SUMMARY

SANDY ARDIANANDA PRATAMA. Strategy for Increasing Competitiveness of Honey Products (Case Study: PT Madu Pramuka). Supervised by ANAS MIftAH FAUZI and SUKARDI.

Honey is a non-timber forest product commodity that has the potential to be developed and since Indonesia has extensive forests, it can produce more varied honey. Honey itself can be used as a health, beauty supplements and also various raw materials for the food and beverage industries. The purpose of this study is to examine the current conditions and factors that affect competitiveness in PT Madu Pramuka and formulate strategies to increase competitiveness also managerial implications. This study uses descriptive analysis using Diamond Porter and quantitative analysis using Analytical Hierarchy Process (AHP).

Based on the results of the diamond porter analysis, currently Madu Pramuka competes with Madu Mutiara Ibu, Madu Nusantara, Maduras and Madu TJ. In addition, Madu Pramuka outlets have extensive networks which are located almost throughout the island of Java. The disadvantage of PT Madu Pramuka is the water content of the products still the same as when its harvested. After the honey distributed from the farmer to the storage warehouse, the honey is only processed into the packaging without reducing the water content so that the water content of the honey product is still above 22 percent following the season when the honey is harvested. The conclusions of the AHP method show that the determinants of the competitiveness of Madu Pramuka's honey products are quality, followed by cost and delivery factors. The best alternative strategy to implement is to increase the product quality, including using a dehumidifier. The government as the most important actor has a role to facilitate infrastructure in product quality testing.

The recommended managerial implications are to focus on improving product quality. PT Madu Pramuka is advised to control the quality of its products in order to maintain quality by testing product quality regularly. The company is also advised to have a water level reduction device (usually use a dehumidifier) to be able to adjust to the national honey standard of 22 percent. The most important actor in the honey industry of PT Madu Pramuka is government that can provide facilities for product quality testing on a regular basis and water content reduction equipment.

Keywords: AHP, competitiveness, honey, porter's diamond, madu pramuka