SUMMARY

SANDRYAS ALIEF KURNIASANTI. Analysis and Type of Competitiveness Strategy Edamame Frozen. Supervised by UJANG SUMARWAN and BAGUS PUTU YUDHIA KURNIAWAN.

Jember regency is a sentral agricultural area and estate. The soybean plant is principal commodity who compete fiercely with production of corn. PT Mitratani Dua Tujuh try to find new technology by cultivate edamame to edamame frozen that ready to eat that focus in the export market. The problem is edamame frozen can not supply domestic and export demand, and also has not capable to penetrate the market in some European and Australia countries. It is because of that societies can not be easy to accept the new product.

The aim of this research are to analyze competitiveness and formulated the priority of competitiveness alternative strategy on edamame frozen product in PT MT 27. The theories are used a simple explanation about strategic management, competitiveness, and business competition. This research methods are the analysis of competitiveness by using Revealed Comparative Advantage (RCA) to know the export performance of the product on the world market, then analyze a factor of competition by using Diamond Porter’s Theory. An alternative strategy resulting from an analysis of training and determined the priority by using of Analytical Hierarchy Process (AHP)

The research results about alternative strategy priority increase the competitiveness of products edamame frozen PT Mitratani Dua Tujuh are: (1) market diversification, (2) product diversification, (3) improve cooperation overseas, (4) develop a Research and Development Division, (5) develop CSR (Corporate Social Responsibility), (6) financial management properly, and (7) to develop an agricultural area greenhouse-based to avoid bad weather as tropical country.

Managerial implications of this research are expanding existing markets, and develop type of product produced to satisfy the appetite export market and also savings cost production. Develop greenhouse agriculture areal to reduce the impact loss production by an pest and disease, and increase performance division research and development to find new varieties of soybean edamame that suitable for developed in indonesia.

Key words: competitiveness, frozen edamame, Mitratani Dua Tujuh, competitiveness strategies