

ABSTRACT
**ACTION PLAN ARRANGEMENT BASED ON OPPORTUNITIES FOR
IMPROVEMENT MALCOLM BALDRIGE CRITERIA AND COMPANY
STRATEGIC ANALYSIS USING QSPM METHOD AT PT PLN(Persero) JMK**

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PT. PLN JMK is one of the support services unit of PT PLN (Persero) which is specialized in the activities of construction supervision the electricity facility. Business fields of JMK is to do business in the sectors of construction management electricity services and other sectors.

Business performance improvements are underway this time at JMK to follow the rules of BUMN performance measurement by applying the Malcolm Baldrige criteria in the measurement of company performance. The results of the assessment by the Indonesia Quality Award generate opportunities for improvement (OFI) to be followed up by JMK.

The initial phase of this research is to monitor the OFI implementation efforts by JMK management to find out which ones that still have a gap and that has not been implemented at all. Based on OFI points then will be drawn up action plans that can be done to complete the OFI JMK that has not been done perfectly. In one implementation of OFI, JMK conduct SWOT analysis of the status of his company. From internal and external factors that have been identified, conducted the analysis of business strategy JMK by using quantitative strategic planning matrix (QSPM). At this stage, there are 3 strategy formulation proses. First, the input stage includes the preparation of IFE and EFE matrix, matching stage includes the preparation of the IE matrix and TOWS matrix, and the decision stage is to create a matrix of QSP.

The results are from 53 points of OFI are monitored in this study, 35 OFI points has been implemented by the JMK. So that is 66% improvement opportunities that have been implemented by the JMK. As for the business position, JMK is on the cell matrix I according to IE matrix indicating JMK has been successfully harnessing the power and the opportunities they have.

Keywords: Malcolm Baldrige, gap analysis, action plan, QSPM