ABSTRACT

Industry Analysis and Strategies Option to Increase Perum Perhutani Gum Rosin Production

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The aim of this study is to analyze the reason behind the stagnancy of Perum Perhutani gum rosin production, its industry and specially its production. Another objective of this study is to deliver strategy option to increase gum rosin production. Case study and descriptive method were used for this study. Data was collected from in-depth interview with experts, with experts to fill in the questionnaire using analytical hierarchy process to define the strategies priority. The build up of this study based on Diamond Porter Theory, this theory was made to analyze country or industry competitiveness. The results of this study shown that Perum Perhutani gum rosin production was overwhelmed by China production for about 10% of total China gum rosin production despite Indonesia was the second biggest gum rosin producer, this fact made other gum rosin producers as China followers in international markets. Natural resources and human resources are the most influencing factors in diamond Porter production factor, with total employees available and total pine trees as the biggest influence. The highest strategy priority to increase Perum Perhutani gum rosin production is Pine Tree Plantation, follow by remuneration discrimination in highly competitive place for workforce. Pine Tree Plantation strategy chosen because the serious damage that happen to Java Forest for recent years because of illegal logging and nature disaster, the sum of pine tree available is having positive correlation with gum rosin production.

(Keywords: Gum Rosin, Industry Analysis, Perum Perhutani, Production, Porter’s Diamond, Analytical Hierarchy Process (AHP))