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Yiri Hardiani, Marissa Grace Haque

Last modified: 2021-01-09

ABSTRACT

Abstract

The growth and development of halal industry in Indonesia are inseparable from the population of 80 percent of Indonesia's Muslim community. The existence of Law Number 33 of 2014 concerning Halal Product Assurance is no longer only in a position as a hybrid or quasi state but has become a "part" of the country, with the function of carrying out "substantive". The function of Islamic values is related to the principle of Halal in Islam. Then it was further said that the alliance and cooperation were carried out in stages between the two BPJPH and MUI institutions, in accordance with the main duties and functions of each group listed in Law Number 33 of 2019 which in 2019 had also been issued a Government Regulation namely Government Regulation Number 31 of 2019 regulates the Implementation Regulations of Law Number 33 of 2014 concerning Halal Product Assurance. However, in line with its development, this condition has also triggered high competition between institutions in the same field. Coupled with the influence of uncontrolled externals from outside Indonesia, it has spurred P.T Sucofindo (Persero) as the new Halal Inspection Agency (LPH) to continue evaluating strategies and breakthroughs in order to survive and continue to develop, formulate new strategies, in order to enhance the company's competitiveness and excel as winners. The research begins by analyzing the internal and external environmental conditions of the company. In analyzing the SWOT analysis method is used to weight the importance of each actor and factor. From the IE Matrix testing, P.T Sucofindo (Persero) 's competitive position was obtained in quadrant or cell IV IE Matrix, with a concentration growth strategy through horizontal integration. By looking at the position: (1) competing; (2) strength; (3) weakness; (4) opportunity; and (5) threats. In this case, P.T Sucofindo (Persero) must use the following strategies: (1) market penetration; (2) market development; and (3) horizontal integration strategy in addition to creating creative innovation must also be implemented.

Keywords: *Halal Inspection, BCG Four Step Strategy, Strategic Management, SWOT Analysis, IE Matrix,*

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