ABSTRACT

AN EVALUATION OF EFFECTIVENESS AND DISTRIBUTION STRATEGY BETWEEN STATE OWNED COMPANY AND SMALL ENTERPRISES PARTNERSHIP PROGRAM AT PERUM PERHUTANI

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The objectives of this study are to analyze the effectiveness of Partnership Program between Perum Perhutani and Small Enterprises, and to determine alternative strategies to improve the implementation of partnership program. The Methodology used in this research is descriptive study with case study analysis. Data have been analyzed by Exponential Comparison Method (MPE) to select the strategy of solving problem for non performing loan (NPL). SWOT and Analytical Hierarchy Process (AHP) were used as tools to select the best implementation strategy of the Partnership Program in the future.

The study shows that the average NPL of this program in Perum Perhutani is still high (44.62 %) and in KPH Bogor is 32.37 %. Three main factors caused this problem were internal small enterprises problem (mismanagement), and weaknesses in punishment and selectivity. To solve this problem, Perum Perhutani should improve selectivity in choosing small enterprises that will be participated in this program. Based on AHP analysis, the best alternative strategy to develop this program in the future is that every stated owned companies still has responsibility with their partnership program. The result of this study expects that this program can improve a small enterprise level to a medium enterprise and the study also suggests to maintain relationship between small enterprises and the state owned companies.