

# Evaluasi proses analisis lingkungan bisnis oleh PT Advisor dalam menyusun Rencana Jangka Panjang Perusahaan (RJPP) PT ABC = Evaluation of the business environment analysis process by PT Advisor in preparing the company's long term plan (RJPP) of PT ABC

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## Abstrak

Laporan magang ini bertujuan untuk mengevaluasi proses analisis lingkungan bisnis PT ABC yang dilakukan oleh PT Advisor sebagai konsultan dalam penyusunan Rencana Jangka Panjang Perusahaan PT ABC. Evaluasi dilakukan dengan membandingkan pelaksanaan proses analisis lingkungan bisnis, baik eksternal maupun internal, yang dilakukan oleh PT Advisor dengan teori dalam strategi manajemen oleh Whittington, Regner, Angwin, Johnson, dan Scholes (2020) serta analisis keuangan perusahaan yang disampaikan oleh David & David (2017) dan Palepu, Healy, dan Peek (2013). Lingkup yang dibahas pada analisis eksternal meliputi analisis makro global, analisis makro Indonesia, analisis industri, dan analisis kompetitor, sedangkan pada lingkup analisis internal meliputi analisis rasio, analisis arus kas, dan analisis tren. Berdasarkan evaluasi yang dilakukan, dapat disimpulkan bahwa sebagian besar analisis lingkungan bisnis eksternal dan internal PT ABC yang dilakukan oleh PT Advisor telah sejalan dengan teori. Adapun beberapa indikator yang perlu ditambahkan oleh PT Advisor pada lingkup analisis makro Indonesia adalah mengenai analisis pengaruh organisasi masyarakat, analisis isu yang diangkat oleh organisasi masyarakat, analisis jumlah paten baru, analisis jumlah inovasi baru, analisis cost and benefit penerapan operasional berkelanjutan, dan analisis peraturan perpajakan dan pelaporan, serta pada lingkup analisis industri menggunakan kerangka analisis Porter's Five Forces. Pada lingkup analisis kompetitor menambahkan analisis fokus target konsumen kompetitor, analisis preferensi konsumen yang belum terlayani, dan analisis hambatan untuk memanfaatkan peluang strategis. Pada lingkup analisis keuangan juga perlu menambahkan analisis EPS, PER, quick ratio, debt-to-asset ratio, long-term debt-to-equity ratio, time-interest-earned, fixed asset turnover, total asset turnover, accounts receivable turnover, inventory turnover, dan pertumbuhan laba bersih. Dengan penambahan analisis ini diharapkan dapat diperoleh data dan informasi yang lebih lengkap sehingga akan menghasilkan keputusan strategi manajemen yang lebih baik.

.....This internship report aims to evaluate the process of analyzing the business environment of PT ABC which was carried out by PT Advisor as a consultant in the preparation of the Company's Long Term Plan of PT ABC. The evaluation was carried out by comparing the implementation of the business environment analysis process, both external and internal, carried out by PT Advisor with the theory in strategic management by Whittington, Regner, Angwin, Johnson, and Scholes (2020) as well as the company's financial analysis by David & David (2017) and Palepu, Healy, and Peek (2013). The scope discussed in the external analysis includes global macro analysis, Indonesia macro analysis, industry analysis, and competitor analysis, while the internal analysis includes ratio analysis, cash flow analysis, and trend analysis. Based on the evaluation conducted, it can be concluded that most of PT ABC's external and internal business environment analysis conducted by PT Advisor is in line with the theory. There are several indicators that need to be added by PT Advisor to the scope of Indonesia's macro analysis, consists of the analysis of the influence of community organizations, analysis of issues raised by community organizations,

analysis of the number of new patents, analysis of the number of new innovations, cost and benefit analysis of implementing sustainable operations, and analysis on taxation and reporting regulation, as well as on the scope of industry analysis using Porter's Five Forces analysis framework. In the scope of competitor analysis, it needs to add analysis of the ompetitors' focus target consumers, analysis of consumer preferences that have not been served, and analysis of obstacles to take advantage of strategic opportunities. In the scope of financial analysis, it is also necessary to add EPS, PER, quick ratio analysis, debt-to-asset ratio, long-term debt-to-equity ratio, time-interest-earned, fixed asset turnover, total asset turnover, accounts receivable turnover, inventory turnover, and net profit growth. With the addition of this analysis, it is expected that PT Advisor can resulting more complete data and information to produce better strategic management decisions.