ABSTRACT

The traditional drug is often known as extract hybrid from drug crop as essence. It is one of people cultural element. The change of consumption model back to nature, PT. Indofarma is attempted to create the traditional drug.

According to such condition faced and with regard to attack the tight competition, this thesis has subject of formulation focused to How did drug traditional production technology strategy applied by PT. Indofarma.

The result of analysis with internal-external matrix known that this pharmacology company is in growth and stability position. This position, corporate strategy level (grand strategy) as a concentration strategy through horizontal integration of inter line management to expanse to growth through extensification, intensification and acquisition. An application of this corporate strategy level is being described into technology strategy with technology management study to both technology transformation indicator and technology power indicator.

The result study indicator to corporate technology power known that this pharmacology company is the best to manufacture a traditional drug at Indonesia. This condition is not related to company expectation similar with another international competitor. Therefore, a technology strategy will be applied by this company at next time. The result of contingency analysis to both technology indicator indicated that both technology transformation and technology power indicators are insignificant correlated, it meant that both is independent and not effect one another.

The summary of this result study as in (1) technology application management at PT. Indofarma still not optimal, (2) still lower capacity of production machine operated, (3) human resources limited.

The suggestion to PT. Indofarma as in (1) Optimalization technology allocation for impressing iddle capacity and product continue maximal with high technology applied to manufacture the traditional drug, (2) optional technology strategy with human resources application to as user.