ABSTRACT

Indonesia’s manufacture industry nowadays is increasing in the middle of the tight competition more and more. Not only a strategy issue at the functional level, but also at the business and corporate level. At this level, a strategy is needed to create a sustainable competitiveness. This research brings in a strategy formulation for chemical company that work at chemical paper and water treatment business range. Identification on the internal and external factors that influence to the company is done by a stakeholders questioner. This research involves ten internal subfactors and ten external subfactors in each business range. From seven respondents, form a pair comparison then analyzed by AHP method using software Expert Choice 11 and Analytical Hierarchy Process EVM Multiple Input, for the subfactor weighting. Further take three stage to formulate the strategy using David Model. The three stages are input stage, matching stage, and decision stage. From this analyze result give a selected strategy that having the highest TAS value on chemical paper business range, that is market development as big as 6,14. While the water treatment business range give two selected strategies that are market penetration and market development, with the same TAS value as big as 6,04. The corporate strategy of chemical company that appropriate with the formulation result of the selected strategy is reaching the annual growth as big as 10%, through marketing enhancement of chemical product, new market zone development, increase quality, and chemical product innovation that can create differentiation/competitiveness superiority and braid cooperation with the similar chemical company in effort to develop the product.

Key words : chemical industry, Analytical Hierarchy Process (AHP), formulation strategy, corporate strategy