

ABSTRACT

PT. Pamapersada Nusantara (PAMA) was established position as a leading mining contractor in the country since 1993. PAMA commitments, present and future, customers make PAMA part of their success. PAMA always puts world-class performance, depth of experience coupled with a comprehensive approach in an attempt PAMA providing professional services and value-added while keeping the PAMA's position as a leader in this industry.

Existence of competition and competition in getting mining projects are increasingly strict in the mining contracting industry environment requires PT. Pamapersada Nusantara archipelago to have a strategy that emphasizes competitive advantage. Without a good strategy to compete in an industry that is increasingly tight, likely mining contractor company PT. Pamapersada Nusantara will not be able to realize the motto, vision, mission and goals of PT. Pamapersada Nusantara is. Therefore, we need a competitive strategy appropriate to their condition based on company owned Distinctive Competencies and Key Success Factor is required in the mining contracting industry today.

In this study conducted an analysis strategy to identify and evaluate business strategy mining contractor PT. Pamapersada Nusantara, identify whether the strategy used by the mining contractor company PT. Pamapersada Nusantara there is a problem. Then followed by a comparative study to identify whether the strategy has been used by the mining contractor company PT. Pamapersada Nusantara is an effective strategy. Then proceed with the analysis of core competencies to identify how the strategies undertaken by the mining contractor company PT. Pamapersada Nusantara in maintaining its position as market leader. Then the last is a SWOT analysis matrix to formulate an alternative strategy that can support the company's strategy mining contractor PT. Pamapersada Nusantara in maintaining its position as market leader.

By looking at the analysis has been done it can be concluded that the strategy has been applied is the right strategy in accordance with the conditions of the company. Improvements that need to be done are in terms of human resource development to meet the basic competencies quickly, the development of local sub-contractors, and systems implementation.

Keywords : *analysis strategy, comparative study, analysis of core competencies, SWOT analysis matrix*