

STUDI KELAYAKAN STRATEGI JOINT VENTURE PT. XYZ DENGAN JKL CO., LTD MENGGUNAKAN METODE REVENUE SHARING

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Market development in the world of aviation is such a challenge for airlines, one of which is PT. XYZ. One of the strategies reviewed by the author is a feasibility study of a joint venture strategy between PT. XYZ. and JKL Co., Ltd by using the revenue sharing method. This study aims to provide a feasibility study of a joint venture to develop Japan sector market both in terms of market share and route profitability. Using the S. Curve formula can be identified as potential market share increases on both airlines and then route profitability can be calculated with consideration of capacity share and new average airfare. The market share for both airlines on the DPS-NRT-DPS route increase 16,56%, then market share on the CGK-KIX-CGK route increase 66,51%, while on the DPS-KIX-DPS route the market share increase 23, 08%, on the other hand market share CGK-HND-CGK route decrease 7,83%. The results of route profitability for the next 4 years which shows a potential growth after new average airfare and capacity share has been adjusted. Thus a joint venture strategy between PT. XYZ and JKI, Co., Ltd can be recommended for further exploration.

Keywords: joint venture, analisis, market share, route profitability