

## **ABSTRACT**

### **ANALYSIS OF IMPLEMENTATION STRATEGY DEVELOPMENT POLICY PT. POS INDONESIA (PERSERO) IN LAMPUNG PROVINCE**

**(Studies in the Post Office Bandar Lampung)**

**BY**

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Geographical conditions Indonesian State whose territory consisted of thousands of islands separated by ocean with a population scattered across the region desperately needed a means to support the relationship between a single population with other population which is too short and quick, especially in terms of delivery of goods from a region to another. This requires institutions that can handle professionally and responsibly. PT. Pos Indonesia is an institution mandated to carry out the functions and roles according to Law No. 6 / 1984 on the post.

The focus of research directed at the analysis of organizational strategy (*corporate strategy*) and strategy of the program (*program strategy*) Informant consists of leaders and employees of PT. Pos Indonesia Bandar Lampung to obtain accurate information. Information and data collected and analyzed further processed to produce new findings as a result of research.

Conclusion This study shows, *first*, factors such as internal strategies, organizational structures, employee integrity and the integrity of adequate

leadership, but the resources and funding is still inadequate. External strategic factors indicate sociocultural and political and legal conditions helped, while the macro economic challenges and technological elements. **Second**, the implications of the implementation of the program include : (1) Reduced by postal mail / parcel post is late, damaged, missing. (2) Networks continue to be developed in line of area. (3) Community service is a priority, (4) Cooperation between business entities according to the procedure, certainty and confidence (5) training program for local governments have walking and (6) budget targeting system to increase performance.

Efforts that can be done by PT. Pos Heading to optimize the service is: **First**, is the optimization of the internal organizational structure, the development employee integrity, strengthening the integrity of the leadership and the empowerment of human resources and financial capacity of the company. While external company is maintaining its sociocultural, enforcement of company regulations and strengthening the professionalism, service product innovation-based economy, both price and quality, and extensive technology development. **Second**, the program needs to be emphasized include: (1) socialization of legal guarantees postal service, ( 2) Increasing the network capacity, (3) Merge branch offices that are less productive, (4) Increasing the widespread cooperation, (5) Establish cooperation with local governments to use the postal service, and (6) The development of postal service products.

Keywords: Strategy Development PT. Pos Indonesia Bandar Lampung