

## **ABSTRAK**

Penelitian ini bertujuan untuk mengevaluasi strategi pemasaran distribusi Palm Kernel Oil (PKO) dan Crude Palm Oil (CPO) di PT. AMP Plantation menggunakan metode Balanced Scorecard dan Analisis Gap. Palm Kernel Oil dan Crude Palm Oil merupakan produk utama dalam industri kelapa sawit yang memiliki permintaan tinggi di pasar domestik maupun internasional. Namun, dalam implementasi distribusi produk, PT. AMP Plantation menghadapi berbagai tantangan seperti hambatan internal dan eksternal, ketidaksesuaian target distribusi, serta ketidakpuasan pelanggan terhadap keterlambatan pengiriman dan informasi harga. Metode penelitian yang digunakan adalah kualitatif deskriptif, dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa strategi pemasaran PT. AMP Plantation masih memiliki beberapa celah dalam pencapaian tujuan strategisnya. Analisis Balanced Scorecard mengidentifikasi empat perspektif utama yang berpengaruh, yaitu keuangan, pelanggan, proses internal, serta pembelajaran dan pertumbuhan. Sementara itu, Analisis Gap digunakan untuk mengukur perbedaan antara kinerja aktual dan yang diharapkan. Hasil penelitian ini menunjukkan bahwa optimalisasi bauran pemasaran (produk, harga, distribusi, dan promosi) dapat meningkatkan efektivitas strategi distribusi. Dengan meningkatkan kualitas produk, menyesuaikan harga berdasarkan strategi defensif, memastikan pengiriman tepat waktu, serta memanfaatkan platform digital untuk promosi, PT. AMP Plantation dapat meningkatkan daya saingnya di industri kelapa sawit.

Kata Kunci: Strategi Pemasaran, Distribusi, Palm Kernel Oil (PKO), Crude Palm Oil (CPO), Balanced Scorecard, Analisis Gap, Efisiensi Operasional.

## ABSTRACT

*This study aims to initiate a marketing strategy for the distribution of Palm Kernel Oil (PKO) and Crude Palm Oil (CPO) at PT. AMP Plantation using the Balanced Scorecard and Gap Analysis methods. Palm Kernel Oil and Crude Palm Oil are the main products in the palm oil industry that have high demand both in the domestic and international markets. However, in implementing product distribution, PT. AMP Plantation faces various challenges such as internal and external constraints, inconsistency of distribution targets, and customer dissatisfaction with late delivery and price information. The research method used is descriptive qualitative, with data collection techniques through observation, interviews, and documentation. The results of the study indicate that the marketing strategy of PT. AMP Plantation still has several gaps in achieving its strategic objectives. Balanced Scorecard analysis identifies four main influential perspectives, namely finance, customers, internal processes, and learning and growth. Meanwhile, Gap Analysis is used to measure the difference between actual and expected performance. The results of this study indicate that optimizing the marketing mix (product, price, distribution, and promotion) can increase the effectiveness of the distribution strategy. By improving product quality, adjusting prices based on security strategies, ensuring timely delivery, and utilizing digital platforms for promotion, PT. AMP Plantation can increase its competitiveness in the palm oil industry.*

*Keywords: Marketing strategy, distribution, palm kernel oil (PKO), crude palm oil (CPO), Balanced Scorecard, analysis, operational efficiency.*