SUMMARY

ARDHAN FAHLEVI. Planning and Strategy Execution System in PT Jamsostek to Increase the Participants: Case Study in PT Jamsostek Jakarta Regional Office. Supervised by IDQAN FAHMI and AHMAD MUKHLIS YUSUF.

There are many companies that have succeeded in strategic planning, but not many companies are able to execute. A strategic formulation contains descriptions of the various efforts that prioritize and significant, long-term, and involve extensive stakeholders. But, a strategy execution system is detailed operational action, routine (short-term), and focused on specific division units, otherwise it is a strategy execution process of realizing the strategy that has been formulated into action through a series of programs, procedures, and budgets. So, a strategic plan must be accompanied by an implementation plan. The purpose of this research is to provide an input for PT Jamsostek DKI Jakarta Regional Office to increase the participation.

This research uses qualitative and quantitative research methods. Qualitative research conducted to answer the problems being faced by the company in case studies. Data was collected through a questionnaire survey method and direct interviews with respondents and focused group discussion, using this method because the respondent has the experience, expertise, and competence in their field.

The results obtained on the assessment of strategy execution system of PT Jamsostek DKI Jakarta Regional Office have an overall average of 7.8. Develop strategy stages and translate strategy stages are capable stages to apply in the company environment, it is related to how the company is very good in formulation. But, the align strategy stages and operational plan stages are stages that less company attention.

Constraints in aligning strategy stages is employees understanding (lower level) of the objective enterprise strategies and objectives set out in the strategy map. Other constraints in aligning strategy stages is effectiveness of communication strategy, communication strategy is considered not to touch to lower level (employees). The Other constraints in aligning strategy stages is understanding of the strategy concept by each division is still quite weak, so it deviate direction and objectives of the strategy. The constraints in operational plan stages is coordination lack between divisions in the operational plan. Activities planned operational factors currently constrained communication between the divisions where each division is not connected and resulting inconsistencies in planning operational readiness. This is related to the readiness and human resources that have not been prepared with operations schedules.

Value weighted scores on internal factors evaluation are 3.101, this score indicates the internal strength of PT Jamsostek DKI Jakarta Regional Office is very strong because the score is greater than 2.5. While score on external factor evaluation are 3.101, this score indicates ability of PT Jamsostek DKI Jakarta Regional Office in response to external factors such as opportunities and threats are at a level that is very responsive. Based on an analysis of internal and external strategic factors, it can be formulated several alternative strategies PT Jamsostek in increasing the participants. Berasarkan SWOT analysis of the obtained six
alternative strategy mutual support. The sixth alternative strategy consists of one SO strategy, one strategy ST, two WO strategies and two WT strategies.

After finished formulation strategy framework, The next step in the execution stage of the system is to formulate a strategy. Stage of formulating the strategy is to translate strategy into goals and objectives spesifik, at this stage PT Jamasostek developing strategy into strategic initiatives. At the stage of aligning strategy, the establishment division lead as a unit that is able to manage the company's strategy and ensure the company is on track targets already planned. In aligning strategy stages, PT Jamasostek DKI Jakarta should to educate and communicate the company goals, targets and company strategy in detail to employees at the lower level. At operational plan stage, the company ensures the production program procedures. the operational plan to consider the integration between enterprise strategy with resources including budgets. In monitoring stage, PT Jamasostek DKI Jakarta Regional Office ensure scheduled meetings to discuss evaluations performance of operational and strategic. In improvement strategy stage, prepare emerging strategy that will be done if the achievement is far from the target, and the follow-up system to develop improved strategies.

Keyword: Formulation strategy, Execution strategy