

**PEST ANALYSIS OF HALAL HANWOO BEEF BUSINESS IN
SOUTH KOREA**



RESEARCH PAPER

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2020

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Surakarta, 23 November 2020

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Stating correctly that the thesis I made and submitted is my own work, except the quotations and summaries that all of which I have already explained the sources. If in the future it is proven and or can be proven that this thesis is a copy, then I am willing to accept any sanctions from the Faculty of Economics and Business or the degree and certificate given by University Muhammadiyah Of Surakarta is cancelled.

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Who make a statement,



RIHAN RAHARDYANA ARFI

MOTTO

“Knowledge is a gift from Allah; not everyone obtains it”

(Imam Ahmad ibn Hanbal)

“An investment in knowledge pays the best interest” (Benjamin Franklin)

“O you who have believed, when you are told, "Space yourselves" in assemblies, then make space; Allah will make space for you. And when you are told, "Arise," then arise; Allah will raise those who have believed among you and those who were given knowledge, by degrees. And Allah is Acquainted with what you do”

(Q.S. ALMUJADILA : 11)

DEDICATION

Bismillahirrahmanirrahim

Praise and Gratitude dedicated to Allah SWT for His blessings and mercy and also to Prophet Muhammad SAW. Appreciation is also dedicated to those who have been there to support the writer in finishing this undergraduate research paper, such as:

- Allah SWT for giving me opportunity, determination and strength to do my research.
- Thanks to papi, mama whose always pray to me and always be there to support me in any conditions until I finish my research.
- Thanks to my Sister whose always give me advice and support.
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- And all my friends whose always giving me motivation to finish this research.

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By delivering praise to Allah SWT who has been delegated all the graces, favors and His guidance so that I can finish this paper on the title **PEST ANALYSIS OF HALAL HANWOO BEEF BUSINESS IN SOUTH KOREA** to fulfill the final project and completes the bachelor study at the Faculty of Economics, Departement of Management, the Universitas Muhammadiyah Surakarta. This study aims to identify opportunities and threats that appear from external environmental factors in the form of PEST analysis. In an effort to resolve this thesis, the author is fully aware of the limitations of time, knowledge, and costs so that without the help and guidance of all the parties are not likely to succeed well. Therefore, the authors would like to thank the honorable:

1. Both of my parents and my sister who always giving me the best effort of them from time, energy, pray, love, support, and motivation that given to me.
2. Mrs. Soepatini, SE. M.Si., Ph.D, as supervisor who has given permission, time, direction, and guidance to the author, so the author can finish writing this final project.
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ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi peluang dan ancaman yang muncul dari faktor lingkungan eksternal berupa analisis PEST yang terjadi di industri daging Halal Hanwoo di Korea Selatan. Metode analisis data menggunakan data deskriptif kualitatif dari bagian analitik PEST. Analisis deskriptif kualitatif adalah analisis data yang tidak berbentuk angka, tetapi berupa serangkaian informasi yang digali dari hasil penelitian. Data yang diperoleh dari hasil pengumpulan data kemudian dianalisis dengan menggunakan analisis PEST yaitu Politik, Ekonomi, Sosial dan Teknologi untuk mengetahui apa saja yang menjadi peluang, serta ancaman dari strategi pemasaran yang dilakukan oleh perusahaan. Berdasarkan pada kesimpulan, penulis dapat mengidentifikasi peluang dan ancaman terhadap daging halal hanwoo di Korea Selatan, mengetahui proses dalam PEST, dan peningkatan kualitas Halal Hanwoo di Korea Selatan.

Kata Kunci: Faktor Eksternal, Analisis PEST, produk halal, daging *hanwoo* di Korea Selatan.

ABSTRACT

This study contains PEST analysis which is an opportunity and threat, where this study aims to identify opportunities and threats that occur in the Hanwoo Halal beef industry in South Korea using PEST analysis. The data analysis method uses the qualitative descriptive analysis the part of PEST. Qualitative descriptive analysis is data analysis that is not in the form of numbers, but in the form of a series of information extracted from the research results. The data obtained from the results of data collection are then analyzed using PEST analysis, namely Politics, Economy, Social and Technology to find out what are the opportunities and threats from the marketing strategies carried out by the company. Based on the conclusions, the authors suggest several things such as being able to identify opportunities and threat strategies, knowing the PEST process, and improving the quality of halal Hanwoo beef in South Korea.

Key words: External factors, PEST analysis, halal product, *hanwoo* beef in South Korea.

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