

ABSTRAK

STRATEGI PEMASARAN *BUSINESSTO BUSINESS* DALAM OPTIMALISASI ASET DAN PENCIPTAAN NILAI PADA PT PERKEBUNAN NUSANTARA I REGIONAL 7

Oleh

ALIZA YASMIN ZULAIKHA

PT Perkebunan Nusantara I Regional 7 adalah perusahaan BUMN perkebunan yang mengelola komoditas karet dan teh di Sumatera Bagian Selatan. Sebagian aset strategis perusahaan belum dimanfaatkan secara optimal sehingga belum berkontribusi maksimal terhadap pendapatan. Penelitian ini bertujuan menganalisis penerapan strategi pemasaran *Business to Business* (B2B) dalam optimalisasi aset nonproduktif dan penciptaan nilai, serta mengidentifikasi kendala implementasinya. Metode yang digunakan adalah deskriptif kualitatif dengan pengumpulan data melalui observasi, wawancara, dokumentasi, dan studi pustaka selama PKL pada Bagian Manajemen Aset dan Pemasaran. Hasil penelitian menunjukkan strategi B2B diterapkan melalui pengkajian aset dengan pendekatan *Highest and Best Use* (HBU), penetapan Nilai Perkiraan Sendiri (NPS), seleksi mitra, dan skema kerja sama berupa KSO, KSU, serta sewa aset, didukung strategi STP dalam membangun relasi bisnis. Analisis SWOT mengungkap kekuatan berupa legalitas aset yang jelas, lokasi strategis, dan status BUMN, namun terkendala keterbatasan SDM, sistem informasi aset yang belum terintegrasi, dan persaingan mitra. Realisasi pendapatan Triwulan I 2025 mencapai 113,9% dari target RKAP, meski *cash-in* masih perlu ditingkatkan. Strategi pemasaran B2B terbukti mampu mengoptimalkan aset dan menciptakan nilai ekonomi berkelanjutan bagi perusahaan.

Kata Kunci: Pemasaran B2B, Optimalisasi Aset, Penciptaan Nilai, STP, SWOT, PT Perkebunan Nusantara I Regional 7.

ABSTRACT

BUSINESS-TO-BUSINESS MARKETING STRATEGY IN ASSET OPTIMIZATION AND VALUE CREATION AT PT PERKEBUNAN NUSANTARA I REGIONAL 7

By

ALIZA YASMIN ZULAIKHA

PT Perkebunan Nusantara I Regional 7 is a state owned plantation company managing rubber and tea commodities in Southern Sumatra. Some of the company's strategic assets have not been utilized optimally, resulting in less than maximal contributions to revenue generation. This study aims to analyze the implementation of Business to Business (B2B) marketing strategies in optimizing non productive assets and creating value, as well as to identify the challenges encountered during their implementation. This research employed a descriptive qualitative method, with data collected through observation, interviews, documentation, and literature review during an internship at the Asset Management and Marketing Division. The results indicate that the B2B marketing strategy is implemented through asset assessment using the Highest and Best Use (HBU) approach, determination of the Owner's Estimated Value (Nilai Perkiraan Sendiri/NPS), partner selection, and cooperation schemes such as Joint Operation Cooperation (KSO), Joint Business Cooperation (KSU), and asset leasing. These strategies are supported by Segmentation, Targeting, and Positioning (STP) approaches to strengthen business relationships. The SWOT analysis revealed strengths in the form of clear asset legality, strategic locations, and the company's status as a state owned enterprise. However, several challenges remain, including limited human resources, the lack of an integrated asset information system, and increasing competition among business partners. Revenue realization in the first quarter of 2025 reached 113.9% of the RKAP target, although cash-in realization still requires improvement. The findings demonstrate that B2B marketing strategies have been effective in optimizing assets and creating sustainable economic value for the company.

Keywords: B2B Marketing, Asset Optimization, Value Creation, STP, SWOT, PT Perkebunan Nusantara I Regional 7.