

ABSTRAK

ANALISIS STRATEGI BERSAING PT. NGUPIT ASASTA LOGISTIK DALAM INDUSTRI LOGISTIK NASIONAL DENGAN PENDEKATAN STRATEGI DIAMOND

Arya Mabruri Nurfata

21/486569/PEK/27867

Pertumbuhan PDB di sektor logistik Indonesia berdasarkan data Biro Pusat Statistik diangka 14,74% setiap tahunnya menjadikan sektor logistik masih menjadi daya tarik para investor, baik dari dalam negeri maupun luar negeri. Pembangunan infrastruktur publik penunjang transportasi sedang marak di Indonesia, pemerintah telah mengalokasikan Rp 423,4 triliun untuk pembangunan infrastruktur fisik, dan akan memberikan dampak secara langsung terhadap aktivitas logistik juga pertumbuhan ekonomi. Jumlah pelaku logistik di industri logistik nasional berdasarkan data dari Asosiasi Logistik dan Forwarder Indonesia berjumlah 4150 perusahaan membuat tingkat persaingan di industri logistik nasional sangat tinggi, perlu strategi bersaing yang tepat bisa mencapai tujuan Perusahaan.

PT Ngupit Asasta Logistik adalah Perusahaan logistik yang mempunyai layanan utama di bidang manajemen freight terutama ekspor impor dan pergudangan, selama dua tahun terakhir angka pertumbuhan pendapatan tahunannya semakin menurun dan semakin jauh selisihnya dengan angka pertumbuhan pertumbuhan PDB logistik nasional. Perlu strategi yang tepat untuk menaikkan angka pertumbuhan tersebut. Peneliti menggunakan analisa strategi diamond untuk memetakan strategi yang tepat bagi perusahaan. Kerangka ini meliputi dari lima elemen strategi yang saling berkaitan, yaitu: Arenas, Vehicles, Differentiator, Staging, Economic Logic. Dengan kerangka ini dapat diketahui strategi yang diperlukan oleh perusahaan dan menjadi sebuah strategi yang dapat diterapkan menyesuaikan dengan faktor eksternal yang mempengaruhi persaingan bisnis maupun faktor internal perusahaan untuk mencapai tujuan yang diharapkan.

Kata kunci : Logistik, Diamond Strategy, Strategi Bersaing

ABSTRACT

ANALYSIS OF COMPETITIVE STRATEGY PT NGUPIT ASASTA LOGISTIK IN NATIONAL LOGISTIC INDUSTRY WITH DIAMOND'S STRATEGICAL APPROACH

Arya Mabruri Nurfata

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GDP growth in the logistics sector of Indonesia according to data of the Central Bureau of Statistics estimated 14.74% annually makes the logistic sector still an attraction for investors, both from home and abroad. The development of public infrastructure supporting transportation is underway in Indonesia, the government has estimated Rs. 423.4 trillion for the upgrading of physical infrastructure, and will have a direct impact on logistical activities as well as economic growth. The number of logistics actors in the national logistics industry based on data from the Logistics and Forwarder Indonesia Association of 4150 companies makes the level of competition in the National Logistics Industry very high, it is necessary to have the right competitive strategy to the Company's objectives.

PT Ngupit Asasta Logistics is a logistics company that has the main services in the field of freight management mainly imports and exports, during the last two years the annual revenue growth figures have been decreasing and increasingly diverging from the national logistics GDP growth figures. We need the right strategy to raise the growth rate. The researchers used diamond strategy analysis to map the right strategy for the enterprise. This framework includes five strategic elements that are interrelated, namely: Arenas, Vehicles, Differentiator, Staging, Economic Logic. With this framework can be known the strategies needed by the company and really become a strategy that can be implemented adjusting to external factors that affect business competition as well as internal factors of the company to the desired goals.

Keywords: Logistics, diamond strategy, competitive strategy