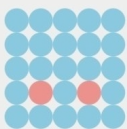




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ABSTRACT

SUSWONO. *Strategy to Increase Sustainable National Logistic and Food Organization's Competitiveness : A Case Study of BULOG. Under supervision of ARIEF DARYANTO, BUSTANUL ARIFIN, and M. HUSEIN SAWIT*

This research tries to explore the strategy and formulate key performance indicators to increase competitiveness of Perum BULOG after the status change. The goals of this research are : 1) to formulate BULOG's function and strategy in increasing sustainable organization competitiveness; 2) to define key performance indicators (KPI) for bussines and public service obligation function based on BULOG competencies for increasing sustainable competitiveness; and 3) to develop measurement for increasing sustainable competitiveness. This research was conducted using Analytic Network Process (ANP) method and Balanced Scorecard (BSC). The data were taken from relevant literatures (BULOG annual reports, textbooks, magazines, and relevant internet information), indepth interview, Focus Group Discussion (FGD), and experts panel. The research has shown that business PSO supported by strong commitment of the government become priority function of Perum BULOG for five years to come; learning & growth as well as internal process aspect is the most important aspect. Value creation strategy is the best alternative strategy to increase BULOG's competitiveness. BSC had function to translate strategy priority from ANP become KPI and also simplify it in strategy map.

Keywords : *Competitiveness, Perum BULOG, Analytic Network Process (ANP), Software Superdecisions Balanced Scorecard (BSC), Strategy Map.*

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