



THE DECISION-MAKING EFFORT OF STRATEGIC PLANNING CV. DUA SEKAWAN ACCU

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Abstract

This planning has been acknowledged as a function or initial step in the management field, and it applies to all levels of management. It also defines the goals of an organization as well as the procedure for determining how the management system will achieve its goals and how it will achieve its goals. Moreover, it defines the objectives of the management system. Therefore, direct research methods are utilized throughout the entirety of this study. The methodology applied in this research consisted of employing qualification and descriptive methodologies, both of which aimed to achieve a deeper level of comprehension regarding the findings of this investigation, specifically the data that was compiled in the form of words and documentation.

Decision-makers must use exceptional cases and possibly deal with generic rules. Strategic planning is thought to be a method for managing change that can be avoided as a result, as well as a method for dealing with environmental complexities frequently associated with using the organization's interests. However, this is also a method for exploring the complexity of the internal environment caused by the various needs of each organization's work units.

Keywords: Decision, Planning, and Strategy

INTRODUCTIN

Every organization must carry out and plan an organizational activity, production planning, new employee recruitment planning, new product sales program, and budget planning. Additionally, every organization must plan its budget. The process by which organizations define their objectives and figure out how to achieve them is called planning (planning). Because of this, the company needs to decide on the appropriate objectives and aims before beginning the planning process (Ajabar. 2020). Planning Because it is a fundamental management process for deciding what to do and how to do it, planning is done in many different kinds of organizations. It is because planning is very desirable. Planning is a component of each management function since these functions can only be carried out by decisions that have been influenced by planning. This planning is highly desirable in the second type of organizational activity, which is known as company and community activities. When dealing with an ever-changing external environment, the management function places the utmost importance on planning as the most important step.

During that period of globalization, obligatory planning was predominately based on rational and systematic rational mechanisms, with only heart whispers and premonitions serving as exceptions (suspicion). However, the reality of our everyday lives is that we are constantly faced with the challenge of making difficult choices. After all of the evaluations of the senses are finished, the decision is the best conclusion to obtain. In this particular instance, there are some fundamental aspects of the circumstance, opportunities for the appearance of fundamental circumstances, and activities involving decision-making. In this instance, there are some fundamental aspects of the circumstance, possibilities for the development of fundamental circumstances, and activities involving making decisions. Even

though the decision is treated as a process in various documents, the model displays the actual decision's wording. Due to its separation from Serang Regency, Serang City now functions as an independent jurisdiction. In addition, Serang City in Banten was formally established by law 32 of 2007, passed on August 10, and formalized the creation of the city.

Asmudji HW, Minister of Home Affairs Mardiyanto, was inaugurated as Mayor of Serang at the construction of the Ministry of Internal Affairs of Jakarta on 2 November 2007. In addition, the establishment of a structural organization of the city's working procedures is also underway and following the Decree of the Minister of Internal Affairs No. 060/2840/SJ on November 22, 2007, which included training with a total of 19 regional work units (SKPD) and Echelon II officials at Echelon III.

The battery is an electric cell in which a reversible electrochemical process takes place at high efficiency, as shown by the observation output in CV. Dua Sekawan Accu Serang, which is involved in the sale of both goods and ordinary compact accumulators or ordinary services. What we mean by a reversible electrochemical process is that it can use to both discharge a battery, which converts chemical energy into electrical energy, and charges it, which converts electric power back into chemical energy by reversing the polarity of the electric current flowing through the electrodes.

Based on the context of the problems described above. It can be formulated in this research, namely: how the CV. Dua Sekawan Accus product planning tactics? The purpose according to this research is to find out how the survival tactics are carried out in CV. Dua Sekawan of Accu Serang. Strategic planning decisions for CV. Dua Sekawan Accu Serang Company can be formulated as a human resource planning system?, and how is CV. Dua Sekawan production, facility, and financial planning system of Accu Serang?.

