ABSTRACT

RURIN WAHYU L. 2013. Analysis of Development Strategic Business Unit to Enhance Potential Innovation of The Independent Business Unit III in West Java and Banten. Under direction of MEIKA S. RUSLI, WATI HERMAWATI.

This study analyzes the innovation and competitiveness ability of Strategic Business Unit (SBU) in the KBM (independent business unit) industry and to formulate alternative policies that can enhance company innovation and competitiveness. The study was conducted at KBM Industri and SBU within the KBM industri. The information and data was obtained through interviews and distributing questionnaires to 10 respondents. Respondents were choosen based on their expertise and or experience. Data processing techniques used the SWOT analysis and AHP. Results of this study is that KBM Industri Unit III have the power and the opportunity to expand, increase growth and achieve maximum progress by improving the quality, developing new products, improving processes and increasing access to wider market. The potential innovation can also be seen from the process-product innovation, knowledge-skills innovation and method-system innovation. In the KBM Industri Unit III those potential covers the raw materials, process equipment and products. The improvement of company's innovation was influenced by the main factor organization with the values 0,436 and the most influential factors of marketing with a value of 0,398. While the ultimate goal is the improvement of the process with the value 0,756. The improvement of the company's innovation strategy is through strategy priority, namely cooperation with other /external parties weighted by 0,703 and optimizing own capabilities of the research and development institutions weighted by 0,297.

Keywords: SBU, KBM Industri, innovation, AHP, SWOT