		3	2.7	3
1.8		3	2.8	3
1.9		3	2.9	3
1.10		3	2.10	3
1.11		3	2.11	3
1.12		3		
1.13		3		
1.14		3		
	SCORE	45		36
	OPPORTUNITIES		THREATS	
	E K S T E R N A L	3.1	4	4.1
3.2		4	4.2	4
3.4		4	4.3	4
3.5		4	4.4	4
3.6		4	4.5	3
3.7		3	4.6	3
3.8		3	4.7	3
3.9		3	4.8	3
3.10		3	4.9	3
3.11		3	4.10	3
3.12		3	4.11	3
		SCORE	41	

Source: processed researchers

Analyzing the above, it can be seen that from the internal factors that consists of 14 items, resulting in a value of 45, while the weakness with 11 items has a value of 36. While from external Opportunities with 12 items to produce 41, while threats with 11 items have value 37 . Thus, consumer behavior that is Hedonic shopping value and lifestyle, is an opportunity that we can catch as something that gives benefit value in increasing income through business sector by minimizing movement of business activity through social media with various applications available. The possibility of the type of business that can be implemented

Can we categorize into six fields or even more, just in this discussion we describe into six areas, namely: Property, Culinary / Food, Education, Transportation, Home Service. The six Fields can be divided into several types of businesses or businesses that are well known to the Society. Field of Property, either own or just as a manager that is starting boarding house, contract House, apartment, homestay etc .., while the field of education began Pre-School Education with Child Care Park, kindergarten, up to college, and courses , Culinary more promising, starting from home business catering, food stalls, restaurants, cafes, etc .., Transport area, the field of Household Services, starting from laundry, cleaning house to household appliance service. We can define it as follows:

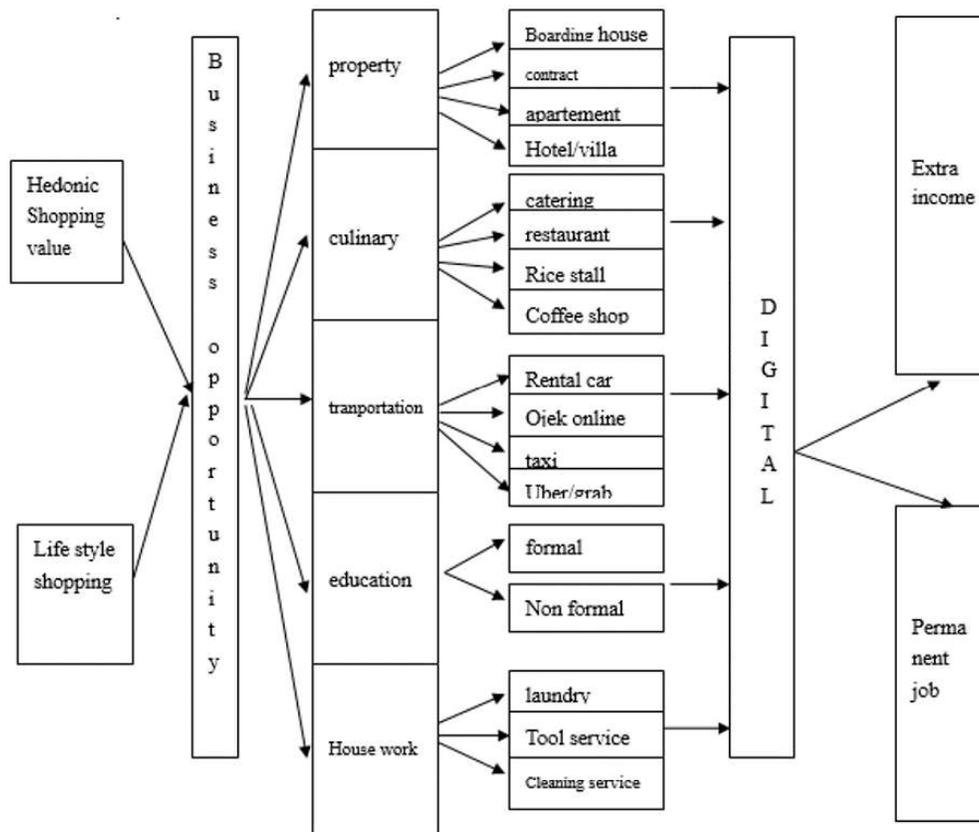


Figure 3.2 Business opportunity scheme

Source: processed researchers

Some aspects that appear to trigger changes in consumer behavior include:

1. Job Factor, from conventional way in the village as a farmer, fisherman, trader, etc., with the improvement of education paradigm, people prefer working in the city life , due to the level

- of education adjustment, where the village has not been able to accommodate labor accordingly, so many people move from the village to town, both in the same region in one province or to another province, even abroad.
2. Education factors, the desire to achieve higher education motivates the villagers to move to cities, in addition to better educational facilities in the city, also the customary philosophy of "eat or not eat no problem provided that gatherings" has begun to erode, this is supported by the ability of the community getting better.
 3. Government Regulation Factor, the Government issues several policies, whether in the form of Laws, Presidential Regulations, Governor Regulation and so on about some things that resulted in people thinking to switch professions to pursue the business world, the example of the Law on Foreign Workers, can earn more, by opening a business in anticipating of further reduced employment opportunities.
 4. Other factors that are Individual, Villagers move to town due to their own desires, or natural disasters that cause land can not be managed any longer, so that the villagers move to town to find livelihoods.

