

ABSTRACT

PT. Honda Prospect Motor (HPM) is a company operates in the field of automotive industry and car assembling with the brand of Honda. PT. HPM founded in March 1999, is a foreign capital investment company with share composition 51% Honda Motor Co. Ltd and 49% PT. Prospect. In implementing it's business, PT HPM applies environmental management system concept by creating friendly products of area, to support environmental friendliness activity and win competition with the same kind of product.

The purposes of this research are to analyze application of green manufacturing concept in supporting excellences of strategic management in PT HPM and formulate company's environment strategy to compete with others industries automotive in South-East Asia especially in Indonesia. In this research, the writer applies descriptive research method with primary data collecting through unstructured interview and field study and secondary data through bibliography study to various literatures and company's data.

Conclusions from this research are environmental policy of company has clearly depicted how company relate with others so that all employees comprehends what must be done to support the environmental policy defined. Indicators which has been specified by company to create green manufacturing in PT HPM has include both strategic activity and environmental operational activity, including level of effectiveness, environmental protection efficiency and environmental objectives observation. Integrated management systems apply with four main strategies includes standard dimension, customer satisfaction, repair of internal system and environment conservation. In applying green manufacturing concept in PT HPM, company does six phase of implementation that are create team and identify stakeholder, formulate and communicate policy, set objective, concretize the goals, action implementation and establish a procedure for continued work. The success of implementation is measured through evaluation of actual attainment from annual objective which has been specified by company.

Keywords : Strategic Management, Environmental Management Systems and Competitive Advantage