

ABSTRACT

PT. Bina Mitra Agro is one of the companies engaged in the rubber processing factory industry. Growth of business PT. Bina Mitra Agro is currently experiencing tidal business due to several factors that affect both internal and external factors. One of the external factors that affect the continuity of business PT. Bina Mitra Agro is a highly competitive business competition.

PT. Bina Mitra Agro as a company engaged in the rubber industry realizes the weight of competition that occurs. Responding to this, the researchers created a Blue Ocean Strategy design for PT. Bina Mitra Agro. Where the Blue Ocean Strategy design can be a reference of strategic revision in order to realize the differentiation of value of innovation against business competitors in the same field.

The research method used in this research is qualitative research method which poured into Blue Oceans Strategy tools. These tools are Pioneer Tracer Pioneer Map, Canvas Strategy, Consumer Utility Map, Three Noncustomer Levels, Six Paths Framework and Four Action Framework.

Qualitative research method is a research method that involves the analysis of data in the form of description and the data is not directly quantifiable. In this research, there are four speakers from PT. Bina Mitra Agro, the Commissioner of PT. Bina Mitra Agro, President Director of PT. Bina Mitra Agro, Director of Oprasional PT. Bina Mitra Agro and Director of Partnership of PT. Bina Mitra Agro.

Based on the framework of action in the design of Blue Oceans Strategy PT. Bina Mitra Agro, it can be concluded there are 7 attributes of strategic factors that could be the material consideration of the company. 1 attribute must be abolished, 2 attributes must be increased, 1 attribute must be reduced and 3 attributes must be created. The results of this study are expected to provide knowledge, insight, and information in the field of business development strategies, and can be a useful input for PT. Bina Mitra Agro.

Keywords: Business Strategy, Blue Oceans Strategy.