

Designing Strategy For Meisterstadt Batam Apartment Unit Using SWOT And QSPM Method

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Abstract

This study aims to develop a strategic proposal for PT. Pollux Bareleng Megasuperblok which is engaged in apartment property. Sales of apartment units have decreased in the last three years, so a strategic proposal is needed to make improvements in terms of unit sales. This study uses 3 stages, namely the input stage in the form of evaluation of internal and external factors of the process by compiling the IFE matrix and EFE matrix; matching stage using IE matrix, SPACE matrix and SWOT matrix; and finally the output stage is in the form of strategic decision making using the QSPM matrix. Based on the identification on the input stage, there were 10 internal factor variables and 9 external factor variables. The score obtained from the IFE & EFE matrix, strengths 1.93, weaknesses 0.75, opportunities 2.44 and threats 0.58. From the IE matrix and SPACE Matrix, it shows the company's position is in an aggressive condition and the recommended strategy that must be done is Grow and Build. The SWOT matrix shows that the company must carry out the following strategies: market products by utilizing technology to increase sales, reward active employees / marketing, expand market share, provide information and provide services by utilizing existing technology, increase promotions, optimize budgets in productivity, establish a pricing strategy, maintain information on price competition that occurs from other competitors. This study shows the calculation results of the QSPM: the weight of the proposed strategy is 5.70 while the existing strategy is 5.19. then the results of this study can carry out the strategy proposed so that the company can survive and improve marketing.

Keywords

Strategic Management, Strategy Formulation, Apartment Marketing, SWOT and QSPM.

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PT. Pollux Bareleng Megasuperblok

Biography / Biographies

Nanang Alamsyah is an Assistant Professor in the Department of Industrial Engineering at the Universitas Pembangunan Nasional Veteran Jakarta, Indonesia. He earned a Bachelor of Engineering in Industrial Engineering from Telkom University, Bandung, Indonesia. Masters in Industrial Engineering from Universitas Mercu Buana, Jakarta, Indonesia. And Doctor in technology and vocational education from Universitas Negeri Padang, Indonesia. He has published several journal and conference papers. Dr. Nanang Alamsyah is a certified Lecturer & Researcher in the Industrial Engineering department who has more than 10 years of professional experience in several companies. Mastering the field of Engineering Management with Teaching & Research on the theme of Performance Management, Strategic Management & Management Information Systems.

Trenggono Tri Widodo is a Lecturer in the Department of Industrial Engineering at the Universitas Ibnu Sina, Batam, Indonesia. He earned a Bachelor of Engineering in Mechanical Engineering from Institut Teknologi Nasional Bandung, Indonesia and Masters in Industrial Engineering from Universitas Islam Indonesia, Yogyakarta, Indonesia. He has published journal and conference papers. He has professional experience 20 years work at various multinational companies as Production Supervisor, Production Planning & Inventory Control, and Project Manager. And also he has experience as lecturers +5 years.

Yulizar Widiatama is a Lecturer in the Department of Industrial Engineering at the Department of Industrial Engineering at Universitas Pembangunan Nasional Veteran Jakarta, Jakarta, Indonesia. He had an academic background that combined both industrial management and industrial engineering, respectively earned from Universiti Utara Malaysia and Universiti Teknologi Malaysia. His main research focused on industry optimization and industry artificial intelligence. Experienced to publish papers to various conferences and journals both local and international publications. He also had 5 years experience as Lecturers for Production and Planning Control, Supply Chain Management and various programming based subjects. Furthermore, he has an interest in doing research in renewable energy related fields.

Dika Ade Viona is a college student who started education at University Ibnu Sina Batam in 2015 with a major in industrial engineering and started her final assignment in 2019 with title Designing a Marketing Strategy for Meisterstadt Apartment Unit in Batam with SWOT and QSPM Methods. Guided by Mr. Trenggono and Mr. Nanang Alamsyah. Obtained a bachelor's degree in industrial engineering at the end of 2019.