

ABSTRACT

COMPETITIVE STRATEGY ANALYSIS OF PT ANGKASA PURA LOGISTIK IN THE LOGISTIC INDUSTRY IN INDONESIA

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The logistics industry in Indonesia is developing so rapidly that it shows a relatively increasing dynamics. The increase occurred due to logistical activities including transportation, business and trade traffic which is growing, national infrastructure development and market competition in the competitive business world. This causes every company to be challenged to compete competitively against competitors. Companies that want to succeed in making profits and can survive for years by growing and developing, should not rely on the workings of the past that are less effective and efficient, less expert and unprofessional. A good company must manage its business using measured management, so that the company can survive and continue to grow in the future.

This research aims to formulate an appropriate competitive strategy to be applied by PT Angkasa Pura Logistik by looking at the company's internal and external conditions. The data collection method uses interviews. External analysis uses PESTEL analysis, Porter's five force analysis, and key success factors. Internal analysis uses value chain analysis, VRIO and competitive advantage. An alternative formulation of a competitive strategy is carried out using a SWOT analysis. Based on the results of external and internal analysis of the company, the alternative that should be applied by PT Angkasa Pura Logistik is the development of the quality of human resources and service diversification.

Keywords: *PESTEL, Five Porter's Strengths, Key Success Factors, Value Chain, VRIO, Competitive Advantage, SWOT*