

## ABSTRAK

### ANALISIS STRATEGI DIVERSIFIKASI PT PP PRESISI, TBK

**Erwin Tri Susanto**  
21/483832/PEK/27145

PT PP Presisi, Tbk merupakan salah satu perusahaan konstruksi berbasis alat berat yang berdiri sejak tahun 2004. Pada awalnya PP Presisi mempunyai bisnis utama sebagai perusahaan sewa alat berat. Seiring berjalannya waktu perusahaan bertransformasi menjadi perusahaan yang mempunyai berbagai lini bisnis seperti civil work, structure work, production plant, heavy equipment rental. Selain itu perusahaan juga melakukan strategi diversifikasi dengan masuk ke lini bisnis tambang (mining services).

Penelitian ini bertujuan untuk melihat ekeftivitas strategi diversifikasi yang telah dijalankan oleh PP Presisi serta merumuskan strategi eksekusi agar diversifikasi yang dijalankan dapat menghasilkan kinerja yang lebih baik. Penelitian ini menggunakan metode deskriptif kualitatif dengan sumber data diperoleh dari wawancara serta dokumentasi.

Dalam penelitian ini dilakukan analisis dengan cara menguji efektivitas strategi diversifikasi menggunakan *framework Porter's Three Essentials* yaitu *Industry Attractiveness*, *Cost of Entry* serta *Better Off Test*. Perumusan strategi eksekusi dilakukan berdasarkan penggalian data yang diperoleh yang selanjutnya disimpulkan strategi eksekusi apa yang sesuai untuk membantu menghasilkan kinerja yang lebih baik.

Hasil penelitian menggunakan *framework Porter's Three Essentials* menunjukkan bahwa strategi diversifikasi yang dijalankan oleh perusahaan cukup efektif. Strategi eksekusi yang dapat dilakukan oleh perusahaan diantaranya yaitu meningkatkan kinerja dari manajemen alat terutama perkuatan pada divisi peralatan. Dari sisi SDM dengan cara memperkuat personil di lini bisnis tambang serta dari sisi *supply chain management* dapat diterapkan strategi untuk memperkuat sistem dan proses SCM agar lebih efektif untuk mendukung operasional tambang.

*Kata kunci : Diversifikasi, bisnis tambang, efektivitas strategi, strategi eksekusi, Porter's Three Essentials, Industry attractiveness, cost of entry, better off test*

## **ABSTRACT**

### **DIVERSIFICATION STRATEGY ANALYSIS OF PT PP PRESISI, TBK**

**Erwin Tri Susanto**  
21/483832/PEK/27145

*PT. PP Presisi, Tbk is one of PT PP Presisi, Tbk is one of the heavy equipment-based construction companies established since 2004. Initially PP Presisi had its main business as a heavy equipment rental company. As time goes by, the company transformed into a company that has various business lines such as civil work, structure work, production plant, heavy equipment rental. In addition, the company also carried out a diversification strategy by entering the mining business line (mining services).*

*This research aims to see the effectiveness of the diversification strategy that has been carried out by PP Presisi, Tbk and formulate an execution strategy so that the diversification implemented can produce better performance. This research uses descriptive qualitative method with data sources obtained from interviews and documentation.*

*In this study, the analysis was performed by testing the effectiveness of the diversification strategy using Porter's Three Essentials framework, namely Industry Attractiveness, Cost of Entry and Better Off Test. The formulation of the execution strategy is made based on the data mining obtained which further concludes what execution strategy is appropriate to help produce better performance.*

*The research results using Porter's Three Essentials framework show that the diversification strategy implemented by the company is quite effective. Execution strategies that can be performed by the company include improving the performance of tool management, especially strengthening the equipment division. In terms of human resources by strengthening personnel in the mining business line and in terms of supply chain management, strategies can be implemented to strengthen SCM systems and processes to be more effective in supporting mining operations.*

*Keywords: Diversification, mining business, strategy effectiveness, strategy execution, Porter's Three Essentials, Industry attractiveness, cost of entry, better off test.*