

Analisis Dampak Covid-19 Terhadap Kinerja PT. Dirgantara Indonesia = Analysis of the Impact of Covid-19 on Company Performance PT Dirgantara Indonesia

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Abstrak

PT. Dirgantara Indonesia merupakan industri kedirgantaraan terbesar di Indonesia sekaligus Perusahaan dari Badan Usaha Milik Negara yang dikembangkan sejak zaman Orde Baru dan berganti nama menjadi PT.DI yang berkecimpung dalam industri penerbangan. Peneliti mencoba berfokus pada aspek dampak dari Covid-19 terhadap kinerja perusahaan PT. DI guna mencari tahu celah kelemahan serta dapat menjadi acuan peneliti dalam menganalisis terkait perumusan kebijakan yang dilakukan oleh jajaran direksi PT. DI dalam menghadapi pandemi Covid-19 terkait produksi. Penelitian ini menggunakan metode deskriptif kualitatif. Untuk pengumpulan data terdiri dari primer dan sekunder, data primer diperoleh dengan cara observasi, wawancara dan dokumentasi. Sedangkan data sekunder diperoleh melalui hasil kepustakaan. Penelitian ini bertujuan untuk mengetahui dampak yang terjadi pada produksi selama pandemi Covid-19. pesawat pada PT. DI dan terkait kebijakan apa yang diambil oleh PT. DI dalam mengurangi dampak dari COVID-19 terhadap kinerja perusahaan. Berdasarkan hasil yang telah diperoleh dari penelitian ini menunjukkan bahwa dampak pandemi bagi produksi di PT. DI mengalami penghambatan di sektor produksi dan distribusi, maupun pemasaran yang tidak berjalan akibat pandemi Covid-19, dan juga terjadi penurunan penjualan sehingga mengurangi pendapatan, dan kurang permodalan.

.....PT. Dirgantara Indonesia is the largest aerospace industry in Indonesia as well as a company from a State-Owned Enterprise which was developed since the New Order era and changed its name to PT.DI which is involved in the aviation industry. Researchers try to focus on aspects of the impact of Covid-19 on the performance of the PT. DI company in order to find out the weaknesses and can be used as a reference for researchers in analyzing the policy formulation carried out by the PT. DI board of directors in dealing with the Covid-19 pandemic related to production. This study used descriptive qualitative method. For data collection consists of primary and secondary, primary data obtained by means of observation, interviews and documentation. While secondary data obtained through the results of the literature. This study aims to determine the impact that occurs on production during the Covid-19 pandemic. aircraft at PT. DI and related to what policies were taken by PT. DI in reducing the impact of COVID-19 on company performance. Based on the results obtained from this study, it shows that the impact of the pandemic on production at PT. DI experienced bottlenecks in the production and distribution sectors, as well as marketing that did not work due to the Covid-19 pandemic, and there was also a decline in sales resulting in reduced income and lack of capital.