SUMMARY

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Rapid economic growth in Indonesia in recent years led to the level of primary energy consumption also increase. Based on data from the Ministry of Energy and Mineral Resources (ESDM) in 2011, the most dominant primary energy consumed is fuel oil (BBM). The Government predicts that the total fuel consumption in 2013 will reach 49.65 million kl, which would mean an increase of 7-8% from the previous year. In the development of fuel oil demand is increasing every year, but this is not matched by proficiency level domestic fuel production that require to import. On the other hand the government has committed to reducing primer energy dependence on fuel oil with the issuance of Presidential Regulation No. 5 of 2006, known as the blueprint for national energy management from 2006 to 2025. In regulation, the government has a target to reduce fuel oil pernan of 52% (in 2005) to only 20% of the total energy supply (energy mix) nationwide.

One way to overcome the limitations of energy sources is to conserve. Energy conservation is used to improve energy efficiency or energy saving processes. Energy saving is an important element of an energy policy because it is the most economical way in the face of limited energy resources, and more environment friendly than to increase energy production.

PT. Fuel Technologies Group Indonesia (PT FTGI) is one company that is concerned about energy conservation in Indonesia with its main product is the Fitch Fuel Catalyst (FFC). Catalyst is a substance that can affect the speed of a reaction at a given temperature without undergoing a transformation. FFC is a tool for increase quality of fuel oil before burning fuel made from special metals. FFC able to reformulate the fuel before it enters the combustion chamber, preventing oxygen and almost all of the bacteria that attack the oil so as to overcome the problem use fuel in an effective way.

Along the way, revenue PT. FTGI have increased but growth is still slow. It shows that the business activities carried on by the company do not produce optimal performance. One strategy that is used to enter a market where consumers are not familiar with the product offered is to use a business model approach. Therefore this study aimed to identify the business model PT. FTGI this time, determine the business model improvement and producing future programs.

This study uses a descriptive case study approach. Type of data used consists of primary data and secondary data. Primary data obtained from observation, interviews, and focus group discussions (FGD). Interview techniques used for information related to the idea, ideas, feelings and thoughts of the narasumberts according to the research objectives. Interviewing techniques used were structural interviews, so that retrieval of data based on the questionnaire.

While the FGD technique used to help researchers identify the current BMC, do a SWOT analysis on each element of the BMC, and determine improvement. FGD participants were selected from the directors because it is the most influential actors in the policy-makers and are considered to have better competence of staf.
For the secondary data obtained from the study of the documentation that comes from PT. FTGI and other sources. Data collection techniques used census techniques that research is examining all members of the research object without exception. Criteria for the narasumber in this study were all staff and directors at PT. FTGI.

Results identify each element BMC PT. FTGI today can be described that element of customer segments consist of government agencies, private institutions and retail. To value proposition owned the benefits of products derived from the cost reduction, performance, emission reduction, instant effect, guarantee, lifetime increase. Aside from the benefits of the product, value proposition offered is also present in the form of services customization and the mobile technician. Customer relationship run its current relationship is direct to the customer. Channels composed of own distribution channel and have partners and marketing communications using conventional and modern media. Revenue stream from the direct sale and is periodic income from SBP. Key resource consist of human resources, customer database, office facilities, patent technology and financial resources. Key activities consist of the provision of stock products, marketing activities, service activities, inventory reports, financial statements. Key partnership consists of APSI Inc., PT. FSS, bank, agent, owner of a rental vehicle, the owner of the office leasing, owner of imported services. Cost structure consists of the cost of providing the stock, marketing costs, cost of service, HR payroll, consignment costs, and the cost of office facilities.

The use of BMC is also intended to identify internal and external conditions on each element so that the BMC can find solutions to mitigate them. SWOT analysis is done on each element BMC to get repairs. On customer segment PT. FTGI need to set priorities, namely private institutions and government agencies both segments because they are the largest contributor to revenue streams. To value proposition needs to consider diversifying products to anticipate customer who convert fuel. Channels optimization of distribution partners, making changes to the form of cooperation consignment minimum purchase stock. Customer relationship orientation change communities for the retail segment. Revenue stream prioritization on the customer that contributes the highest profit margin and that is periodic. Key resources need to HR performance improvement, improved customer database. Key activities improving the provision of stock, marketing performance, repair service, repairs financial statements. Key partnerships optimization PT. FSS, bank function optimization, reduce co-owner contrac, eliminate import services. Cost structure efficiency cost of providing stock, consignment cost reduction, additional training costs.

PT. FTGI need to improve the performance of logistics, marketing and services by: 1) redesign stock ordering products on demand, 2) prioritize customer from government agencies and private institutions, 3) changing the target customer in the retail segment of the individual into the community, and 4) provide training to all appropriate staff competencies required. To increase the volume of revenue streams, PT. FTGI need to prioritize: 1) customer service manual modification (customization), and 2) users share customer benefit programs. As for the face price competition against competitors PT. FTGI need to redesign the price for the retail segment. With the vigorous energy fuel conversion
program launched by the government. PT. FTGI also need to hold a diversified
products to anticipate.

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