Strategic Planning Decision Concept

The plan is expected to play a significant role in the scope as it is both conclusive and provides the goals to be achieved. Proper preparation prevents the work from being aimless and unfocused. The success of one's endeavors can be affected by careful preparation. Leadership can be seen in the decisions made during the strategic planning process. It's the method by which a company decides what it wants and how to get there (Adriansyah et al., 2019). Making strategic decisions or providing methods to formulate and implement decisions to allocate resources to support work units and organizational levels is also a strategic planning process.

The meaning of planning cannot stand on its own and can only be achieved through comprehension. The term "planning" has different connotations in various science subfields. There are many different interpretations of planning, which depend on a person's perspective and the circumstances in which they find themselves. The following authors explain the various interpretations of planning offered by a variety of experts and sources:

Taylor adds that strategic planning is a way to deal with inevitable change and also a good way to deal with environmental complexities, which are often linked to organizational interests. However, it is also a way to manage the complexity of the internal environment caused by the different needs within the work units of each organization (Taylor, 2015). Strategic Plan If it doesn't go well, it can be delegated. With lower to the higher delegation and at the same time turning off active participation, the pressure becomes a planned planning process.

Steps in the Strategic Planning Process

1. Target formulation. Goal formulation is one of the most crucial steps in the planning process. Why is that? Perfect goal setting will choose the amount of activity to be performed and the required duration. The formulation of goals will involve most of the organization's human resources.
2. For this reason, goal setting is the responsibility of an organization's primary leaders or primary leaders. Determination of goals and strategies that exist at this time. In this second step, a leader or leader in the organization must be able to provide an introduction to the goals and strategies that already exist. That is, goals must introduce to the goals and planning strategies of the organization or company.
3. Environmental analysis. The environment in question is large. The aim is to determine how technical, structural, economic, cultural, legal, and political changes in an organization affect the organization indirectly.
4. Resource Analysis. Resource analysis is needed in the strategic planning process. It aims to find out how many resources belong to the organization. Planned resources are not only a case of human resources but also relate to using material resources in the form of funds or money and other resources that can affect the organization's running.
5. Identify threats and opportunities created using a SWOT analysis. SWOT analysis is an analytical sense that can help managers select and deploy tactics for maintaining competition in an organization or business. Opportunities and threats to organizations can exist in all directions and are unpredictable. Determine the level of strategic modifications made. It is a question of anticipating changes in the environment during the activity.

Decision-Making Type

Peter F. Drucker stated that there are two types of decisions: generic and special. Generic decisions are obtained according to established principles, policies, or budgets. It is needed to solve generic organizational problems. However, a specific decision is needed to decide on the resolution mechanism. Here, Decision Type making uses Abnormal and Impossible cases against generic rules. Meanwhile, ETI Rochety shares the types of decisions according to their perspective, namely (Abdullah et al. 2016):

1. Decisions according to the level of importance: This type of decision refers to the management hierarchy, which consists of 3 levels, namely: *First*, the decision to respond to challenges and changes in the long-term environment is in the management of management tactics. Second, two administrative decisions related to using resource management are in the middle management level. *Third*, decisions concerning the organization's day-to-day operational activities are at the lower level of management. Examples are divided into four decisions, namely first short-term internal decisions for routine and operational activities such as purchasing raw materials, and determining production schedules, Two long-term decisions according to decisions related to cases in an organization such as structural changes in the organization or changes in ministers, three external decisions short-term, namely decisions related to all environmental issues using a relatively short timeframe, for example seeking a subcontract of a request. Four long-term external decisions are related to environmental issues using a relatively long period, for example, mergers with other companies. So that management activities are structured. A series of stages of completion form scheduled decisions. While unstructured management activities, decisions are not scheduled without going through a series of completion terms. Meanwhile, according to the level of regularity, decisions are divided into 2. Namely, the first decision is programmed, in which the related decisions use cases that have been previously known.
2. Environmental Decisions: The environment has a wider scope, so this type of decision is distinguished according to the conditions at hand, namely: first, the decision to comply with certain conditions; to 2 decisions that are in terms of risk; third decision making on definite conditions; The fourth decision comes under the terms of the conflict.

