



INTISARI

PT XYZ adalah anak perusahaan dari BUMN pengelola jalan tol di Indonesia, yang bergerak di bidang non-jalan tol. PT XYZ berusaha memaksimalkan potensi yang dimiliki oleh perusahaan induk tersebut di bidang non-jalan tol. Penelitian analitis deskriptif ini dilakukan atas informasi dan data yang tersedia dari perusahaan dan hasil wawancara dengan pihak manajemen PT XYZ. Penulis menggunakan “BLU Maturity Rating Assessment Tools and Evaluation” versi 1.0 dari Kemenkeu, untuk menilai tingkat kematangan sistem manajemen lini bisnis rest area PT XYZ.

Secara umum tingkat kematangan lini bisnis rest area PT XYZ berada pada posisi “middle range” (skor 2.84 dari maksimum 5). Aspek dengan Maturity Level terendah adalah aspek yang masih di level “Managed” seperti aspek Keuangan-Profitabilitas, aspek Kapabilitas Internal-Teknologi, aspek Inovasi- Proses Inovasi, aspek Lingkungan-Manajemen Jejak Lingkungan.

Penulis mengusulkan untuk menaikkan tingkat kematangan sistem manajemen lini bisnis rest area PT XYZ dengan mengimplementasikan Objective and Key Results (OKR) sebagai strategi alternatif, sehingga diharapkan kinerja lini bisnis rest area secara keseluruhan juga akan meningkat, dengan fokus melakukan upaya-upaya menaikkan Gross atau Net Profit Margin, menaikkan rasio pendapatan terhadap beban operasional (efisiensi), mengimplementasikan teknologi untuk integrasi operasi dan otomatisasi sehingga proses bisnis dapat lebih efektif dan efisien, melaksanakan pengelolaan kegiatan Manajemen Jejak Lingkungan terutama komitmen terhadap AMDAL dan pelaksanaan RKL/RPL di seluruh rest area.



ABSTRACT

PT XYZ is a subsidiary of state company managing toll roads in Indonesia, which is focused in the non-toll road sector. PT XYZ is trying to maximize the potential of the parent company in the non-toll road sector. This descriptive analysis study was carried out based on information and data available from the company and the results of interviews with the management of PT XYZ. The author uses "BLU Maturity Rating Assessment Tools and Evaluation" version 1.0 from the Ministry of Finance of Indonesia, to assess the maturity level of the PT XYZ rest area business line management system.

In general, the maturity level of PT XYZ's rest area business is in the "middle range" position (score 2.84 out of a maximum of 5). Aspects with the lowest Maturity Level are aspects that are still at the "Managed" level, such as the Financial-Profitability aspect, the Internal Capability-Technology aspect, the Innovation Process aspect, the Environmental Footprint Management aspect.

The author proposes to increase the maturity level of PT XYZ's rest area business line management system by implementing Objective and Key Results (OKR) as an alternative strategy, so that it is expected that the performance of the rest area business line as a whole will also increase, with a focus on making efforts to increase Gross or Net Profit Margins, increase the ratio of income to operating expenses (efficiency), implement technology for integration of operations and automation so that business processes can be more effective and efficient, carry out management of Environmental Footprint Management activities especially commitment to "AMDAL (environment impact analysis)" and implementation of RKL/RPL in all rest areas.