

## ABSTRAK

### **ANALISIS STRATEGI *CORPORATE PARENTING* PT CHANDRA ASRI PACIFIC Tbk. TERHADAP UNIT BISNIS PT KRAKATAU CHANDRA ENERGI**

**22/502372/PEK/28886**

**Niah Maretno Sari**

PT Chandra Asri Pacific, sebagai salah satu perusahaan petrokimia terbesar di Indonesia, telah melakukan transformasi bisnis dengan diversifikasi ke sektor industri kimia dan solusi infrastruktur. Untuk mencapai keberhasilan dalam fase *revival*, perusahaan melakukan restrukturisasi organisasi dan menerapkan panduan *corporate governance* yang bertujuan meningkatkan koordinasi dan efisiensi. PT Chandra Asri Pacific mengakuisisi PT Krakatau Chandra Energi pada 27 Februari 2023 dengan kepemilikan saham sebesar 70%.

Penelitian ini menganalisa strategi *corporate parenting* PT Chandra Asri Pacific terhadap unit bisnis PT Krakatau Chandra Energi, yang berdampak pada penambahan atau pengurangan nilai terhadap PT Krakatau Chandra Energi. Identifikasi strategi *corporate parenting* yang diimplementasikan oleh PT Chandra Asri Pacific berdasarkan pada *parenting opportunities*, *parenting needs*, *corporate capabilities* dan strategi portfolio. Penelitian ini menggunakan metode kualitatif, mengumpulkan data melalui wawancara mendalam dan analisis dokumen perusahaan.

Hasil penelitian menunjukkan bahwa PT Chandra Asri Pacific menerapkan strategi *functional leader* terhadap PT Krakatau Chandra Energi. Dalam hal ini, PT Chandra Asri Pacific berperan aktif dengan melakukan integrasi proses bisnis agar dapat sejalan dengan strategi induk perusahaan dan meningkatkan keunggulan operasional pada unit bisnis PT Krakatau Chandra Energi.

**Kata kunci** : *corporate parenting*, integrasi, sinergi, diversifikasi, akuisisi, *parenting opportunity*, *parenting needs*

## ABSTRACT

### **ANALYSIS PT CHANDRA ASRI PACIFIC Tbk. CORPORATE PARENTING STRATEGY TO BUSINESS UNIT PT KRAKATAU CHANDRA ENERGI**

22/502372/PEK/28886

**Niah Maretno Sari**

PT Chandra Asri Pacific, as one of the largest petrochemical companies in Indonesia, has performed business transformation by diversifying into the chemical industry and infrastructure solutions sectors. To achieve success in the revival phase, the company applied organizational restructuring and implemented corporate governance guidelines that aimed to improve coordination and efficiency. PT Chandra Asri Pacific acquired PT Krakatau Chandra Energi on February 27<sup>th</sup>, 2023 with share ownership of 70%.

This research analysis PT Chandra Asri Pacific's corporate parenting strategy towards the PT Krakatau Chandra Energi business unit, which has an impact on adding or reducing value to PT Krakatau Chandra Energi. Identify the corporate parenting strategy implemented by PT Chandra Asri Pacific based on parenting opportunities, parenting needs, corporate capabilities and portfolio strategy. This research uses a qualitative method, collecting data through in-depth interviews and analysis of company documents.

The research results show that PT Chandra Asri Pacific applies a functional leader strategy to PT Krakatau Chandra Energi. In this case, PT Chandra Asri Pacific plays an active role by integrating business processes to align with the parent company's strategy and increasing operational excellence in the PT Krakatau Chandra Energi business unit.

**Keywords:** corporate parenting, integration, synergy, diversification, acquisition, parenting opportunity, parenting needs