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Dear

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Congratulations! JSA Editor is pleased to announce that your **Analisis Perusahaan Pt Garudafood Putra Putri Jaya Tbk** Has **Been accepted** For Publication in JSA (Jurnal Syntax Admiration) National and International Standard Journals Volume 5, No. 10 October 2024. Final full paper (article) should be in MS Word Your cooperation of completing is appreciated highly.

Best Regards,

Chief Editor



Abdurokhim, M.M

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Analisis Perusahaan PT Garudafood Putra Putri Jaya Tbk

Abstrak

Penelitian ini membahas PT Garudafood Putra Putri Jaya Tbk, perusahaan utama di industri makanan dan minuman Indonesia, dengan fokus pada pengaruh identitas perusahaan, faktor eksternal, serta formulasi dan implementasi strategi terhadap kinerja dan posisi kompetitifnya. Identitas perusahaan yang meliputi sejarah, visi, misi, budaya, dan struktur organisasi berperan penting dalam pembentukan arah strategis dan operasional Garudafood. Analisis PEST dan model Five Forces mengungkapkan bagaimana faktor politik, ekonomi, sosial, dan teknologi mempengaruhi strategi bisnis. Faktor eksternal seperti perubahan regulasi, tren konsumen, dan perkembangan teknologi memengaruhi keputusan strategis perusahaan. Dalam persaingan yang ketat, Garudafood mengoptimalkan strategi melalui inovasi produk dan efisiensi operasional. Formulasi dan implementasi strategi dilakukan menggunakan alat analisis seperti SWOT, SPACE, dan BCG Matrix. Analisis SWOT membantu dalam mengidentifikasi kekuatan, kelemahan, peluang, dan ancaman. Matriks SPACE dan BCG memberikan panduan dalam alokasi sumber daya dan pengembangan portofolio produk. Pemantauan strategi menggunakan matriks TOWS memastikan relevansi strategi dalam menghadapi perubahan lingkungan bisnis. Dengan mengadaptasi strategi berdasarkan analisis ini, Garudafood berhasil mempertahankan daya saing dan mencapai pertumbuhan yang berkelanjutan di industri yang dinamis.

Kata kunci: Identitas Perusahaan, Strategi Bisnis Analisis PEST, Inovasi Produk, Daya Saing

Company Analysis of PT Garudafood Putra Putri Jaya Tbk

Abstract

This study examines PT Garudafood Putra Putri Jaya Tbk, a leading company in Indonesia's food and beverage industry, focusing on the impact of corporate identity, external factors, and strategy formulation and implementation on its performance and competitive position. The company's identity, including its history, vision, mission, culture, and organizational structure, plays a crucial role in shaping Garudafood's strategic and operational direction. PEST analysis and the Five Forces model reveal how political, economic, social, and technological factors influence business strategies. External factors such as regulatory changes, consumer trends, and technological advancements affect the company's strategic decisions. In a competitive market, Garudafood optimizes its strategy through product innovation and operational efficiency. Strategy formulation and implementation are conducted using analytical tools such as SWOT, SPACE, and BCG Matrix. SWOT analysis aids in identifying strengths, weaknesses, opportunities, and threats. The SPACE and BCG matrices provide guidance on resource allocation and portfolio development. Strategy monitoring with the TOWS matrix ensures the relevance of strategies in responding to changes in the business environment. By adapting strategies based on this analysis, Garudafood has successfully maintained its competitive edge and achieved sustainable growth in a dynamic industry.

Keyword: *Corporate Identity, Business Strategy, PEST Analysis, Product Innovation, Competitive Edge*