

ABSTRAK

ANALYSIS OF THE BUSINESS STRATEGY OF THE PT GRIYACOM IN INCREASING COMPETITIVENESS

Oleh

R.A. Nabila Rafa Arfiansyah

Industri ritel komputer di Indonesia mengalami persaingan yang semakin ketat seiring dengan perkembangan teknologi dan perubahan preferensi konsumen. PT Griyacom, sebagai salah satu perusahaan ritel komputer di Bandar Lampung, menghadapi tantangan dalam mempertahankan daya saingnya di tengah perubahan pasar yang dinamis. Oleh karena itu, penelitian ini bertujuan untuk menganalisis strategi bisnis yang diterapkan PT Griyacom guna meningkatkan daya saingnya. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Data dikumpulkan melalui wawancara mendalam dengan manajemen perusahaan, observasi langsung, serta analisis dokumen perusahaan. Teknik analisis yang digunakan adalah model Miles dan Huberman, yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa PT Griyacom telah mengimplementasikan beberapa strategi bisnis, seperti peningkatan layanan pelanggan, diversifikasi produk, serta pemanfaatan digital marketing. Namun, masih terdapat beberapa tantangan yang perlu diatasi, seperti persaingan harga yang ketat dan adopsi teknologi yang lebih inovatif. Berdasarkan temuan ini, penelitian memberikan rekomendasi strategis bagi PT Griyacom untuk meningkatkan daya saingnya, seperti optimalisasi strategi pemasaran digital, peningkatan efisiensi operasional, serta penguatan diferensiasi produk.

Kata kunci: Strategi Bisnis, Daya Saing, Industri Ritel Komputer, PT Griyacom, Analisis Strategi

ABSTRACT

ANALYSIS OF THE BUSINESS STRATEGY OF THE PT GRIYACOM IN INCREASING COMPETITIVENESS

By

R.A. Nabila Rafa Arfiansyah

The computer retail industry in Indonesia is experiencing increasingly fierce competition due to technological advancements and changing consumer preferences. PT Griyacom, as one of the computer retail companies in Bandar Lampung, faces challenges in maintaining its competitiveness amidst dynamic market changes. Therefore, this study aims to analyze the business strategies implemented by PT Griyacom to enhance its competitiveness. This research employs a qualitative approach with a case study method. Data was collected through in-depth interviews with company management, direct observations, and document analysis. The analysis technique used is the Miles and Huberman model, which includes data reduction, data presentation, and conclusion drawing. The results show that PT Griyacom has implemented several business strategies, such as improving customer service, product diversification, and utilizing digital marketing. However, there are still challenges that need to be addressed, such as intense price competition and the adoption of more innovative technologies. Based on these findings, this study provides strategic recommendations for PT Griyacom to enhance its competitiveness, including optimizing digital marketing strategies, improving operational efficiency, and strengthening product differentiation.

Keywords: Business Strategy, Competitiveness, Computer Retail Industry, PT Griyacom, Strategy Analysis