

ABSTRAK

ANALISIS STRATEGI BERSAING PT. DMT EXPLORATION ENGINEERING CONSULTING INDONESIA DALAM PERSAINGAN BISNIS KONSULTAN PERTAMBANGAN

Sonny Yudhistira

20/465359/PEK/26362

Tujuan penelitian ini adalah mengidentifikasi tingkat persaingan bisnis konsultan pertambangan dan keunggulan kompetitif PT. DMT dalam persaingan bisnis konsultan pertambangan serta memformulasikan strategi yang tepat dalam persaingan bisnis konsultan pertambangan di Indonesia. Dengan menggunakan pendekatan kualitatif deskriptif dengan desain studi kasus, dilakukan pengumpulan data melalui wawancara mendalam dan studi dokumentasi, untuk selanjutnya diolah dan dianalisis.

Hasil analisis pertama, tingkat persaingan bisnis konsultan pertambangan di Indonesia adalah tingkat persaingan yang sangat ketat antar konsultan pertambangan internasional dan/atau konsultan pertambangan lokal dalam persaingan bisnis konsultan pertambangan.

Hasil penelitian kedua, keunggulan kompetitif PT. DMT dalam persaingan bisnis konsultan pertambangan yang memadai adalah dari sisi ketersediaan modal, sarana kerja, prasarana kerja, dan reputasi perusahaan, sedangkan keunggulan kompetitif PT. DMT yang belum memadai adalah dari sisi penjualan dan sisi pemasaran.

Hasil penelitian ketiga, formulasi strategi bersaing yang tepat bagi PT. DMT dalam persaingan bisnis konsultan pertambangan adalah formula strategi yang agresif, dengan kegiatan melakukan pemasaran jasa pertambangan yang terintegrasi kepada perusahaan tambang yang baru mendapatkan IUP dan IUPK, serta melakukan ekstensifikasi pemasaran jasa pertambangan kepada perusahaan tambang pemegang IUP dan IUP yang membutuhkan perencanaan pertambangan lanjutan.

Kata Kunci : tingkat persaingan, keunggulan kompetitif, strategi bersaing.

ABSTRACT

ANALYSIS OF COMPETITIVE STRATEGY PT. DMT EXPLORATION ENGINEERING CONSULTING INDONESIA IN MINING CONSULTANT BUSINESS COMPETITION

Sonny Yudhistira

20/465359/PEK/26362

The purpose of this study is to identify the level of competition in the mining consulting business and the competitive advantage of PT. DMT in the mining consulting business competition as well as formulating the right strategy in the mining consulting business competition in Indonesia. By using a descriptive qualitative approach with a case study design, data were collected through in-depth interviews and documentation studies, to be further processed and analyzed.

The results of the first analysis, the level of competition in the mining consulting business in Indonesia is a very tight level of competition between international mining consultants and/or lokal mining consultants in the mining consulting business competition

The results of the second study, the competitive advantage of PT. DMT in an adequate mining consulting business competition is in terms of the availability of capital, work facilities, work infrastructure, and company reputation, while the competitive advantage of PT. DMT that has not been adequate is in terms of sales and marketing.

The results of the third research, the formulation of the right competitive strategy for PT. DMT in the mining consulting business competition is an aggressive strategic formula, with activities to conduct integrated marketing of mining services to mining companies that have just received an IUP and IUPK, as well as to externize the marketing of mining services to mining companies holding IUP and IUP that require advanced mining planning.

Keywords: level of competition, competitive advantage, competitive strategy.