

ABSTRAK

Firda Yanti, Tahun 2020 Perumusan Strategi Bisnis Untuk Menunjang Sustainability Perusahaan PT. Japfa Comfeed Indonesia Tbk Cabang Makassar, Skripsi Program Studi Akuntansi Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh Pembimbing I Edi Jusriadi dan Pembimbing II Abd Salam.

Penelitian ini bertujuan untuk mengetahui perumusan strategi yang tepat untuk menunjang sustainability perusahaan. Metode analisis yang digunakan adalah analisis deskriptif dengan pendekatan kualitatif. Terlebih dahulu mengidentifikasi, menganalisis faktor-faktor lingkungan internal dan eksternal yang berpengaruh pada PT. Japfa Comfeed Indonesia Tbk Cabang Makassar serta menyusun strategi berdasarkan alternatif perumusan strategi menggunakan analisis SWOT (*Strength, Weakness, Opportunity, Threats*).

Berdasarkan hasil penelitian faktor lingkungan internal perusahaan terdiri dari enam kekuatan dan lima kelemahan, sedangkan faktor eksternal perusahaan terdiri dari empat peluang dan lima ancaman. Adapun alternatif perumusan strategi yang dihasilkan menggunakan analisis SWOT yaitu strategi agresif (*growth*). Selain itu, perumusan strategi perusahaan ditinjau dari strategi bisnis yaitu strategi diferensiasi, serta memperbaharui strategi fungsional seperti strategi pemasaran, strategi keuangan, strategi pembelian, strategi logistik, dan strategi manajemen sumber daya manusia.

Kata Kunci : Analisis SWOT, Sustainability, Skoring SWOT

ABSTRACT

Firda Yanti, 2020 *Business Strategy Formulation to Support Company Sustainability PT. Japfa Comfeed Indonesia Tbk Makassar Branch*, Thesis, Accounting Study Program, Faculty of Economics and Business, Muhammadiyah University of Makassar. Supervisor by Advisor I Edi Jusriadi and Supervisor II Abd Salam.

This study aims to determine the formulation of the right strategy to support company sustainability. The analytical method used is descriptive analysis with a qualitative approach. Prior to identifying and analyzing the internal and external environmental factors that affect PT. Japfa Comfeed Indonesia Tbk Makassar Branch and formulate strategies based on alternative strategy formulation using SWOT analysis (Strength, Weakness, Opportunity, Threats).

Based on the research results, the company's internal environmental factors consist of six strengths and five weaknesses, while the company's external factors consist of four opportunities and five threats. As for the alternative strategy formulation produced using SWOT analysis, namely aggressive strategy (growth). In addition, the formulation of company strategy is viewed from a business strategy, namely differentiation strategy, as well as updating functional strategies such as marketing strategy, financial strategy, purchasing strategy, logistics strategy and human resource management strategy.

Keywords : SWOT analysis, Sustainability, SWOT Scoring