SUMMARY

ADHIGUNA WAHYU NUGROHO. Business Strategy of PT Pelayaran Bahtera Adhiguna in Shipping Industry. Supervised by LUKMAN M. BAGA and BUDHI HASCARYO ISKANDAR.

The condition of the Indonesian economy shows an improvement since 2015-2016. The increase has a positive impact on the growth of the shipping industry in Indonesia. Despite the growth, the productivity of national shipping companies is still unable to compete with foreign companies. The productivity can be seen from the shipping capacity of foreign shipping companies which is still superior compared to the national shipping company’s transportation capacity. Transportation of coal commodities by sea transportation is one of the most reliable transportation by shipping companies in Indonesia. The 35,000 megawatt power plant program that requires equal distribution of coal supplies makes it a challenge for every national shipping company. This study aims to identify performance in operational function of PT Pelayaran Bahtera Adhiguna (BAg), analyze internal condition and external condition, formulate strategic architecture that can be applied for BAg business strategy in the future.

This research uses descriptive qualitative method that gives description of an event or symptom in a certain place by using approach of non statistical research with survey conducted at BAg. The results obtained from the analysis in the form of a solution of the problem conditions facing the company today. Respondents in this study are employees of BAg who have authority in strategic decision making.

Processing techniques and data analysis in this study is descriptive qualitative analysis that is by using interviews and questionnaires. The analytical tool used is the analysis of the external environment using the EFE matrix, the internal environment analysis using the IFE and using the architecture strategy to get an overview of future business strategy. Based on the results of research on BAg can be obtained conclusion of the company’s financial performance, especially the cost of maintenance costs still have to get attention. Long-term transport contracts are the company’s main strength in maintaining the limitations of the information technology system to support operational activities. The coal requirement in the 35,000 MW power plant program enables BAg to continue to enhance the company’s existence in the tight competition of shipping companies in Indonesia. The company’s business strategy is focused by providing optimal services with supporting facilities in the form of integrated information technology system in operational activities.

Keywords: architecture strategic, shipping industry, competition