

ABSTRACT

UD Batik Bintang HS is a business engaged in trading batik cloth. The business competition that is currently getting tougher has forced UD Batik Bintang HS to have a strategy to maintain its business. There are several factors that make this company have to make a strategy, one of which is an external factor where competition in the batik cloth trade business increases and there are competitors who already use raw materials like those owned by the company so that sales decline. In overcoming these factors, UD Batik Bintang HS needs a strategy to get out of the increasingly fierce competition. In this case, the researcher designed the Blue Ocean Strategy for UD Batik Bintang HS which has benefits for the company and customers.

The research method used in this study is a qualitative descriptive method. The purpose of this research is to find out what is currently happening in the company, how to design the Blue Ocean Strategy for the company, to find out what benefits customers get regarding the new strategy, to know how to implement the strategy so that it is beneficial for the company. The results of this study seen from the four-action framework in the Blue Ocean Strategy design can guarantee that there is 1 attribute that must be improved, 1 attribute must be removed, 1 attribute must be reduced and 3 attributes must be added. The new attribute in the Blue Ocean Strategy design is to replace raw materials with rayon yarn and innovate on motifs and colors that are not yet on the market. In the Blue Ocean Strategy that is designed, it can generate benefits from these changes for consumers and companies. In implementing this strategy, there are several things that must be considered, namely having a team that is able to work together, having suitable resources in implementing the strategy. Cost is also a very important thing in implementing this strategy, so the company must calculate the budget strategy well.

Keywords: Business Strategy, Blue Ocean Strategy, Value Innovation.