



ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi pengasuhan korporat (*corporate parenting*) PT MRT Jakarta (Perseroda) dalam mengelola anak perusahaan yaitu PT Integrasi Transit Jakarta dan usaha patungannya yaitu PT Moda Integrasi Transportasi Jabodetabek dan PT JakLingko Indonesia. Fokus penelitian ini mencakup identifikasi *critical success factors*, *parenting opportunities*, dan *parenting characteristics* yang dimiliki perusahaan induk serta kesesuaiannya dengan kebutuhan anak perusahaan. Metode penelitian yang digunakan adalah kualitatif deskriptif dengan instrumen *parenting fit matrix* untuk memetakan posisi anak perusahaan dalam portofolio bisnis PT MRT Jakarta (Perseroda). Pengumpulan data dilakukan melalui wawancara mendalam dan analisis dokumen resmi perusahaan. Hasil penelitian berdasarkan *parenting fit matrix* menunjukkan bahwa PT Moda Integrasi Transportasi Jabodetabek tergolong ke dalam kuadran *Heartland* ($Y = 4,20$; $X = 4,0$). Lalu, PT Integrasi Transit Jakarta tergolong dalam kuadran *Edge of Heartland* ($Y = 2,89$; $X = 3,78$) dan PT JakLingko Indonesia juga tergolong dalam kuadran *Edge of Heartland* ($Y = 2,9$; $X = 3,5$), menandakan perlunya perbaikan dalam strategi pengasuhan. Rekomendasi strategi yang diusulkan mencakup peningkatan koordinasi, optimalisasi pengawasan kinerja, serta penguatan sinergi induk dan anak usaha guna mendukung pertumbuhan berkelanjutan. Penelitian ini diharapkan dapat menjadi acuan bagi manajemen PT MRT Jakarta (Perseroda) dalam meningkatkan efektivitas pengasuhan korporat dan daya saing perusahaan.

Kata Kunci: Pengasuhan Korporat, *Critical Success Factors*, *Parenting Opportunities*, *Parenting Characteristics*, *Parenting Fit Matrix*.



ABSTRACT

This study aims to analyze the corporate parenting strategy of PT MRT Jakarta (Perseroda) in managing its subsidiaries, PT Integrasi Transit Jakarta, and its joint ventures, PT Moda Integrasi Transportasi Jabodetabek and PT JakLingko Indonesia. The focus of the research includes identifying critical success factors, parenting opportunities, and the parenting characteristics possessed by the parent company, as well as their alignment with the needs of its subsidiaries. The research employs a qualitative descriptive method, utilizing the parenting fit matrix as an instrument to map the position of the subsidiaries within PT MRT Jakarta (Perseroda)'s business portfolio. Data collection was conducted through in-depth interviews and analysis of the company's official documents. The results based on the parenting fit matrix, indicate that PT Moda Integrasi Transportasi Jabodetabek falls into the Heartland quadrant ($Y = 4.20$; $X = 4.0$). Meanwhile, PT Integrasi Transit Jakarta and PT JakLingko Indonesia fall into the Edge of Heartland quadrant ($Y = 2.89$; $X = 3.78$ and $Y = 2.90$; $X = 3.50$), highlighting the need for improvements in corporate parenting strategies. The recommended strategies include enhancing coordination, optimizing performance monitoring, and strengthening synergies between the parent company and its subsidiaries to support sustainable growth. This study is expected to serve as a reference for PT MRT Jakarta (Perseroda)'s management in improving the effectiveness of corporate parenting and the competitiveness of the company.

Keywords: Corporate Parenting, Critical Success Factors, Parenting Opportunities, Parenting Characteristics, Parenting Fit Matrix.