METHOD

Types of Research

This study employs the direct method of research, which focuses on planning current strategic decisions and interacting socially both individually and in groups. The methodology applied in this research consisted of utilizing qualification and descriptive methodologies, both of which aimed to achieve a deeper comprehension of the findings of this investigation, specifically the information that was compiled in the form of words and documentation (Sugiyono, 2019). The collected information includes transcribed interviews, field notes, photographs, and other documents and media. In the context of this research project, the discussion centers on how strategic planning decisions are carried out in Serang, which is located in the province of Banten.

Research Location and Time

Conduct this research at one of the companies in Serang, namely CV. Dua Sekawan Accu are located at Jl. Raya Jakarta No. 40 Panancangan Village, Cipocok Jaya District, Serang City 42124. At the same time, the study will be carried out in June 2022.

Research Subjects and Objects

1. Research Subjects Research subjects, more specifically in the research context, are people who answer the researchers' questions through interviews, questions or answers, or dialogue (Tohardi, 2019). The subject of this research is the owner of the company and staff employees.
2. Object of research
The object of this research is a strategic planning decision in Serang.

Data Source

Data is a collection of information or information obtained from the results of information or observations in the form of symbols, numbers, or facts that are explained through numbers, symbols, codes, etc. (Siyoto and Sodik, 2015). Sources of qualitative research data are displayed in written form. Observed by researchers, and objects are observed in detail so that their meaning can capture. Included in documentation so that researchers can conclude from the results of this study. Sources of qualitative research data, the data we use is primary data.

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Primary data is source data that directly provide data to data collectors. Primary data sources are obtained through interviews with research subjects in this area. (Siyoto and Sodik, 2015) The first source of this data is the owner of the company's CV. Dua Sekawan Accu and several staff employees. This study is directly related to the problems discussed in this study.

Data Collection Techniques

The data collection technique is an initial data for researchers which aims to collect data or information. Because, in substance, this data collection process is to prove the data that the researchers have collected, and the following are some of the data collection techniques:

1. Observation

Observation is the basis of all science. Scientists can only work on data, i.e., news about the empirical global obtained using observations. Data has been collected and often uses very sophisticated senses. As a result, very small objects (protons and electrons) or very far away (space objects) can be observed (Sugiyono, 2016). Researcher to CV. Dua Sekawan Accu for Research and Retrieval of Information provided by People Resources conducted this research in Serang.

2. Interview

An interview is a communication two people make and exchange ideas through questions and answers, as a result of which they can be built on a particular subject. Interviews are a data collection technique if the researcher wants to conduct a preliminary study to find cases that must study. This data collection technique is based on self-reflection, self-evaluation, or personal knowledge and beliefs (Sugiyono, 2016). Interviews are usually intended to receive facts, opinions, and expressions about a person, usually considered by the respondent to use private discussion with people. However, social relations are highly calculated because they relate to data acquisition quality. In addition, the situation during the interview and the subject also affected the data quality. (Mamik, 2015). In this study, the interview technique used is a structured interview in which the researcher creates or compiles a list of questions that have been used as a guide for conducting interviews. In this research, interviews were conducted personally using the company owner's CV. Dua Sekawan Accu are in Serang. This interview is crucial in a study because all data can only be collected using observations.

3. Documentation

The document is a technical activity or systematic process for collecting, investigating, collecting, using, and making available documents to obtain information, disclose knowledge and evidence, and disseminate it to users. In addition, documentation is the activity or process of providing documents with appropriate evidence based on records from various sources. Documentation is a data collection technique that involves searching for evidence from non-human sources relating to objects in writing, pictures, or objects studied in human works (Sugiarto, 2015). In this study, researchers will collect data in the form of photos or images and will be able to find data in the form of documents or image archives related to strategic planning decisions.

