

INTISARI

Penelitian ini bertujuan untuk menganalisis strategi yang diterapkan oleh PT. Dyandra Promosindo cabang Yogyakarta dalam persaingan bisnis industri jasa penyelenggara pameran di Kota Yogyakarta. Beberapa strategi bersaing untuk meningkatkan kinerja juga telah diterapkan oleh PT. Dyandra Promosindo cabang Yogyakarta.

Ruang lingkup penelitian ini adalah penelitian analisis kualitatif deskriptif pada PT. Dyandra Promosindo cabang Yogyakarta. Dengan menggunakan gabungan data primer dan data sekunder. Data primer didapatkan langsung melalui wawancara dan kuesioner, untuk data sekunder diperoleh dari Asosiasi Perusahaan Penyelenggara Pameran Indonesia (ASPERAPI), dan studi kepustakaan, serta situs terkait, seperti situs Biro Pusat Statistik (BPS).

Penelitian menggunakan pendekatan *Structure Conduct Performance (SCP)*, yang diuraikan dalam beberapa bagian, yakni analisis struktur pasar industri Pameran. Analisis *Porter's Five Competitives Forces*, analisis *Customer Perceptual Map*, analisis kinerja dengan pendekatan *Balanced Score Card*, yang diuraikan lagi menjadi *Customer Perspective*, *Learning and Growth Perspective*, *Financial Perspective*, dan *Internat Business Process Perspective*.

Hasil penelitian menunjukkan bahwa, struktur pasar industri jasa penyelenggara pameran di Yogyakarta adalah persaingan oligopolistik, dimana ancaman masuknya kompetitor baru adalah tinggi atau *barrier to entry* rendah. Dari sisi harga, stand pameran Dyandra Promosindo tergolong tinggi, namun dengan kualitas pameran dan strategi promosi yang baik dan tepat dan inovasi program dalam setiap pameran, membuat konsumen peserta pameran memprioritaskan menjadi bagian dari pameran yang diselenggarakan oleh Dyandra Promosindo. Sebagai pemimpin pasar di industri pameran nasional, Dyandra Promosindo cabang Yogyakarta melakukan strategi *differentiation* dan *focus* terhadap konsep pameran yang diselenggarakan dengan sangat baik.

Berdasarkan hasil penelitian, perusahaan akan mampu menjadi pemimpin pasar dan meningkatkan daya saing dengan meningkatkan strategi diferensiasi melalui beberapa cara, yaitu terus melakukan inovasi konsep pameran sesuai dengan kondisi terbaru. Perusahaan juga harus memperhatikan sumber daya manusia dengan sangat baik, dimana aset yang sangat penting dan berharga dari sebuah perusahaan jasa adalah sumber daya manusia. Perusahaan juga harus meningkatkan jalinan relasi dengan konsumen, klien dan pemasok, karena keberhasilan sebuah konsep pameran selalu didukung oleh kesemua pihak elemen tersebut.

Kata kunci : PT. Dyandra Promosindo cabang Yogyakarta, Industri Pameran. Perusahaan jasa Penyelenggara Pameran, *Structure Conduct Performance*, Strategi Fokus, Strategi Diferensiasi, Analisis *Five Forces Porter*, Analisis *Customer Perceptual Map*.

ABSTRACT

This study aims to analyze the strategy adopted by PT. Dyandra Promosindo Yogyakarta Branch Office compete in the Exhibition Industry in Yogyakarta City. PT. Dyandra Promosindo Yogyakarta Branch Office applied some competitive strategy to improve the performance to win the competition.

The scope of this research in PT. Dyandra Promosindo Yogyakarta Branch Office is descriptive qualitative research. This research using the combination between primary and secondary data. Primary data obtained from interviews and questionnaires. While secondary data compiled from Association of Exhibition Industry in Indonesia (ASPERAPI), and from literature study, and from official website such as Biro Pusat Statistik website.

This research is using Structure Conduct Performance paradigm, consisting of into several section which analyze the market structure of exhibition industry, Porter's Five Competitive Forces analysis, Customer Perceptual Map analysis, Performance analysis approach Balanced Score Card consisting of Customer Perspective, Learning and Growth Perspective, Financial Perspective, and Internal Business Process Perspective.

The result of the research shows that the structure of exhibition industry in Yogyakarta market is an oligopolistic competition, and the power of the entry of new competitors is high, or the barrier to entry is low. The Price of Dyandra Exhibition is high level but the quality of the exhibition is also in high level. Great innovation and good promotion strategy in every exhibition held by Dyandra Promosindo makes the customer which is the exhibitors still placed the Dyandra Exhibition as priorities. As a market leader in national exhibition industry, differentiation and focus strategy is the key of great exhibition held by Dyandra Promosindo Branch Office.

The result of this research, the company will be able to improve the competitiveness and differentiation strategy, also will still become the market leader, to keep up to date and innovate the exhibition concept. Dyandra Promosindo is a service industry company, thus recommended to pay great attention to human resources as the precious asset, since the service company operate with the people as the main asset. The company also recommended to improve good relation with the consumer, client and suppliers, they are the stakeholders which support the success of the great concept of the exhibition.

Keywords : PT. Dyandra Promosindo Yogyakarta Branch Office, Exhibition industry, Exhibition Organizer Service Company, Structure Conduct Performance, Focus Strategy, Differentiation Strategy, Five Forces Porter Analysis, Customer Perceptual Map Analysis.