

INTISARI

Penelitian ini menganalisis strategi kompetitif TransTRACK Indonesia dalam *industri Fleet Management System (FMS)* di Indonesia. Dengan menggunakan pendekatan analisis deskriptif kualitatif, penelitian ini bertujuan untuk mengidentifikasi kekuatan dan kelemahan internal perusahaan, serta peluang dan ancaman eksternal yang dihadapi. Metode pengumpulan data meliputi wawancara terstruktur dengan pihak manajemen dan analisis dokumen sekunder. Analisis dilakukan menggunakan beberapa kerangka strategis, termasuk *Value Chain Model* untuk mengevaluasi aktivitas bisnis internal, *Core Competencies* untuk mengidentifikasi keunggulan kompetitif, *Pyramid Model for Regional Competitive Advantages* untuk menganalisis faktor eksternal, dan *SPACE Matrix* untuk menentukan posisi strategis perusahaan. Hasil penelitian menunjukkan bahwa TransTRACK Indonesia memiliki keunggulan kompetitif dalam hal inovasi teknologi, kualitas layanan pelanggan, dan kemampuan integrasi sistem. Namun, perusahaan juga menghadapi tantangan dalam hal persaingan yang semakin ketat dan perubahan regulasi. Berdasarkan analisis *SPACE Matrix*, TransTRACK Indonesia berada pada posisi agresif, mengindikasikan perlunya strategi ekspansi dan inovasi berkelanjutan. Penelitian ini memberikan rekomendasi strategis untuk meningkatkan daya saing TransTRACK Indonesia, termasuk fokus pada pengembangan teknologi AI dan big data, ekspansi pasar regional, dan penguatan kemitraan strategis. Implikasi penelitian ini berkontribusi pada pemahaman yang lebih baik tentang dinamika industri FMS di Indonesia dan strategi yang diperlukan untuk sukses dalam lingkungan bisnis yang kompetitif.

Kata Kunci: *Fleet Management System*, Strategi Kompetitif, *Value Chain Model*, *Core Competencies*, *Pyramid Model for Regional Competitive Advantages*, *SPACE Matrix*

ABSTRACT

This study examines TransTRACK Indonesia's competitive strategy within the Indonesian Fleet Management System (FMS) industry. Used a qualitative descriptive analysis approach to determine the company's internal strengths and weaknesses and external opportunities and threats. Data collection was conducted through structured interviews with management and secondary document analyses. Several strategic frameworks were used to determine the company's position including the Value Chain Model evaluated the activities of internal businesses, while Core Competencies highlighted competitive advantages. the external factors were evaluated by the Pyramid Model for Regional Competitive Advantages, and the SPACE Matrix determined the company's strategic position. Research findings indicate that TransTRACK Indonesia has competitive advantages in technological innovation, customer service quality, and system integration capabilities. However, the company faces challenges such as increased competition and regulatory changes. According to SPACE Matrix analysis, TransTRACK Indonesia is positioned in an aggressive perspective which requires a strategy towards expansion and continuous innovation The strategic recommendations proposed to enhance competitiveness are seize AI and big data technology development, expansion into regional markets, and strategic partnerships. Therefore, this study contribute to a deeper understanding of the dynamics of the FMS industry in Indonesia as well as the strategic imperatives toward success in a competitive business landscape.

Keywords: *Fleet Management System, Competitive Strategy, Value Chain Model, Core Competencies, Pyramid Model for Regional Competitive Advantages, SPACE Matrix*