

ABSTRACT

The increasingly tight business competition in the automotive sector makes PT. Astra Daihatsu Motor, which is the sole agent of the Daihatsu car brand in Indonesia, opened its sales and operations units in each province in Indonesia, such as Astra Daihatsu Lampung, for example. To get customers and a good market-share in the automotive industry market, Astra Daihatsu Lampung is required to have a competitive advantage that supports the business strategy implemented.

The purpose of this research is to analyze the business strategy carried out by Astra Daihatsu Lampung by looking at the competitive advantage (dealer advantage) owned by dealers, where the competitive advantage is divided into three groups, namely cost advantage, differentiation advantage and marketing advantage.

This study uses a quantitative descriptive method, by conducting structured interviews with internal parties and external parties Astra Daihatsu Lampung to obtain data sources. The method of data processing uses tools competitive position index which will be able to describe how the competitive advantage of Astra Daihatsu Lampung.

The results of the study show that the competitive advantage possessed by Astra Daihatsu Lampung lies between somewhat ahead and considerably ahead in the value of its competitive advantage. This means that Astra Daihatsu Lampung can maintain the competitive advantage that has been owned and also can increase the competitive advantage.

Keywords: Business Strategy, Competitive Advantage, Car Dealers, Automotive Industry