

STRATEGI BISNIS PERUSAHAAN KONSTRUKSI PT. TATAMULIA NUSANTRA INDAH UNTUK MENGHADAPI PERSAINGAN ASEAN ECONOMIC COMMUNITY

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This research is aims to find a company's business strategy in order to face competition AEC. Where this strategy was made at the AEC was recently applied. This study uses quantitative methods to obtain data from interviews conducted on the company's internal environment. Theory the theory used is the construction management theories which focus on the quality management system. To obtain the analysis in a competitive business strategy using analysis of internal and external environment of the company, which was then analyzed using IE matrix and SWOT analysis matrix, then the results are analyzed more in-depth analysis using analysis Quantitative Strategic Planning Matrix (QSPM).

From the analysis of the matrix obtained 6 company's business strategy in the face of competition AEC, which sequence strategy needs to be done is Doing cooperation with foreign contractors to carry out the exchange of technology, make a purchase tool sophisticated construction is supported by the operator, developing a service area includes the region , floated the construction services business in infrastructure development, recruiting experienced employees and experts in the field of construction, increase employee loyalty and provide incentives tear high performing employees.

Keywords: Asean Economic Community (AEC), Quality Management System (QMS), Quantitative Strategic Planning (QSPM), Business Strategy