

ABSTRAK

ANALISIS STRATEGI BISNIS PT BAKRIE SWASAKTI UTAMA DALAM INDUSTRI APARTEMEN DI INDONESIA

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PT. Bakrie Swasakti Utama (BSU) adalah perusahaan yang bergerak dalam bisnis apartemen di Indonesia, khususnya di Jakarta. PT BSU berlokasi di kawasan segitiga emas Jakarta, yaitu di Rasuna Epicentrum Kuningan, Jakarta Selatan.

Industri apartemen yang sangat kompetitif di Indonesia, khususnya di Jakarta, mengakibatkan PT BSU harus merumuskan strategi yang tepat untuk mampu *survive* dan memenangkan persaingan dalam industri apartemen di Indonesia.

Penelitian ini bertujuan mengidentifikasi lingkungan eksternal PT BSU menggunakan analisis PESTLE dan *Key Success Factor*, dan lingkungan internal PT BSU menggunakan pendekatan RBV yang ditetulkan lagi dengan VRIO *framework* untuk menilai keunggulan bersaing yang dimiliki PT BSU. Metode selanjutnya adalah merumuskan strategi bersaing yang tepat bagi PT BSU.

Hasil penelitian memperlihatkan bahwa strategi yang paling tepat bagi PT BSU dalam menghadapi persaingan bisnis apartemen di Indonesia adalah *focused differentiation strategy*.

Kata kunci : strategi, apartemen, PESTLE, *key success factor*, RBV, VRIO, *Porter's Five Generic Competitive Strategies*, *Focused Differentiation Strategy*

ABSTRACT

***BUSINESS STRATEGY ANALYSIS OF PT BAKRIE SWASAKTI UTAMA
IN THE APARTMENT INDUSTRY IN INDONESIA***

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PT. Bakrie Swasakti Utama (BSU) is a company engaged in the apartment business in Indonesia, especially in Jakarta. PT BSU is located in the Golden Triangle area of Jakarta, namely at Rasuna Epicentrum Kuningan, South Jakarta.

The very competitive apartment industry in Indonesia, especially in Jakarta, has resulted in PT BSU having to formulate the right strategy to be able to survive and win competition in the apartment industry in Indonesia.

This research aims to identify PT BSU's external environment using PESTLE and Key Success Factor analysis, and PT BSU's internal environment using the RBV approach which is further detailed with the VRIO framework to assess PT BSU's competitive advantage(s). The next method is to formulate an appropriate competitive strategy for PT BSU.

The research results show that the most appropriate strategy for PT BSU in facing competition in the apartment business in Indonesia is a focused differentiation strategy.

Keywords: *strategy, apartment, PESTLE, key success factor, RBV, VRIO, Porter's Five Generic Competitive Strategy, Focused Differentiation Strategy*