



ABSTRACT

Competition is something inevitable for a company. The ability for some companies in Indonesia to monopolize will fade away as the Commission for the Supervision of Business Competition is established. Competitive advantage will become the heart of the company performance in facing competitive market so that it can not longer be ignored.

PT. Jakarta International Container Terminal as the biggest container terminal operator in Indonesia has the ability to monopolize the international container terminal market as stated in its authorization agreement dated 27 March 1999. However, with the issuance of the decision of the Commission for the Supervision of Business Competition No. 04/KPPU-I/2003 dated 5 January 2003 regarding the monopoly in Tanjung Priok Port and strengthen by the decision of the Supreme Court on 21 January 2004 then PT. Jakarta International Container terminal will no longer be able to monopolize in Tanjung Priok port.

To face with this competitive environment PT. Jakarta International Container Terminal needs to formulate the competitive strategy that will allow it to survive and adapt with the future changes. The ability of the company to survive in the new era of competition that it never faced before depends on its ability to do Strategic Management that will create the competitive advantage

The formulation of the competitive strategy of PT. Jakarta International Container Terminal is done through SWOT analysis to identify the Strength, Weakness, Opportunity and Threat of the company and analysis of competitive advantage. From these analyses it is identified that PT. Jakarta International Container Terminal needs to establish its distinctive competence by further explore its strength and also it needs to give customer a competitive price through efficiency.

Keywords: Strategy Formulation