

INTISARI

Kebutuhan sektor energi, khususnya bahan bakar untuk kendaraan di Indonesia, telah meningkat secara signifikan. Hal tersebut ditandai dengan pesatnya pertumbuhan disektor otomotif, baik dari sisi kendaraan pribadi, angkutan umum maupun penyedia jasa transportasi swasta. Konsumsi bahan bakar yang tinggi berbanding jauh dengan produksi minyak dalam negeri. Oleh karena itu sebagian besar pasokan bahan bakar minyak telah import dari luar negeri. Adapun strategi dan inovasi yang dilakukan oleh Pemerintah dan PT. PERTAMINA (Persero), selaku BUMN, pemegang mandat dalam hal pengelolaan, pengolahan dan pendistribusian produk minyak bumi dan gas adalah melalui Program Langit Biru.

Dalam hal ini, Program Langit Biru merupakan suatu bentuk kampanye penggunaan bahan bakar minyak ke gas untuk kendaraan. Tujuan dari penelitian ini adalah menganalisis proses *Strategic Innovation* pada bisnis produk LGV, kekuatan dan kelemahan perusahaan dalam proses *Strategic Innovation*, perkembangan bisnis serta *sustainability* pada produk LGV, dan menganalisa sejauhmana produk Vi-Gas PT. PERTAMINA mampu menjadi solusi yang efektif bagi kebijakan penghematan cadangan minyak bumi Indonesia melalui proses *Strategic Innovation* dan Konsep *Strategic Niche Management* yang dilakukan.

Penelitian dilakukan menggunakan pendekatan kualitatif dengan metoda penelitian deskriptif. Metoda analisa *strategic innovation* dilakukan terhadap analisa strategi korporasi, strategi bisnis, analisa *supply chain management*, *cost and benefit* bagi Perusahaan, konsumen maupun masyarakat serta proyeksi *sustainability* bisnis produk Vi-Gas.

Hasil penelitian menunjukkan keselarasan antara strategi perusahaan, strategi bisnis serta strategi inovasi yang sudah dilakukan oleh PT. PERTAMINA (Persero) Unit Bisnis Gas Domestik Region III pada produk Vi-Gas.

Kata kunci: *strategic innovations*, *strategic niche management*, *liquefied gas for vehicle* (LGV), program langit biru.

ABSTRACT

The needs of the energy sector, particularly fuel for vehicles in Indonesia, has increased significantly. It is characterized by the rapid growth of the automotive sector, both in terms of private vehicles, public transport and private transportation services provider. High fuel consumption versus away with domestic oil production. Therefore, most of the supply of fuel oil had been imported from abroad. As for strategy and innovation made by the Government and PT. Pertamina (Persero), as SOEs, mandate holders in terms of management, processing and distribution of petroleum products and gas is through the Blue Sky Program.

In this case, the Blue Sky Program is a form of campaigns for the use of fuel oil to gas for vehicles. The purpose of this study was to analyze the company's Strategic Innovation in business processes LGV products, strengths and weaknesses in the process of Strategic Innovation, business development and sustainability in product LGV, and analyze the extent of the product Vi-Gas PT. Pertamina is able to be an effective solution for austerity policies Indonesia's oil reserves through the Strategic Innovation and the Strategic Niche Management concepts conducted.

The study was conducted using a qualitative approach with descriptive research methods. Analytical methods of strategic innovation done on the analysis of corporate strategy, business strategy, analysis of supply chain management, cost and benefit to the company, consumers and society and projections of business sustainability Vi-Gas products.

The results show the alignment between corporate strategy, business strategy and innovation strategy that has been done by PT. Pertamina (Persero) Business Unit Domestic Gas Region III at Vi-Gas products.

Key word: strategic innovations, strategic niche management, liquefied gas for vehicle (LGV), blue sky program.