

## **ABSTRACT**

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### **STRATEGIC PLANNING OF PT TRIPUTRA AGRO PERSADA TO DEVELOP PRODUCTIVITY AND COMPETITIVE ADVANTAGE**

(xiii + 45 pages: 2 table, 3 figures and 6 appendices)

The author was interned from September 12 to November 15, 2017 in PT Triputra Agro Persada, The East tower. PT Triputra Agro Persada is a CPO company created as a sub branch company of TRIPUTRA Group. PT Triputra Agro Persada have their own palm oil plantation site that is spread around Indonesia especially in Kalimantan. During the internship, the author found that PT Triputra Agro Persada was in difficult time because right now they are in transition period where they wanted to change manual transaction into automated to help the worker jobs and in order to gain more accurate information. For now they are still wondering if they are using the right application and still in the way finding a way to have a strong internet connection to all of their plantation site, because each of the plantation site have their own problem and needed to solved individually matched on the geographical location and human resources.

**Keywords:** Productivity, Innovation, Technology

**References:**17(1988–2018)