**ANALISIS STRATEGI *INITIAL PUBLIC OFFERING* SEBAGAI UPAYA PENINGKATAN PERMODALAN, TATA KELOLA & DAYA SAING PADA BANK PEMBANGUNAN DAERAH DI INDONESIA**

**ARTIKEL**

Untuk Memenuhi Salah Satu Syarat Guna Memperoleh Gelar Magister Manajemen Pada Program Studi Magister Manajemen Konsentrasi Manajemen Keuangan

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**BANDUNG**

**2021**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui bagaimana pelaksanaan *Initial Public Offering* (IPO) dapat menjadi solusi dari permasalahan yang dialami oleh Bank Pembangunan Daerah di Indonesia yang terdiri dari rendahnya ketahanan kelembagaan (kemampuan permodalan), lemahnya daya saing serta lemahnya tata kelola perusahaan / *Good Corporate Governance*. Hasil Penelitian diharapkan dapat memberikan informasi yang berguna terkait pentingnya *Initial Public Offering* dalam memperkuat permodalan, tata kelola serta meningkatkan daya saing dalam industri perbankan demi menjaga keberlangsungan bisnis, memenangkan persaingan dan pemenuhan regulasi yang berlaku.

Penelitian dilakukan pada Bank Pembangunan Daerah di Indonesia. Metode penelitian menggunakan metode *survey* dengan pendekatan penelitian kualitatif. Sedangkan tipe penelitiannya berupa analisis deskriptif eksploratif.

Hasil penelitian ditemukan bahwa strategi *Initial Public Offering* dapat meningkatkan daya saing, perbaikan tata kelola namun dipengaruhi juga oleh ukuran daripada bank yang melakukan IPO. Kekuatan permodalan BPD tidak mengalami perbaikan karena belum terdapatnya dukungan regulasi yang memadai.

Kata kunci : Bank Pembangunan Daerah, *Initial Public Offering*, *Go Public,* Tata Kelola Perusahaan, Daya Saing

***ABSTRACT***

*This study aims to find out how the implementation of Initial Public Offering (IPO) can be a solution of the main problems experienced by the Regional Development Bank in Indonesia consisting of low institutional resilience (capital ability), weak competitiveness and weak corporate governance / Good Corporate Governance. The results of the study are expected to provide useful information related to the importance of Initial Public Offering in strengthening the capital, governance and improving the competitiveness in the banking industry in order to maintain business continuity, winning competition and fulfillment of applicable regulations.*

*The research was conducted at the Regional Development Bank in Indonesia. The research method used survey method with qualitative research approach. While the type of research in the form of descriptive explorative analysis.*

*The results of the study found that the strategy of the Initial Public Offering can improve competitiveness, improve governance but also be influenced by the size of the banks that conduct IPOs. The capital strength of BPD has not improved because there is no adequate regulatory support.*

*Key word* : *Regional Development Bank, Initial Public Offering, Go Public, Good Corporate Governance, Competitiveness.*

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