



STRATEGI BERSAING PT. BALANTA BUDI PRIMA DALAM PENEMPATAN TENAGA KERJA INDONESIA DI LUAR NEGERI

INTISARI

Ketenaga kerjaan khususnya dari sektor TKI keluar negeri dapat dipahami sebagai salah satu faktor 'penyelamat' perekonomian nasional. Oleh karena itu hal-hal yang menjadi sumber-sumber penghambat harus segera dihilangkan atau setidaknya dikurangi. Ketidaktahuan dan ketidakberdayaan TKI juga menjadi penyebab kenapa mereka mudah menjadi obyek pemerasan dan pungli baik mulai pada awal proses keberangkatan: pengurusan dokumen kelengkapan identitas, rekrutmen, pelatihan, sertifikasi, penampungan dan penanganan di airport hingga setibanya di negara tujuan (pengawasan, pemantauan dan perlindungan) dan kembalinya pemulangan serta pasca penempatan.

Penelitian ini bertujuan untuk Mengevaluasi strategi perusahaan dalam menghadapi persaingan penempatan tenaga kerja Indonesia diluar negeri dengan menganalisis kekuatan dan kelemahan, serta ancaman dan peluang bagi PT. Balanta Budi Prima serta kemudahan-kemudahan yang dihadapi dalam merekrut, memproses dan menempatkan tenaga kerja Indonesia diluar negeri. Penelitian ini termasuk penelitian kualitatif, data diperoleh dari interview dan libary research dan alat analisis yang digunakan adalah Driving Forces, SWOT dan Porter's Five Forces, Key Success Factors (KSFs) dan Strategic Group Map.

Hasil penelitian menunjukkan bahwa 1). PT. Balanta telah menggunakan kekuatan seperti TKI yang patuh, banyak tersedia untuk menawarkan TKI ke negara/perusahaan tujuan, 2). PT. Balanta telah menyelenggarakan training bagi calon TKI seperti bahas dan ketrampilan yang selama ini menjadi kelemahan dari TKI. PT. Balanta juga melakukan kerjasama dengan pemerintah maupun agency untuk menjamin keselamatan para TKI di luar negeri, 3). PT. Balanta telah memanfaatkan peluang dengan mendirikan beberapa cabang di daerah untuk menjaring calon tenaga kerja di pedesaan dengan memberikan penyuluhan masalah TKI kepada masyarakat, dan 4).PT. Balanta telah meningkatkan kualitas karyawan dengan mengadakan pelatihan manajemen, hukum dan HAM .

Kata kunci : *driving forces, SWOT, porter's five forces, key success factors (KSFs) , strategic group map.*



COMPETITIVE STRATEGY OF PT BALANTA BUDI PRIMA ON THE PLACEMENT OF THE INDONESIAN WORKERS OVERSEAS

ABSTRACT

Matters pertaining to manpower, particularly in the sector of the Indonesian workers to be employed overseas can be considered one of the important factors which can be used to save the national economy. Therefore, any inhibiting factor must be immediately eliminated or at least reduced. The ignorance and helplessness on the part of the Indonesian workers also contribute to the situation in which they become the victims of blackmail and extortion during the processes of arranging departures, identity documents, recruitment, training, certification, accommodation procurement, storage and handling at the airport and arrival at the destination country (supervision, monitoring and protection), repatriation as well as post-placement

This study aims the company strategy for facing the competition in the sector of placing the Indonesian manpower overseas by analyzing the strengths and weaknesses as well as threat and opportunities of PT Balanta Budi Prima and the ease of recruiting, processing and placing the Indonesian workers overseas. This study is qualitative in nature. The data are collected from interviews and library research. The instrument used for the analysis is Driving Force, SWOT, Porter's Five Forces, Key Success Factors and Strategic Group Map

The findings of this study reveal that 1) PT Balanta has the advantages of having obedient workers and adequate supply for overseas employment 2) PT Balanta has provided training for prospective Indonesian workers on language and relevant skills that have always become drawbacks to the Indonesian workers employed overseas. PT Balanta has also worked out cooperative program with the government as well as agencies to ensure the safety of the Indonesian workers to be employed overseas 3) PT Balanta has utilized chances by establishing several branches in rural areas and providing the public with information pertaining to the matters related to the Indonesian workers to be employed overseas, and 4) PT Balanta has enhanced the quality of the workers by providing training on management, laws and human rights.

Keywords: *driving forces, SWOT, Porter's Five forces, key success factors, strategic group map*