Data Analysis Technique

Data processing data to find useful information that can be used as a basis for decision-making to find solutions to problems is known as data analysis. This analytical process involves typical activities such as data clustering, data cleaning, data processing, and data modeling. It is important to remember that the processed data should be presented in an appealing format and be simple enough for other people to enter. Typically, this will be presented as a graph or chart of how we interact with technology in the modern world, which influences almost every aspect of our lives. There is no doubt that this technology is connected to the ever-expanding body of data. If the accumulation of data is permitted, then it will

not be for anything, even though it can apply to processing data and acquiring useful information. As a result, data analysis is a very important step in processing the data. When analyzing data, one can choose from many different methods or approaches.

According to Sugiyono (2019), data becomes saturated because qualitative data analysis activities are interactive and continuous. The analysis breaks down data into smaller components, depending on certain elements and structures. Qualitative data analysis aims to find the meaning behind the data by identifying the guilty subject.

RESULTS AND DISCUSSION

1. Product Planning Strategy CV. Dua Sekawan Accu

Two businesses that deal in the sale of goods and accumulators are referred to more commonly as battery companies. These businesses are known as battery companies. The company uses a collaboration system with factories to produce sales products. Under this system, the company receives products that are ready to use following customer requests. Then, delivered to the company to be distributed via the company's drivers and sales staff for delivery to many different stores and service points.

The researchers will sometimes take on the role of the customer to gather information from their perspective. One of them stated that it was difficult to obtain goods or production during the pandemic period and that nominal prices skyrocketed, which caused it to be difficult to obtain products because it was increasingly difficult to meet his economy's needs, so he did not obtain products. He was one of those who did not obtain products.

2. Human Resource Planning CV. Dua Sekawan Accu

Human resource management at CV. Dua Sekawan Accu entails filling open positions with qualified candidates; the company rarely uses advertising or other forms of passive candidate sourcing when filling open positions; instead, it relies on competitive bidding processes. In general, they require candidate attachments such as resumes, cover letters, letters of request, and psychological tests and interviews before moving on to the next stage.

3. Marketing Planning CV. Dua Sekawan Accu

Establish a daily routine of morning meetings with employee staff for marketing planning in this company to strengthen synergies with each employee and provide information about products in the company. The promotion of goods is bound to rise then. Organizations that frequently visit various locations, such as shops and service agents, often find themselves in factories or workshops. Plus, it sells goods to consumers.

4. Facilitation Planning CV. Dua Sekawan Accu

This company's facilitation planning already uses the technology available within the company, such as computers, software, and office equipment. This company only sells car batteries and

batteries for other vehicles, such as motorcycles and other battery and battery accessory products. Transportation and support services have been utilized for marketing this company.

5. Financial Planning CV. Dua Sekawan Accu

Corporate financial planning CV. Dua Sekawan Accu is a goods and service company that uses the tempo system. For example, the company takes goods from the factory with a tempo system, and after maturity, the maturity system only makes payments. Then the customer will sell it with a retail or tempo system and dealer shops and places to service motorbikes, cars, and others.

CONCLUSION

Based on the data analysis and discussion that has been done, the conclusions that can draw from this study are as follows:

1. According to Peter F. Drucker, there are two basic decisions: generic and special. First, decisions of a general nature are made following preexisting guidelines, policies, or budgets. The generic organizational problem should now solve. Next, an expected resolution mechanism must select, but this requires a decision. In this context, ordinary rules cannot apply because of the prevalence of exceptional circumstances.
2. According to Taylor, strategic planning can meet the conditions for dealing with environmental complexities often associated with the era of organizational interests because it is seen as a means of managing inevitable change. On the other hand, this is a way to investigate the internal environment's complexity due to the different requirements of individual departments. If he does a great job with strategic planning, he can hand the implementation to someone else. Pressure as a deliberate planning procedure is warranted if there are higher delegation terms following lower levels that also eliminate their active participation.

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