SUMMARY

FEBRI MUHAMMAD RACHADIAN. Formulation Strategies For Government Power Plant In Jakarta. Supervised by HENY K SUWARSINAH and SETIADI DJOHAR.

The government gives a mandate to PLN as a BUMN that is obliged to provide electricity from upstream to downstream. PLN established PT PJB, one of the specialized subsidiaries to manage and regulate the generator of electricity. PT PJB has one of the generating units of PT PJB UPMK which supports DKI Jakarta, especially the VVIP area such as the Presidential Palace and Soekarno Hatta Airport. PT PJB UPMK participated in the 35,000 MW program through the construction of the Block 3 1 x 500 MW PLTG power plant. Projections and market trends from the Java Bali System show a decline in PT PJB’s market share until 2020 due to an increase in market share from private plants. This will also have an impact on the market share of PT PJB UPMK as one of the main generating units in the VVIP area. PT PJB undertakes a corporate transformation to answer these opportunities and challenges by establishing new vision and mission. PT PJB UPMK must immediately design a business unit strategy formulation in accordance with the approach of PT PJB’s new vision and mission to face the 35,000 MW program.

This study uses Value Chain analysis to identify internal strategy factors and PEST analysis to identify external factors. After the internal and external factors were identified, IFE and EFE analysis were carried out to determine the total score obtained from the multiplication between the weight and rating of the results of interviews and questionnaires with experts. The result is that there are five strength factors and two weakness factors and five opportunity factors and five threat factors. The matching stage is then carried out using the IE matrix which results in the position of the company in cell IV which means growth strategy and is strengthened by the SWOT matrix which produces six alternative strategies. In the final stage, a decision was made to choose the best strategy using Quantitative Strategic Planning Matrix (QSPM) with the highest STAS results of 5.894, namely the strategy of increasing the reliability of plant operation.

The implications of this study emphasize the making of programs and action plans that will be carried out by PT PJB UPMK so that they are in accordance with the chosen strategy in this study.

Keywords: Formulation Strategy, Power Plant, QSPM