ABSTRACT

SALEH. Strategic Change Management in Trade of Live Cattle of PT Santosa Agrindo. Under direction of ARIEF DARYANTO and SETIADI DJOHAR.

The purpose of this study were to identify internal and external driving forces to change, to identify the impact of those forces toward organization and its partners (external abattoirs), to formulate goal and target of change for the organization and its partners, to formulate strategy in dealing with resistance to change for the organization and its partners, and to formulate change program for the organization and its partners. The data were collected from 21 respondents working for live cattle industries. Qualitative and semi quantitative approach was used to analyze the data. Star model was used in diagnosing the impact of change toward organization and its partners. The results of study showed that driving forces to change were mainly Australian live cattle stock; profit of sale from Australian live cattle; sales volume from Australian live cattle; experienced staffs in marketing, trading and distribution; pre determined requirement to become supplier; pre determined requirement to become importer; pre determined requirement of abattoir entitled to slaughter Australian live cattle; local regulation allowing beef import; and scheme from Indonesian government to reduce the country's reliance on imports by 12% a year. Management commitment, involvement of all employees, knowledge improvement, training, individual approach, support from Group and synergism with SGF Division are important factors for the successful of change program implementation.

Keyword: Change Management, Live Cattle Trade, Kotter Change Model, Star Model