

## Strategi bersaing PT. Djakarta Lloyd (Persero) di pasar domestik dalam menghadapi era globalisasi = Strategic competition of PT. Djakarta Lloyd in domestic market against globalization

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### Abstrak

<i>When a country wants to get wealthy economy, in condition that changes rapidly, the commerce must play the important part (Hatta, 1998). In this globalization era each part of economy has to raise their ability to compete in produce, sell, even break the market, which still not restriction clearly. In other words they must be able to compete in competitive economy.

Today, sea transportation exertion encounters menace because of the work rate and competition ability of national transportation is still low. This case can be shown from the national sea business is still marginal, low port service, apprehensive safety, security and sea pollution. These problems caused high cost and risk sea transportation exertion, and maritime area classified as black spot (unreliable area).

In 2003, total shipping and carriers business is US\$ 535.056.138. For domestic carriers is US\$ 170.525.200 and national shipping only US\$ 90.719.407 or 53.2% while abroad freight is US\$ 364.817.246, national shipping US\$ 15.103.601 or 3.41% and rest is taken by foreign shipping.

In 2003, the PT. Djakarta Lloyd can get operational income at least 350 billion. Domestic shipping lines give 213 (about 240 billion) of total income. Rest, about 4% of total freight business comes from domestic lines (Finance bureau of PT. Djakarta Lloyd, 2003).

Strategy analysis is important, because the changes is occurred every second, tightly competition, rising of inflation, descend economic growth, more sophisticated technology and demographic condition that caused the turned of consumers desire rapidly.

In this case will be discussed how competitive position and strategy that agreed with PT. Djakarta Lloyd using SWOT analysis.

This research used quantitative analysis research method to descript the company condition with its potential consumers.

The identification result of internal and external factors show that tariff assignment policy as strength factor would give significant impact in business strategy. The limits of capital will impact the development effort, it will become big menace, while the speed of national economy growth will become big opportunity but it will face depreciation menace of currency exchange (Rp against US\$).

The discussion result using SWOT analysis makes conclusions as follow:

1. Competitive position of PT. Djakarta Lloyd today is in the first quadrant, it means the position that direct to the aggressive growth (growth oriented strategy)
2. Competitive strategy that the company must to do is opportunity maximize opportunity supported the existing strength though faced capital limits and menace currency exchange deprecation.</i>