

DAFTAR ISI

| | |
|--|-------------|
| KATA PENGANTAR..... | iv |
| DAFTAR ISI..... | vi |
| DAFTAR TABEL..... | viii |
| DAFTAR GAMBAR..... | ix |
| INTISARI..... | x |
| ABSTRACT..... | xi |
| BAB I PENDAHULUAN..... | 1 |
| 1.1 Latar Belakang..... | 1 |
| 1.2 Perumusan Masalah..... | 5 |
| 1.3 Pertanyaan Penelitian..... | 6 |
| 1.4 Tujuan Penelitian..... | 6 |
| 1.5 Manfaat Penelitian..... | 7 |
| 1.6 Lingkup Penelitian..... | 7 |
| 1.7 Struktur Penelitian..... | 8 |
| BAB II LANDASAN TEORI..... | 9 |
| 2.1 Pengertian Strategi..... | 9 |
| 2.2 Pengertian Management Strategi..... | 9 |
| 2.3 Proses Manajemen Strategi..... | 10 |
| 2.4 Tingkatan Strategi..... | 12 |
| 2.5 Analisis Lingkungan Eksternal..... | 13 |
| 2.5.1 Analisis PESTEL..... | 14 |
| 2.5.2 Analisis Five Forces Porter..... | 16 |
| 2.6 Analisis Lingkungan Internal..... | 17 |
| 2.7 Analisis SWOT..... | 18 |
| 2.8 Strategi Bersaing..... | 18 |
| 2.8.1 Five Generic Strategies..... | 18 |
| BAB III METODE PENELITIAN..... | 22 |
| 3.1 Metode Penelitian..... | 22 |
| 3.1.1 Desain Penelitian..... | 22 |
| 3.2 Metode Pengumpulan Data..... | 23 |
| 3.3 Rerangka Penelitian..... | 24 |
| 3.4 Metode Analisis Data..... | 25 |
| 3.4.1 Analisis Lingkungan Eksternal..... | 25 |
| 3.4.2 Analisis Lingkungan Internal..... | 25 |
| 3.4.3 Analisis SWOT..... | 26 |
| 3.4.4 Formulasi Strategi Bersaing..... | 26 |
| 3.5 Instrumen Penelitian..... | 27 |
| BAB IV HASIL DAN PEMBAHASAN..... | 31 |
| 4.1 Analisis Lingkungan Eksternal..... | 31 |
| 4.1.1 Analisis PESTEL..... | 31 |

| | |
|--|-----------|
| 4.1.2 Analisis Five Forces Porter..... | 36 |
| 4.2 Analisis Lingkungan Internal..... | 42 |
| 4.2.1 Analisis Sumber Daya..... | 42 |
| 4.2.2 Analisis VRIN..... | 45 |
| 4.2.3 Analisis Rantai Nilai..... | 47 |
| 4.3 Analisis SWOT..... | 50 |
| 4.4 Formulasi Strategi..... | 56 |
| BAB V KESIMPULAN DAN SARAN..... | 60 |
| 5.1 Simpulan..... | 60 |
| 5.2 Saran..... | 62 |
| 5.3 Keterbatasan dan Saran Penelitian Mendatang..... | 63 |
| DAFTAR PUSTAKA | 64 |
| TABEL ANALISIS KONTEN..... | 67 |

DAFTAR TABEL

| | | |
|------------|---|----|
| Tabel 3.1 | Narasumber Penelitian..... | 23 |
| Tabel 3.2 | Matrix PESTEL..... | 27 |
| Tabel 3.3 | Matrix Five Forces Porter..... | 28 |
| Tabel 3.4 | Instrumen VRIN..... | 29 |
| Tabel 3.5 | Instrumen Rantai Nilai..... | 30 |
| Tabel 4.1 | Analisis PESTEL..... | 35 |
| Tabel 4.2 | Analisis Ancaman Masuknya Pendatang Baru..... | 37 |
| Tabel 4.3 | Analisis Kekuatan Tawar Menawar Pemasok..... | 38 |
| Tabel 4.4 | Analisis Kekuatan Tawar Menawar Pembeli..... | 39 |
| Tabel 4.5 | Analisis Ancaman Terhadap Produk Pengganti..... | 40 |
| Tabel 4.6 | Analisis Persaingan dalam Industri Sejenis..... | 41 |
| Tabel 4.7 | Analisis Five Forces Porter..... | 42 |
| Tabel 4.8 | Analisis Instrumen VRIN..... | 45 |
| Tabel 4.9 | Analisis Instrumen Rantai Nilai..... | 49 |
| Tabel 4.10 | Identifikasi Keunggulan Kompetitif | 56 |

DAFTAR GAMBAR

| | | |
|------------|---|----|
| Gambar 1.1 | Data Penjualan Kayu Tangi Bekapang | 4 |
| Gambar 2.1 | Strategic Management Model | 13 |
| Gambar 2.2 | Five Forces Porter Model | 17 |
| Gambar 3.1 | Rerangka Penelitian..... | 23 |
| Gambar 4.1 | Perubahan Penutupan Lahan Pulau Kalimantan..... | 34 |