

## ANALISIS STRATEGI MODEL BISNIS PT TOTAL BANGUN PERSADA TBK

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Construction plays an important role in building structures and infrastructure in a country. In 2015, Indonesia has the largest construction market in ASEAN. ASEAN Economic Community becomes a threat to Indonesia for the construction services. The implementation of ASEAN Economic Community, it is inevitable positive and negative impact for construction companies in Indonesia. PT TOTAL BANGUN PERSADA Tbk. is a construction company for high rise building in Indonesia. In the face of the ASEAN Economic Community, needed the right strategies to survive and compete in the increased competition. This research was conducted to determine whether the strategies that currently implemented is a good strategy and business model that being used is fit to the current environment.

In conducting this research, strategy and business model analysis performed with Porter's Five Force Analysis, SWOT Analysis, SWOT Matriks Analysis, Analysis using Matriks method IFAS and EFAS, Business Model Navigator Analysis, and Business Model Canvas Analysis. The data for this research obtained from the literature, publication of corporate data, and observations.

From the research that has been conducted, it can be found the strengths, weakness, opportunities and threats that PT TOTAL BANGUN PERSADA Tbk. have and facing. Then in order to survive in the increased competition, PT TOTAL BANGUN PERSADA Tbk. need to change the strategy that being used. And by implementing the strategy proposed in this research, it can be drawn business model that support the implementation of the proposed strategy.

Keyword Strategy, Business Model, Porter's Five Forces, SWOT, Business Model Navigator, Business Model Canvas.