



Tulisan ini memberikan gambaran mengenai kondisi industri *freight forwarding* yang membutuhkan strategi yang tidak hanya memanfaatkan teknologi yang selalu *update*, lebih dari sebuah system, melainkan kombinasi teknologi dan nilai inti perusahaan.

PT. KN Sigma Trans menggunakan difrensiasi dibidang teknologi (*differentiation technology*) semenjak masuk ke Indonesia, dan menjadi pemain utama di industri *freight forwarding*. Mulai dari tahun 1987 hingga 2003 membawa keunggulan bersaing (*competitive advantage*) di bidang IT yang *udpate*, yang sangat dibutuhkan oleh pelanggan besar (global). Kondisi ini berjalan baik karena masih sedikit internasional *freight forwarding* dapat menyediakan IT yang *update* untuk memenuhi permintaan pelanggan. Semenjak IT menjadi alat yang penting di industri *freight forwarding*, hampir semua *freight forwarding* di Indonesia mengadopsi strategi difrensiasi teknologi. Ini berarti teknologi menjadi nilai inti (*core value*) di industri *freight forwarding*. Hal ini mempengaruhi strategi KN Sigma Trans, karena strategi nya sudah tidak unik lagi.

Kita harus kembali melihat dasar filosofi dari jasa (servis), yaitu bagaimana hasil akhir jasa tersebut bagi pelanggan, agar dapat memberikan nilai tambah (*value added*) bagi pelanggan dan mendukung bisnis mereka tumbuh dan meningkatkan pendatan mereka.

Kata Kunci: *Freight Forwarding, differentiation technology, core value, value added, competitive advantage*



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ANALISIS STRATEGI PT KN SIGMA TRANS DI DIVISI SEAFREIGHT

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Abstract

This thesis is written to give condition of transportation industry at freight forwarding which needs strategy not only at sophisticated technology, more than just system, but combination of technology with core value of company.

PT. KN Sigma Trans stays with differentiation technology since enter Indonesia market and be a major player at freight forwarding business. During 1987 – 2003 KN Sigma Trans brings competitive advantage at update on IT which global customers needs for their cargo transportation. It worked well as only few international freight forwarding player could provide sophisticated technology on customers requirement. Starting from IT as important tools for industry freight forwarding, most of freight forwarding at Indonesia adopted strategy differentiation technology at their service. It means technology as core value for freight forwarding industry. It effects to KN Sigma Trans strategy as the strategy doesn't unique anymore as others has applied and customers have their own decision to have their freight forwarding for their carrier of the cargo.

We have to look to the service philosophy which it will work if out put of the service has value added for customer and support their business to growth and profitable.

Keywords: Freight Forwarding, differentiation technology, core value, value added, competitive advantage