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An analysis of Pertamina's Plumpang crisis strategy
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ABSTRACT

This study aims to learn about strategic management doing by some organization when handle the crisis in their organization. This research is focusing on the crisis dwells in the company. Typically, proactive crisis management activities include forecasting potential crisis and planning how to deal with them.

Questionnaire and interviews with the key informant were acquired in the location of the event. The 3 key informants here is the head operation unit from 3 different divisions that hold important role related to the crisis that happen in the company. With *Crisis Impact Value*, research questionnaire and interview been processed to define crisis level and impact the crisis itself in the organization, to find how to handle the crisis according to the expert suggestion.

The conclusion in this research is the strategy PERTAMINA used frequently when the crises erupt does not good enough or well structure; it is happen until the Plumpang depot case happened. Because, the Plumpang case is consider as the big one, and threaten company stability. PERTAMINA realized their weaknesses in System Operational Procedure and quickly improve their system after the incident in Plumpang is concluded.

Keywords: Crisis, Crisis Management, Strategy Management