

ABSTRAK

ANALISIS STRATEGI BERSAING PT BRI MANAJEMEN INVESTASI DALAM MENGHADAPI PERSAINGAN INDUSTRI MANAJER INVESTASI

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Tesis ini menganalisis strategi bersaing PT BRI Manajemen Investasi dalam industri manajer investasi yang dinamis. Dengan meningkatnya teknologi finansial dan jumlah investor, lanskap bagi perusahaan manajer investasi di Indonesia telah berkembang signifikan. PT BRI Manajemen Investasi, sebagai salah satu dari empat manajer investasi teratas di negara ini, menghadapi tantangan dalam mempertahankan dan meningkatkan pangsa pasarnya di tengah persaingan yang ketat. Tesis ini menggunakan berbagai alat manajemen strategis seperti matriks Evaluasi Faktor Eksternal (EFE), Evaluasi Faktor Internal (IFE), analisis SWOT, dan Matriks Perencanaan Strategis Kuantitatif (QSPM) untuk menilai posisi perusahaan dan merumuskan strategi di masa depan. Matriks EFE mengidentifikasi peluang eksternal signifikan seperti pertumbuhan ekonomi yang kuat yang didorong oleh kelas menengah, menyebabkan peningkatan minat yang cepat dalam instrumen investasi, terutama Reksa Dana. Matriks IFE menunjukkan kekuatan internal PT BRI MI, khususnya pengalamannya yang panjang di industri sebagai anak perusahaan dari PT BRI (Persero), Tbk. Analisis SWOT mengusulkan empat alternatif strategi, berfokus pada memanfaatkan pengalaman luas perusahaan, mengatasi masalah kinerja produk reksa dana, dan menghadapi perubahan regulasi serta persaingan keuangan berbasis teknologi. Analisis QSPM mengungkapkan bahwa strategi paling efektif bagi PT BRI MI adalah memperbaiki kinerja produk reksa dana dan bersaing melawan perusahaan finansial berbasis teknologi melalui diversifikasi produk dan peningkatan layanan digital.

Kata Kunci: Analisis QSPM, Analisis SWOT, Industri Manajer Investasi, Layanan Digital, Matriks EFE, Matriks IFE, PT BRI Manajemen Investasi, Reksa Dana, Strategi Bersaing, Teknologi Finansial.

ABSTRACT

ANALYSIS OF COMPETITIVE STRATEGY OF PT BRI INVESTMENT MANAGEMENT IN FACING INVESTMENT MANAGER INDUSTRY COMPETITION

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This thesis analyzes the competitive strategy of PT BRI Investment Management in the dynamic investment manager industry. With the rise of financial technology and increasing investor numbers, the landscape for investment management companies in Indonesia has evolved significantly. PT BRI Investment Management, as one of the top four investment managers in the country, faces challenges in maintaining and enhancing its market share amidst fierce competition. The thesis uses various strategic management tools like the External Factor Evaluation (EFE) matrix, Internal Factor Evaluation (IFE) matrix, SWOT analysis, and the Quantitative Strategic Planning Matrix (QSPM) to assess the company's position and Future strategy. The EFE matrix identifies significant external opportunities such as the robust economic growth driven by the middle-income class, leading to a rapid increase in interest in investment instruments, especially mutual funds. The IFE matrix points out the internal strengths of PT BRI MI, particularly its long-standing experience in the industry as a subsidiary of PT BRI (Persero), Tbk. The SWOT analysis proposes four strategic alternatives, focusing on leveraging the company's vast experience, addressing performance issues of mutual fund products, and coping with regulatory changes and tech-based financial competition. The QSPM analysis reveals that the most effective strategy for PT BRI MI is to improve the performance of its mutual fund products and to compete against tech-based financial firms through product diversification and enhancing digital services.

Keywords: Competitive Strategy, Digital Services, EFE Matrix, Financial Technology, IFE Matrix, Investment Manager Industry, Mutual Funds, PT BRI Investment Management, QSPM Analysis, SWOT Analysis.