STRATEGIC MANAGEMENT ANALYSIS IN KRAKATOA NIRWANA RESORT, LAMPUNG: A CASE STUDY OF PT. KRAKATOA NIRWANA DEVELOPMENT

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BACHELOR'S DEGREE
in

BUSINESS ADMINISTRATION
FACULTY OF BUSINESS ADMINISTRATION AND HUMANITIES

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July 2017

Revision after the Thesis Defense on July 18th, 2017

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

STRATEGIC MANAGEMENT ANALYSIS IN KRAKATOA NIRWANA RESORT, LAMPUNG: A CASE STUDY OF PT. KRAKATOA NIRWANA DEVELOPMENT

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PT. Krakatoa Nirwana Development (PT. KND) is one of the subsidiaries of Bakrieland, an integrated property company. As the developer of Krakatoa Nirwana Resort (KNR), PT. KND has established the zone development plan for KNR further expansion due to the rapid growth of tourists visit to Lampung and government concerns in developing infrastructure and boosting the tourism sector. The purpose of this study is to determine the SWOT analysis of PT. KND in accordance with the KNR development, to analyze its zone development as a form of strategy, and to determine the recommendations in achieving the zone development as a form of strategy. This research was formulated by conducting in-depth interview, field observation, and using triangulation as the validity tool. PT. KND was involved in almost every data collection and analysis part. Findings show that zone development is not quite suitable in accordance with the external and internal factor. In conclusion, a set of suggestion was given to solve problems that might come from external and internal factors. Also, the best strategy was recommended in order to support KNR operational and development.
Keywords: Strategic Management, Strategic Planning, SWOT Analysis

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DEDICATION

I dedicated this thesis for my family, especially my father.

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ACKNOWLEDGEMENTS

I would like to give my gratitude first and foremost to Allah SWT and all the universe for giving me a life, strengths, health, happiness, and the power to finish my research.

My sincere gratitude goes to PT. Krakatoa Nirwana Development. Thank you Mr. Marudi Surachman, Mr. Ismahadi, Mr. Budi Kuncoro, Mr. Dwi Prasetyo, and Mr. Yundi. Thank you for the precious time you have given to help me finish this research.

My gratitude goes to my thesis advisor: Izhari Mawardi. Thank you, for sparing me sometime between your busy schedule to advise me and Daryn in finishing our research. Thank you for Swiss German University and all of its components.

I would like to give my finest gratitude to my family: Papa, Mama, Ado, and Adza. Thank you for your understanding of my busy schedule so I cannot always be home and thank you for your support even from our group chat through my mobile phone.

I would like to give my gratitude for all my friends. Thank you Cista and Daryn, who helped me a lot with my thesis, despite your own thesis. Thank you Rausa for accompanying me to Lampung for my thesis observation. Thank you Wulan, Dita, Kelly, Fia, who has almost always been my companion in building this thesis. Thank you Ano, John, Bas, Naeil, Hakim, Irdam, Chooty, Beki, Lavina, for letting me to be annoying on your precious home and being the awesome deadliners to finish our thesis. Thank you for all my classmates with all the thesis drama. Thank you for all my friends who has been a good company to me to finish my thesis, which I cannot mentioned one-by-one. Thank you all for giving me a lot of happiness as a moral support for finishing this work.

Special thanks to Amay, Dhiya, Nabila, who know me best, listened to me, helping me, and always support me in my hard-headed time to finish this thesis. Also, thank you to Richard, for the loyal companion and your support through all my thesis time, whether I need it or not. You all know me well.

To my laptop, internet, electricity, and all the cafes I went to, to finish my thesis….

Thank you.

Anbiya Yasmine Ismiawardhana

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