

PENGEMBANGAN STRATEGI PT. WAHANA SUMBER BARU YOGYA – INDOMOBIL NISSAN DATSUN MLATI UNTUK MENINGKATKAN PENJUALAN OTOMOTIF DI YOGYAKARTA

Abstrak

Tujuan dari penelitian ini adalah mengungkap gambaran lingkungan internal dan eksternal yang dihadapi oleh PT. Wahana Sumber Baru Yogyakarta – Indomobil Nissan Datsun Mlati dan mengembangkan strategi yang berguna untuk meningkatkan penjualan PT. Wahana Sumber Baru Yogyakarta – Indomobil Nissan Datsun Mlati agar dapat menghadapi persaingan yang ketat. Pengembangan strategi di PT. WSBY Indomobil Nissan Datsun Mlati Yogyakarta dilakukan melalui 3 tahap yaitu tahap input, tahap pencocokan, dan tahap keputusan. Tahap input melalui hasil identifikasi lingkungan eksternal dan internal yang diformulasikan kedalam matriks EFE dan IFE. Kemudian tahap pencocokan dalam penelitian ini menggunakan alat analisis matrik SWOT, matrik IE, dan *Grand Strategy Matrix*. Setelah itu tahap keputusan, alat analisis yang digunakan pada tahap ini yaitu *Quantitative Strategic Planning Matrix* (QSPM). Hasil dari penelitian ini diperoleh tujuh alternatif strategi yang dapat dikembangkan dan diterapkan, salah satunya adalah strategi meningkatkan reward bagi sales yang mencapai target dengan keterbukaan jenjang karir yang pasti, hal ini dapat meningkatkan motivasi sales untuk berjualan lebih banyak sehingga dapat meningkatkan penjualan PT. Wahana Sumber Baru Yogya – Indomobil Nissan Datsun Yogya.

Kata Kunci : Lingkungan Eksternal, Lingkungan Internal, Tahap Input, Tahap Pencocokan dan Tahap Keputusan

Strategy Development PT. Wahana Sumber Baru Yogyakarta - Indomobil Nissan Datsun Mlati To Increase Automotives Sales In Yogyakarta

Abstract

The purpose of this research is to reveal the condition of internal and external environment faced by PT. Wahana Sumber Baru Yogyakarta (PT.WSBY) - Indomobil Nissan Datsun Mlati and also to develop a useful strategy to increase sales of PT. WSBY in order to face intense competition. Strategy Development at PT. WSBY Indomobil Nissan Datsun Mlati Yogyakarta is done through 3 stages: input stage, matching stage, and decision stage. The input stage through the identification of external and internal environment is formulated into the EFE and IFE matrix. Then the matching stage in this study using SWOT matrix analysis tool, IE matrix, and Grand Strategy Matrix. After that decision stage, the analytical tool used in this stage is Quantitative Strategic Planning Matrix (QSPM). Development of appropriate strategies to be implemented PT. Wahana Sumber Baru Yogya - Indomobil Nissan Datsun Yogya is: Increasing reward for sales who reach the target with the openness of a definite career path, Increasing Entry Unit for the garage workshop so that the OPEX dealers can be fulfilled, Add bonus car accessories and non accessories such as holiday voucher, shopping vouchers and lottery prizes, Improving the quality of service in terms of giving a detail information about Nissan Datsun products and keeping the delivery time as promised, strengthening relationships with other parties such as body repair workshop, car accessories store, by conducting regular meetings with partner owners of supplier to evaluating and make a new strategy, Increase customer satisfaction value with showroom appearance and workshop in more modern design with international standard, and Expand network / outlet with equally distributed outlet and strategic.

Keywords: External Environment, Internal Environment, Input Stage, Matching Stage and Decision Stage.