

INTISARI

Yogyakarta dikenal sebagai provinsi dengan jumlah penduduk dan mahasiswa terbilang banyak. Kebutuhan akan buku menjadi salah satu faktor dalam mendukung kegiatan sehari-hari. Berdasarkan hal tersebut, ini suatu peluang bisnis menjanjikan dan terbukti banyaknya jumlah toko buku yang tersebar di Yogyakarta. Salah satu toko buku yang ada di industri perbukuan di Yogyakarta adalah PT Gama Book Store. Toko buku yang sudah lama bergerak di industri ini perlu mengevaluasi strategi diferensiasi yang sudah dilakukan oleh PT Gama Book Store.

Lingkup penelitian ini menerapkan pendekatan kuantitatif dengan data yang digunakan adalah data primer dan sekunder. Model penelitian melalui struktur perilaku kinerja digunakan untuk menganalisis kondisi lingkungan eksternal (struktur) serta lingkungan internal (perilaku) dalam meraih suatu hasil kinerja keuangan yang dicapai. Alat analisis yang dipakai dalam penelitian ini adalah *perceptual mapping*, *porter five forces*, strategi diferensiasi, *stuck in the middle* dan rasio profitabilitas.

Hasil penelitian menunjukkan bahwa struktur pasar industri perbukuan di Yogyakarta adalah pasar persaingan sempurna. Strategi diferensiasi PT Gama Book Store yang dialami ternyata sedang mengalami *stuck in the middle*. Kemudian kinerja yang didapatkan ternyata masih belum memuaskan perusahaan karena adanya faktor-faktor dalam menghambat pertumbuhan kedepan.

Kata Kunci: PT Gama Book Store, *Structure Conduct Performance*, *Perceptual Mapping*, *Porter Five Force*, Rasio Profitabilitas, dan Strategi Diferensiasi.

ABSTRACT

Yogyakarta is known as a province which has a large population and a large number of students. The need for books to support students' daily learning activities is very essential. Thus, bookstore companies become a promising business opportunity in this city, which is proven by the large number of bookstores in Yogyakarta. One of the bookstores in Yogyakarta is PT Gama Book Store. This bookstore actually needs to evaluate the differentiation strategies that have been carried out by this company.

This study was quantitative which involved primary and secondary data. The study used a organizational behavior structure to analyze the external environmental conditions (structure) and internal environment (behavior) that affects the financial performance. The analytical tool used in this study is perceptual mapping, porter five forces, differentiation strategies, stuck in the middle and profitability ratios.

The results of this study revealed that the structure of the publishing industries in Yogyakarta was a perfectly competitive market. The differentiation strategy of PT Gama Book Store experienced was that it was stuck in the middle. Another implication found in this study was the performance was still not satisfying the company as the factors inhibit economic development in the future have been arisen.

Keywords: PT Gama Book Store, Structure Conduct Performance, Perceptual Mapping, Porter Five Force, Profitability Ratios, and Differentiation Strategies.