

ABSTRACT

Logistic business is one of the sector that have a high growth rate. Along with the increasing demand coupled with the advancement of technological developments. PT Patra Logistik is a logistic company focused in oil and gas sector that provide services for custom clearances, shipment of goods by sea (sea freight), land (inland) as well as air transport (air freight) and warehousing with the concept of 3PL (third party logistics). This research/paper/thesis aims to expand/elaborate business development strategy at PT Patra Logistik over the next two years from 2022 to 2024. By using qualitative, descriptive eksplorative to obtain data through document studies and interviews. The Primary data obtained in depth qualitative interview methods made to the Director and other leader in the company as well. While The analysis is carried out through stages that are input stage, using EFE matrix, CPM, IFE matrix, matching stage using TOWS matrix, IE matrix, BCG matrix, and Grand strategy matrix to acquire alternative strategy recommendations, decision stage using Quantitative Strategic Planning Matrix (QSPM). The results of this research/study will result in two alternative strategies recommendation which is product and market development strategies.

Keywords: Logistic, business development strategy, high growth, oil and gas, 3PL (third party logistics), alternative strategy

ABSTRAK

Bisnis logistik menjadi salah satu sektor usaha yang mempunyai tingkat pertumbuhan yang tinggi, hal ini seiring meningkatnya kebutuhan hidup masyarakat dibarengi dengan perkembangan teknologi yang semakin canggih. PT Patra Logistik merupakan perusahaan logistik oil and gas yang fokus melayani jasa pembebasan, pengiriman barang melalui laut (sea freight), darat (inland) maupun udara (air freight) serta warehousing dengan konsep 3PL (third party logistik). Penelitian bertujuan mengembangkan strategi pengembangan bisnis di PT Patra Logistik selama dua tahun ke depan dari tahun 2022 hingga tahun 2024. Metode yang digunakan adalah metode kualitatif deskriptif eksploratif dengan mendapatkan data melalui studi dokumen dan interview. Data primer didapatkan secara kualitatif dengan metode interview mendalam (in-depth interview) dilakukan kepada Direktur serta para pemimpin fungsi. Analisis dilakukan melalui tahapan, input stage menggunakan EFE matrix, CPM, IFE matrix, matching stage menggunakan TOWS matrix, IE matrix, BCG matrix, Grand strategy matrix untuk mendapatkan rekomendasi strategi alternatif, decision stage menggunakan metode Quantitative Strategic Planning Matrix (QSPM). Hasil penelitian merekomendasikan dua alternatif strategi, yaitu strategi pengembangan produk dan pengembangan pasar.

Kata Kunci: Logistik, strategi pengembangan bisnis, pertumbuhan tinggi, oil and gas, 3PL (third party logistic), alternatif strategi