from the four things above, encouraging them to move to town and feel comfortable in the city, so there will be changes in consumer behavior, including:

1. hedonic / hedone behavior: that is buying behavior because of pleasure or enjoyment due to visual appeal and sense of relief (escapism) (Yustini, 2012).
2. Changes in social class: changes in social class due to several things, according to Engel, Blackwell and Miniard, 1995 which is condemned Ujang Sumarwan argues that there are nine variables that determine social classes that are classified into three categories, namely:
 - 2.1. Economic category, namely the variable employment status, variable income and variable property.
 - 2.2. Category of Interaction, consisting of prestige variable Individual, Association, and socialization.
 - 2.3. political category, namely the variable power, class awareness, mobility.
- 3, Life Style, the lifestyle of people from the countryside, adapting with life in the city that has lived in the millennia era demands immigrants to change their lifestyle. Mowen and Minor in Sumarwan (2011: 45) explain that lifestyle reflects a consumption pattern that describes a person how he uses time and money, life style has characteristic which is not permanent or change fast.
4. Impulse buying. According to Utami (2010: 67) impulsive purchases occur when consumers suddenly experience a strong and strong desire to buy something as soon as possible. This is due to the influence of advertising, the desire to try new products, or because of attractive packaging and attractive displays, or perhaps because of low prices, and promotion girl expertise. Hedonic, and life styles are most likely to be experienced by urban residents, this can be captured as a business opportunity because it will change consumer behavior towards impulse buying.

Changes in consumer behavior, both because of urban, Life Style, changes in social classes and impulse buying is an opportunity in business.

What opportunities can be obtained from everything described above?

1. Urban Life, the movement of residents from the village to town implies the need for a place to live, with careful assessment of this opportunity, of course without doubt the businessman will develop his business in the field of property, either in the form of housing, boarding houses, apartments or perhaps using existing residences as first capital.
2. Changes in social class, of course this is also a business opportunity by analyzing what underlies changing social classes,

3. Life Style, with lifestyle changes there are certainly many opportunities that can be seen, for example from traditional washing because of the limited space and time they will move to more practical ones, namely laundry, or washing and ironing, from starting to washing clothes may even open washing shoes, helmets and much more. Apart from that, eating from those who cook at home many people turn to fast food or easily obtained from the restaurant level, catering to stalls, this also as a business opportunity and many other examples.
4. Impulse Buying, by paying attention to the causes of the community making impulsive purchases, entrepreneurs or prospective entrepreneurs can analyze the trend setter that occurs in the community. Many opportunities by analyzing this.

By analyzing the possibilities of business development, how can we do it while we work? a question that is very easy to answer we can develop a business without having to leave our work, simply by managing it excellently through the use of increasingly sophisticated technology.

CONCLUSION

After analyzing changes in consumer behavior, it can be concluded as follows:

1. Changes in consumer behavior caused by several factors, Culture, social, personal and psychological. From several factors that influence consumer behavior is Hedonic shopping value and lifestyle shopping.
2. SWOT analysis of hedonic shopping value and lifestyle shopping, resulting in several aspects of making strength and opportunity, viewed from internal factors, while from external factors there are Weaknesses and Challenges.
3. power factor provides a stimulus in conducting business.
4. Weakness factors can be anticipated with various activities supported by the government and academicians as a form of community service that is business management / business managerial, or from the accounting side of the Government can be assisted by issuing policies that motivating people in doing business.
5. Challenge factors, can be anticipated by motivating people to do the businesss, as one way to answer the challenge, by should not rely on work but give the job.
6. Businesses that can be conducted include:
 - 6.1 The Property Sector, either self-owned or as a manager, those are boarding house, rental house, apartment, contractor,
 - 6.2 Culinary field, a thing that is always needed in the form of, restaurant, rice stall, catering, coffee shop.
 - 6.3. Trasportation, as a service provider, vehicle owner, or application manager.
 - 6.4 Education Services, from pre school, to University, courses that meet the needs of the community until e.learning program.
 - 6.5 Household Services, various services, washing, ironing, cleaning the house, garden, painting, and house appliance repairation.
7. Some fields of business can be conducted through digital, for example the offering of goods can be conducted through instagram, facebook, WA, or other social media. With various applications.
8. Business that is coducted through digital allows us to do business without having to leave our jobs.
9. Business can be an additional income for the businessman who keeps working.

SUGGESTION

Various possible business opportunities have been analyzed, submitted suggestions for consideration as follows:

1. starting business from the small (Badroni Yuzirman, 2013: 3)
2. keep exploring business opportunities by always analyzing the market segment.
3. exploring product innovation, adjust to the current situation and trend.
4. Making Government policy as a foothold.
5. Managerial and simple accounting become a culture, so the management process works.
6. Advancement Technology is a convenience not a barrier.
7. Identify various of timeless businesses.

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