SUMMARY

FINA FITRIANA. Strategic Analysis of PT BDP Facing The Printing Industry Competition. Supervised by BUNASOR SANIM and KIRBRANDOKO.

The manufacturing company is one of the growing industries in Indonesia, one of the industry is the printing industry. The level of competition among printing companies is increasing every year, especially in the Jabodetabek area, as one of the areas that became the center of the printing industry in Indonesia. The number of companies engaged in the printing industry is also very large, causing the level of competition is very high in printing industry. The company's strategy is set out in the grand strategy of the company one of which is to increase the non-captive market.

The higher level of competition in the printing industry facing one of the changing patterns of consumer tendency in selecting printing product needs becomes digitalization, the implementation of AFTA and the AEC in 2015. The changes that printing Industry facing off, it's become a reason to encourage this research. One of the research goals are to identify the business market segmentation in the non-captive market, to analyze competitors in the non-captive market, and to design and formulate strategies generated by analyzing the most dominant factors and the influence of the printing industry recently.

This study will be analyzed using descriptive qualitative case study method, by taking six of the experts in the printing industry as a respondent. Respondents were selected using the method of "purposive sampling". Techniques of data collection is by doing the in-depth interviews, focus group discussions (FGD), questionnaires, and observation. This research using the Benchmarking Analysis, Competitive Profile Matrix (CPM), Critical Success Factors (CSF), Strength-Weakness-Opportunity, and Threat (SWOT), and the Analytic Hierarchy Process (AHP).

The results of this study recommends several strategies that can be an alternative by PT BDP in order to face the printing industry competition by considering the external and internal environment factors.

Keywords: Printing Industry, Competitive Profile Matrix, Critical Success Factors, SWOT-AHP