

Komparasi manajemen krisis pada PT. X dengan prinsip business continuity management: strategy development = Comparison of crisis management in PT. X with business continuity management principle: strategy development

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Abstrak

Business Continuity Management dibutuhkan oleh perusahaan untuk melindungi proses bisnisnya dari dampak akibat krisis agar tetap memenuhi kinerja perusahaan, termasuk juga PT. X. Salah satu prinsip BCM adalah strategy development yang berperan penting dalam menentukan strategi penanganan krisis.

Penelitian ini dilakukan untuk mengidentifikasi krisis signifikan dan perbedaan manajemen krisis PT. X dengan prinsip Strategy Development BCM. Metode penelitian yang digunakan adalah kualitatif dengan penyebaran kuesioner dan wawancara mendalam sebagai cara perolehan data.

Dari hasil penelitian ditemukan bahwa ketidakstabilan politik, krisis finansial, pelanggan mengalami bangkrut, dan kehilangan reputasi merupakan krisis signifikan pada PT. X. Diketahui pula bahwa PT. X belum memenuhi indikator-indikator yang disesuaikan dengan prinsip Strategy Development BCM.

Business Continuity Management is needed by a company in order to protect its business process from the impact of crisis in order to keep on fulfilling the performance of the company, including PT. X. One of the principles of BCM is strategy development which takes an important role in deciding the crisis-handling strategy.

This research is conducted to identify the significant crisis and the difference between the crisis management of PT. X with the Strategy Development BCM. The research method that is used is qualitative with questionnaire and in-depth interview as the data collection procedures.

According to the result of the research, there are found that political instability, financial crisis, client insolvency, and loss of reputation are significant crises in PT. X. It is found out as well that PT. X has not fulfilled the indicators adjusted with the Strategy Development BCM.