

ABSTRAK

ANALISIS EFEKTIVITAS STRATEGI STABILISASI HARGA OLEH DOLOG Studi Kasus pada Dolog DIY

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Tujuan penelitian ini untuk mengetahui : (1) kondisi Dolog DIY pada masa yang lalu, saat ini dan yang akan datang berdasarkan analisis SWOT, (2) efektivitas strategi yang selama ini dijalankan Dolog DIY, (3) strategi umum yang sesuai bagi Dolog DIY untuk masa yang akan datang (2003).

Teknik pengumpulan data menggunakan : (1) pedoman wawancara, (2) kuesioner, (3) dokumentasi, (4) observasi. Data yang diperoleh kemudian dianalisis dengan : (1) analisis SWOT, (2) kesesuaian SWOT dengan strategi dan kinerja yang dicapai Dolog, (3) penyajian statistik.

Hasil penelitian yang diikhtisarkan dalam SAP dan ETOP menunjukkan : (1) nilai tertimbang SAP sebesar 3,7 yang berarti mempunyai kekuatan dan nilai tertimbang ETOP sebesar 3,63 yang berarti terdapat peluang bisnis, (2) terdapatnya perbedaan efektivitas strategi yang dijalankan, dimana strategi umum Dolog DIY tidak efektif, sedangkan strategi stabilisasi harga beras oleh Dolog DIY adalah efektif. Namun, dengan bertumpu pada misi Bulog / Dolog, maka penulis menyimpulkan bahwa strategi Dolog DIY secara keseluruhan adalah efektif, (3) strategi Dolog DIY yang sesuai di masa yang akan datang berdasarkan perolehan nilai tertimbang SAP dan ETOP – nya adalah strategi ekspansi.

ABSTRACT
AN ANALYSIS ON THE EFFECTIVENESS OF PRICE STABILIZATION
STRATEGY BY DOLOG
A Case Study at Dolog DIY

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This research aimed at knowing: (1) the condition of Dolog DIY in past, present and next period on the basis of SWOT analysis, (2) the effectiveness of strategies conducted by Dolog DIY in this period, (3) the general strategies which was appropriate with Dolog DIY for next period (2003).

The data collection techniques used were : (1) interview guides, (2) questionnaires, (3) documentations, (4) observation. Then, the data were analyzed using: (1) SWOT analysis, (2) SWOT compatibility with strategies and work gained by Dolog DIY, and (3) statistical display.

The result of research summarized within SAP and ETOP has shown as follows : (1) the weighted value of SAP was 3.7 meaning that Dolog DIY had significant power and the weighted ETOP was 3.63 meaning that there was a business opportunity, (2) there were effectiveness differences of strategies conducted, where general strategies of Dolog DIY were not effective, whereas price stabilization strategy for rice by Dolog DIY was effective. However, based on Bulog's or Dolog's mission, then the research concluded that those whole strategies of Dolog DIY was effective, (3) the next appropriate strategy of Dolog DIY based on the achievement of weighted value, of SAP and ETOP was the expansion strategy.