

Analisis Kinerja Keuangan Dan Strategi Industri Ground Handling Saat Mewabahnya Pandemi Covid-19, Studi Kasus PT ABC = Financial Performance And Strategy Analysis Of Ground Handling Industry Before And During The Covid-19 Pandemic, Case Study PT ABC

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Abstrak

Pandemi Covid-19 telah menimbulkan dampak negatif yang signifikan pada industri penerbangan. Sebagai bagian dari industri penerbangan namun sering kali terlewatkan, industri ground handling juga mengalami dampak negatif dari pandemi Covid-19. Untuk menghadapi kondisi yang tidak normal, tidak stabil dan kompleks akibat pandemi Covid-19, perlu dilakukan analisis atas kinerja keuangan untuk menyusun langkah-langkah strategis menghadapinya. Tesis ini mengadopsi metode penelitian studi kasus dan dilakukan pada perusahaan ground handling terbesar di Indonesia dengan menggunakan data keuangan tahun 2015 hingga tahun 2020. Perusahaan tersebut mengalami penurunan sustainable growth rate, penurunan likuiditas namun masih pada tingkat yang tidak membahayakan, dan penurunan tingkat kesehatan perusahaan. Strategi yang telah dilakukan perusahaan yaitu mengurangi beban, menutup cabang, menangguhkan rencana investasi, menggunakan dana cadangan, menangguhkan beban, dan menemukan sumber pendapatan baru. Respon strategi lanjutan yang sebaiknya dilakukan perusahaan yaitu terus mengurangi beban, mengembangkan bisnis cargo handling dan warehousing, serta merubah Anggaran Dasar perusahaan.

.....The Covid-19 pandemic has had a significant negative impact on the aviation industry. As part of the aviation industry but often overlooked, the ground handling industry has also experienced a negative impact from the Covid-19 pandemic. To deal with abnormal, unstable, and complex conditions due to the Covid-19 pandemic, it is necessary to analyze financial performance to draw up strategic steps to deal with it. This thesis adopts a case study research and is carried out on the largest ground handling company in Indonesia using financial data from 2015 to 2020. The company experienced a decrease in sustainable growth rate, a decrease in liquidity but still at a level that is not dangerous, and a decrease in the company's health level. The strategies that have been carried out by the company are reducing expenses, closing branch, suspending investment plans, using reserve funds, suspending expenses, and finding new sources of income. The next strategic response that the company should do is to continue to reduce the expenses, develop the cargo handling and warehousing business, and change the company's Articles of Association.