

ABSTRAK

Tujuan penelitian ini adalah menganalisis kondisi strategi berkelanjutan, serta kekuatan, kelemahan, peluang dan ancaman dalam penerapan strategi berkelanjutan dan formulasi strategi untuk penerapan strategi berkelanjutan pada PT Kalimantan Prima Persada dalam penyediaan jasa penambangan terintegrasi. Penelitian dilakukan 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, kondisi strategi keberlanjutan PT Kalimantan Prima Persada merupakan kondisi yang belum efektif karena keseluruhan isu tentang strategi keberlanjutan belum mendapatkan penilaian yang optimal dari para pemangku kepentingan perusahaan dan belum menghasilkan dampak yang optimal bagi perusahaan.

Hasil analisis kedua menunjukkan bahwa kekuatan, kelemahan, peluang dan ancaman dalam penerapan strategi keberlanjutan PT Kalimantan Prima Persada antara lainnya adalah ketersediaan modal kerja yang memadai karena adanya dukungan permodalan dari Grup Astra yang mempengaruhi kinerja keuangan perusahaan yang dapat digunakan untuk pendanaan kegiatan strategi keberlanjutan oleh perusahaan sebagai kekuatan, belum meluasnya pemasaran jasa penambangan terintegrasi kepada semua perusahaan pertambangan pemilik IUP dan IUPK yang tersebar di banyak lokasi yang menentukan terhadap kinerja perusahaan dan kinerja penerapan strategi berkelanjutan perusahaan. sebagai kelemahan, perkembangan nilai tukar Rupiah terhadap Dolar AS (USD) mempengaruhi kinerja ekspor oleh perusahaan tambang dan kinerja perusahaan penambangan terintegrasi serta kinerja penerapan strategi keberlanjutan perusahaan penambangan terintegrasi sebagai peluang serta perlunya implementasi tanggung jawab sosial perusahaan terhadap *stakeholders* secara bersama-sama oleh perusahaan pertambangan pemilik IUP dan IUPK dan perusahaan jasa penambangan terintegrasi yang melakukan kegiatan penambangan berdasarkan kepercayaan dari perusahaan pertambangan pemilik IUP dan IUPK sebagai ancaman.

Hasil penelitian ketiga, formulasi strategi untuk penerapan strategi keberlanjutan PT Kalimantan Prima Persada dalam penyediaan jasa penambangan terintegrasi adalah formulasi strategi yang agresif, dengan melakukan intensifikasi dan ekstensifikasi pemasaran jasa pertambangan terintegrasi kepada semua perusahaan tambang yang telah mendapatkan IUP dan IUPK serta memberikan atensi khusus pada isu strategi keberlanjutan perusahaan yang belum efektif dalam penerapan strategi keberlanjutan melalui implementasi program tanggung jawab sosial oleh perusahaan.

Kata Kunci: strategi keberlanjutan bisnis, penambangan terintegrasi, implementasi tanggung jawab sosial perusahaan, formulasi strategi.

ABSTRACT

The purpose of this study is to analyze the conditions of the sustainable strategy, as well as the strengths, weaknesses, opportunities and threats in the implementation of the sustainable strategy and strategy formulation for the implementation of the sustainable strategy at PT Kalimantan Prima Persada in the provision of integrated mining services. The research was conducted 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 condition of PT Kalimantan Prima Persada's sustainability strategy is a condition that has not been effective because the whole issue regarding the sustainability strategy has not received an optimal assessment from the company's stakeholders and has not resulted in an optimal impact for the company.

The results of the second analysis show that the strengths, weaknesses, opportunities and threats in implementing PT Kalimantan Prima Persada's sustainability strategy include the availability of adequate working capital due to capital support from the Astra Group which affects the company's financial performance which can be used to fund sustainability strategy activities by the company as a strength, the yet widespread marketing of integrated mining services to all mining companies holding IUP and IUPK spread across many locations determines the performance of the company and the performance of implementing the company's sustainable strategy. as a weakness, developments in the Rupiah exchange rate against the US Dollar (USD) affect export performance by mining companies and the performance of integrated mining companies as well as the performance of implementing integrated mining company sustainability strategies as opportunities and the need for the implementation of corporate social responsibility towards stakeholders jointly by mining companies IUP and IUPK owners and integrated mining services companies that carry out mining activities based on the trust of mining companies holding IUP and IUPK as a threat.

The results of the third study, the formulation of a strategy for implementing PT Kalimantan Prima Persada's sustainability strategy in the provision of integrated mining services is an aggressive strategy formulation, by intensifying and extensifying the marketing of integrated mining services to all mining companies that have obtained IUP and IUPK and paying special attention to issues the company's sustainability strategy that has not been effective in implementing the sustainability strategy through the implementation of social responsibility programs by the company.

Keywords: business, sustainability strategy, integrated mining, implementation of corporate social responsibility, strategy formulation.