SUMMARY

SUHENDRA. Indonesian Pangasius Fillet Industries in Face of ASEAN Economic Community (Case Study CV. Karunia Mitra Makmur) Supervised by ARIF SATRIA dan BUDHI HASCARYO ISKANDAR

The countries belonging to the AEC are getting easily access benefit to goods, services and the resources that needed for economic development. Otherwise they would be face a challenge to the free flow of goods, services and personnel it’s means that all products in this countries must competitive with products members of other AEC. The objective of this research were know the condition of Indonesian pangasius fillet industry with case study focused to see the strategic position of CV. Karunia Mitra Makmur and the strategies.

This study used descriptive qualitative method. Data capture conditions Indonesian pangasius fillet industries that is conducted by purposive sampling. Primary data obtained from interviews and questionnaires with respondents expert related pangasius fillet industry that respondents from the Directorate of Marketing DG Strengthening the Competitiveness of the Ministry of Marine Affairs and Fisheries, Directorate of Processing and Development Quality DG Strengthening Competitiveness of the Ministry of Marine Affairs and Fisheries, Fisheries Processing & Marketing Association of Indonesian Fishery Products, Association of Indonesian Catfish Entrepreneurs and CV. Karunia Mitra Makmur. Internal and external analysis data capture by interviews and questionnaires with respondents that are manager factory, purchasing departemen, production departemen, finance departemen and human resource departments in CV. Karunia Mitra Makmur as object of study..

Techniques and data analysis in this study was descriptive analysis qualitative. Diamonds Porter's Model was used to Analysis of Indonesian pangasius fillet industry. Internal and external analysis of CV. Karunia Mitra Makmur use the Internal Factor Analyys (IFA) and the External Factor Analysis (EFA) method. SWOT analysis method is used to formulate the strategy that will be done CV. Karunia Mitra Makmur in the face of competition in catfish industry. Based on the results of Diamonds Porter's Model analysis by weighting the average obtained for the Condition Factor 3.2; Conditions of demand and growth 2.4; Related industries and supporting industries 2.8; Market structure and corporate strategy 2.8; Government Role 3.6 and Contribution Factor 3.7. This indicates that the condition of demand and growth, related industries and supporting industries market structure and corporate strategy of Indonesian pangasius fillet industry are in low category, while input condition factor, government role and contribution factor in medium category. The analysis of internal and external factors shows the score for S-W 1.0682 and score for O-T 1,666 indicating CV. Karunia Mitra Makmur position is in Quadrant 2 so the strategy to be done is by implementing the W-O strategy.

Keywords: diamond porter's model, external analysis, internal analysis pangasius fillet industry, SWOT analysis