

Manajemen strategi PT. Pelindo II dalam menghadapi globalisasi. Suatu telaah dengan pendekatan scenario planning = Strategic management of PT. Pelabuhan Indonesia II in Facing the globalization. An Analysis with Scenario Planning Approach

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Abstrak

<i>The management of communication sector which included government as a regulator and providing the service by operator and also other service provider, aimed to provide communication service which can fulfill intention and requirement of all public community not only in country, but also from and to foreign country.

In sea communication sub-sector, especially in port, the government through the revision from Government Regulation No. 7011996 become Government Regulation No. 6912001 has given the facility to stakeholder to be able to respond the situation that happened in liberalization, competition in globalization, transformation in reformation era and also the implementation of decentralization.

By the implementation of Government Regulation No. 6912001, PT. Pelabuhan Indonesia II, in managing port service in the future should positively done in improving income through good strategic management, because the challenge in the future in facing the competition is more competitive either in the country, for example of Local Government demand in order to make-up of Local Government Income and also competition which tend to ascend with other port in ASEAN, for example Port Of Singapore, Port of Kiang, Bintulu, Tanjung Pelepas, Hochi Minh, etc which have more efficient in operational performance.

In facing the competition which tend to global, it is needed the existence of reliable strategic management matching with existing strategic environment which able to assign value added to company growth, especially in make-up its income. This is the condition which need excellence compete in managing its business.

Therefore, in stimulating how the company could succeed in facing the competition in the future which tend to spread out, it is needed the existence of scenario planning of strategic management for company to know the situation happened in the next time, so that various policy which need to solve the condition could set up early.

This research is aiming to analyze how compilation process of scenario planning of strategic management of PT. Pelabuhan Indonesia II in facing the globalization, to show what factors were become resistor in creating excellence competition of the company in providing the port service, and also to explain what factors which can be developed to to create excellence competition in providing the port service.

The theory in this research, are taken from various literature, Internet websites and interview with all experts

concerning the strategic management of PT. Pelabuhan Indonesia II to face the competition globally which analyzed with scenario planning approach.

This research are basically showing and describing all external and internal factors related to scenario planning of company which estimated that it can influence emulation of management of port that happened in the future. The approaches used in this research are qualitative approach, so that it can explain the reality or symptom which happened in business management in the future.

From the result of analysis, it can know that the decision of the strategic management of the company in the future very influenced by the decisions as a key factors for scenario input. Hereinafter, from the result of that analysis found that there are 10 factors which have high impact level and uncertainty of degree, which influence the compilation process of scenario, can divide to four clusters.

The conclusion of this research is there are four scenarios in developing PT. Pelabuhan Indonesia II base on most sensible strategic management in the future. Pursuant to interpretation, hence the scenario "PT. Pelabuhan Indonesia II Berjaya" is the scenario which is more reliable happened in the future.

So that the scenario planning of strategic management of PT. Pelabuhan Indonesia II in facing the of globalization which have been compiled in this research become better and more objective, it is suggested to be continued with additional research by socialization or consulted with other related parties outside the company.