

ABSTRACT

PT. DWIKAPPA ASRIUTAMA, a company that is operating in the Engineering, Procurement, and Construction or EPC sector, particularly the oil and gas industry, faces a challenging business environment with tight industry competition, and complex market dynamics. The background of this research is the indication of company revenues, which requires in depth analysis for the formulation of an alternative but effective and sustainable business strategy. This research aims to accomplish (1) analyze the internal factors (strengths and weaknesses), external factors (threats and opportunities) that are affecting PT. DWIKAPPA ASRIUTAMA. (2) Formulate alternative business strategies and determine the most attractive strategies to be implemented to enhance the company's competitiveness. The research method used is a qualitative approach. Data collection was conducted through interviews, observations, and documentation. Data analysis involves the use of a comprehensive strategic framework, starting with IFE or internal factor evaluation and EFE or external factor evaluation matrices, PESTEL and Porter's five forces, followed by the SWOT Matrix and IE matrix or internal-external matrix to generate alternative strategies. The priority strategy then is ranked and selected using QSPM or Quantitative Strategic Planning Matrix. The results of this research are expected to provide measurable, applicable, business strategy recommendations for PT. DWIKAPPA ASRIUTAMA to achieve sustainable and competitive advantage in the EPC industry in Indonesia.

Keywords: Business Strategy, Business Development, SWOT Analysis, QSPM, IFE & EFE, PESTEL, Porter's Five Forces, EPC Industry.