



## INTISARI

Penelitian mengenai Analisis Daya Saing: Studi pada PT Hamzah Batik bertujuan untuk menganalisis daya saing yang dimiliki perusahaan dan bagaimana cara meningkatkan daya saing tersebut. Daya saing merupakan poin penting dalam menentukan jumlah penjualan dan profit keseluruhan yang mampu diraih oleh perusahaan. Banyak pilihan yang mampu dilakukan oleh perusahaan guna meningkatkan daya saing yang dimiliki, akan tetapi dibutuhkan analisis yang mampu dijadikan acuan dalam menyusun strategi yang tepat guna bagi perusahaan.

Untuk menganalisis hal tersebut, diperlukan kerangka analisis *Porter Five Competitive Forces* untuk mengetahui kondisi industri saat ini dan posisi perusahaan dalam industri retail konvensional maupun retail daring. Setelah itu, perlu dilakukan analisis internal menggunakan kerangka analisis Pandangan Berbasis Sumber Daya guna mengetahui alur bisnis yang dimiliki perusahaan, yang kemudian akan menghasilkan poin-poin Keunggulan Kompetitif Berkelanjutan milik perusahaan.

Hasil analisis di atas akan digunakan sebagai landasan dalam memilih Strategi Generik yang tepat bagi perusahaan. Rekomendasi yang diberikan penulis akan mengacu pada hasil penelitian, yakni berfokus pada poin budaya, penetrasi pasar retail daring, hingga strategi penyedia biaya terbaik yang patut diterapkan perusahaan. Hasil penelitian diharapkan akan memberi pandangan bagi pemilik perusahaan dalam memfokuskan hal-hal yang seharusnya ditingkatkan oleh perusahaan guna memiliki daya saing yang cukup kuat.

**Kata Kunci:** *Porter Five Competitive Forces*, Pandangan Berbasis Sumber Daya, Strategi Generik, Keunggulan Kompetitif Berkelanjutan.



## **ABSTRACT**

*The research of Competitiveness Analysis: Study at PT Hamzah Batik was conducted to analyse the competitiveness that acquired by the company and how the company itself could upgrade that competitiveness. Competitiveness is one of the important points to determine amount of selling and also the complete profit that can be achieved by the company. There are many options that could be done by company to upgrade that competitiveness, but a proper analysis was needed to become a reference in arranging a strategy that proven to be appropriate for the company.*

*To analyse that matter, an analytical framework of Porter Five Competitive Forces was needed to ensure the condition of the industry nowadays and the company position inside the conventional retail industry also the online retail industry. Prior to that, an internal analysis using analytical framework of Resource Based View, was needed to ensure the business flow inside the company, then those analysis would be used to generate points of Sustainable Competitive Advantage that owned by the company.*

*Those analysis that were shown above would be used as a base to choose the appropriate Generic Strategy for the company. The recommendation that was given by the writer would be referring to the research result, which is the point of culture, market penetration of online retail, thus the strategy of best cost provider that proper to be applied by the company. The results of the research are expected to give more view for the company owner in focusing for the things that should be upgraded by the company to achieve a stronger force of competitiveness.*

**Key Words:** *Porter Five Competitive Forces, Resource Based View, Generic Strategy, Sustainable Competitive Advantage.*



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