

Strategi bisnis PT. Inti Teknodrilindo dalam menghadapi dampak krisis ekonomi di Indonesia

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Abstrak

Monetary crisis blowing Indonesia in the middle of July 1997 has brought significant impact especially to business sector. The economic crisis for PT. Inti Teknodrilindo constituted a serious threat instead of positive impact. Therefore, the management conducted various strategies in order to survive by means of internal improvement and efficiency strategies. It allowed the company to keep exist until today. The author was encouraged to study about company strategies.

This study was conducted in descriptive manner, the author presented empirical data relating to strategies applied by PT. Inti Teknodrilindo; how to analyze company strategies (uncertainty) to enable the company escape from the crisis. In order to analyze strategies of PT. Inti Teknodrilindo, the author collected primary or secondary data. The primary data includes result of detailed interview with PT. Inti Teknodrilindo top management as well as board of directors and managers in analyzing the primary and secondary data, the author adopted macro analysis from Pearce and Robinson, five forces from Porter, namely five forces that influence industrial competitiveness. In order to ensure factual activities conducted by PT. Inti Teknodrilindo, the author also adopted value chain from Michael Porter, which analyzes a set of activities in detailed as well as company's activities to discover the most significant factor for strategies applied by the company. Strategy generic from Pearce and Robinson and Laurence R. Jauch. Turnaround strategy is a theory the author applied to come into conclusion that the strategy used by PT. Inti Teknodrilindo was an turnaround strategy by retrenchment strategy being indicated by cost and asset reduction through employee rationalization, fix asset sales and changing composition of the shareholders. Meanwhile, turnaround strategy was followed by concentric diversification strategy, namely to diversify service coverage in oil & gas exploration and exploitation project by means of establishing subsidiaries, cooperation with other parties in joining various oil & gas drilling tenders, acquisition of the company which is having line business with PT. Inti Teknodrilindo, to find focusing on service or product.