

ABSTRACT

The objective of this research is formulating business strategy of Sentra Kredit Kecil (SKC) PT. Bank Negara Indonesia (Persero) Tbk. in facing banking industry in Indonesia.

The basic method used in this research is descriptive analysis. Primary data was derived from interview using questionnaire while secondary data as supporting data listed out from many sources. Analysis method of this research are external and internal analysis and strategies formulating analysis.

Analysis to formulate business strategies were done by following three stages, such as inputting, matching, and decision making. External Factor Evaluation (EFE) and Internal External (IE) Matrix was analysed in inputting stage. TOWS Matrix and Internal External Matrix (IE) Matrix was analysed in matching stage, meanwhile Quantitative Strategic Planning Matrix (QSPM) was analysed in decision making stage.

Result of analyses obtained some alternative strategies, those are market penetration, present product development, joint advertising and promotion, and improving employee in understanding banking concept. From those alternative strategies, the best strategy for BNI is market penetration strategy.

Keyword: business strategy, UKM, BNI.