

PENGEMBANGAN STRATEGI DAN MODEL BISNIS PT. MISAYA PROPERINDO PADA PERUMAHAN LEGENDA WISATA CIBUBUR

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Indonesia's real estate sector experiencing a major setback in the last three years and being forecast to see improvement throughout the coming year. The property market will be dominated by domestic demand with the middle class segment of the market being the biggest contributor to sustainable growth. PT. Misaya Properindo part of Sinar Mas Land Group with Legenda Wisata project in Cibubur has been marketed since 1998, has a challenge to be able to sell its remain products in weak affordability property purchases and generate recurring income for operational project.

Analysis of the external and internal environment using PESTEL, Porter's Five Forces, Generic Strategy, SWOT analysis, 7S Framework McKinsey, Five pillar strategy analysis (Diamond Strategy), and Business Model Canvas analysis are the research approaches used to explore the form of the strategy used by the company. Research data were obtained from the answer qf the interview that were proposed to the company's top management.

Legenda Wisata should develop diversification strategy with the apartment market products and market development in order to get a new market segment and take advantage of the huge market potential in the middle-class and affluent consumers (MAC) group. Use of the Internet Channel and social media (digital marketing) to reach easily Y generation and build more assets that can generate recurring income to cover operational cost for maintenance and security of the project in the future.

Keywords: Real Estate, PESTEL, Porter's Jive forces, Generic Strategy, SWOT Analysis, 75 Framework McKinsey, Diamond Strategy, Business Model Canvas.