

ABSTRAK

Glenn Ryan (01011200125)

KEUNGGULAN KOMPETITIF BISNIS KELUARGA DI BIDANG *EXHIBITION* PT. JAYA CAKRA PERTIWI

(xvii + 78 halaman, 1 grafik tabel, 5 Gambar, 12 Lampiran)

Penelitian ini bertujuan untuk mengeksplorasi keunggulan kompetitif PT. Jaya Cakra Pertiwi, sebuah perusahaan kontraktor pameran yang telah berdiri sejak tahun 2009. Perusahaan ini beroperasi di tengah ketatnya persaingan di industri *exhibition*, yang mencakup sejumlah besar kompetitor dengan kemampuan dan layanan beragam. Meskipun demikian, PT. Jaya Cakra Pertiwi berhasil mempertahankan eksistensinya dan bahkan terus berkembang dalam kondisi pasar yang sangat kompetitif. Penelitian ini mengadopsi pendekatan *single case study* dengan metode kualitatif, yang melibatkan proses pengumpulan data melalui wawancara mendalam, observasi langsung, dan catatan lapangan dari informan-informan kunci di dalam perusahaan. Analisis penelitian ini akan difokuskan pada pengidentifikasian strategi utama yang telah diterapkan perusahaan untuk memperkuat posisinya, mempertahankan pelanggan, serta memenangkan persaingan di pasar pameran. Melalui penelitian ini, diharapkan dapat dihasilkan *Mini-Model Theory* yang memberikan wawasan strategis bagi perusahaan dalam upayanya meningkatkan keunggulan kompetitif serta memperkuat daya saing di sektor industri *exhibition* secara berkelanjutan. Penelitian ini diharapkan dapat memberikan kontribusi pada literatur strategi bisnis di sektor *exhibition*, khususnya bagi perusahaan kontraktor pameran di Indonesia.

Keywords: Bisnis Keluarga, Keunggulan Kompetitif, Industri *Exhibition*, Studi

Kasus

Referensi: 40

ABSTRACT

Glenn Ryan (01011200125)

COMPETITIVE ADVANTAGE OF FAMILY BUSINESS IN THE FIELD OF EXHIBITION PT. JAYA CAKRA PERTIWI

(xvii + 78 pages, 1 table graph, 5 Figures, 12 Attachments)

This study aims to explore the competitive advantage of PT. Jaya Cakra Pertiwi, an exhibition contractor company that has been established since 2009. This company operates amidst tight competition in the exhibition industry, which includes a large number of competitors with diverse capabilities and services. Nevertheless, PT. Jaya Cakra Pertiwi has managed to maintain its existence and even continues to grow in very competitive market conditions. This study adopts a single case study approach with a qualitative method, which involves the process of collecting data through in-depth interviews, direct observation, and field notes from key informants within the company. The analysis of this study will focus on identifying the main strategies that have been implemented by the company to strengthen its position, retain customers, and win the competition in the exhibition market. Through this study, it is expected to produce a Mini-Model Theory that provides strategic insight for companies in their efforts to increase competitive advantage and strengthen competitiveness in the exhibition industry sector in a sustainable manner. This study is expected to contribute to the literature on business strategy in the exhibition sector, especially for exhibition contractor companies in Indonesia.

Keywords: *Family Business, Competitive Advantage, Exhibition Industry, Case Study*

Reference: 40