

ABSTRACT

This study is entitled Formulation of Business Strategies to Improve the Competitiveness of PT Totalindo Eka Persada Tbk. The rise of infrastructure development in Indonesia causes higher competition between construction companies. Therefore, it is necessary to formulate strategies to face competition among other construction companies. The study aims to determine the business position of PT Totalindo Eka Persada Tbk and obtain alternative strategies that can be applied by the company.

The methodology used in this research is descriptive qualitative and quantitative through interviews and questionnaires given to 6 internal and external speakers. The strategy formulation used in this study resulted in three stages, namely the input stage, matching stage, and decision stage.

The results of the research from the input stage are the EFE matrix value of 2.952 and the IFE matrix value of 2.965. Furthermore, at the matching stage, the company position is found in the IE matrix in quadrant V that matches the hold and maintain strategy. Based on SWOT matrix analysis results, alternative strategies are below. (1) Establishing Operational Cooperation (KSO) with state-owned contractors in the government projects; (2) Developing the design and concept of green building to customers; (3) Increasing project work in the middle to lower category; (4) Participating as a sub-contractor in the government projects. Consequently, the priority strategy results obtained at the decision stage with the QSPM matrix are establishing operational cooperation (KSO) with state-owned contractors in working on government projects and increasing project work with the middle to lower category.

Keywords : Strategic Formulation, Construction Industry, IE, SWOT, QSPM