

ABSTRACT

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PETTY CASH REGISTRATION PROCESS AND DAILY SALES RECAPITULATION

The service and entertainment industry as the main industry in DKI Jakarta is growing significantly year by year. That growth began in the 90s when the karaoke industry began to grow. This industry continues to grow, especially in 1998 when the financial crisis created a sense of stress and people needed music, karaoke music, for entertainment. Karaoke from Japan was suitable for big cities like Jakarta as one of the choices for musical entertainment. Happy Puppy Karaoke is one of the karaoke companies operating in Kelapa Gading, North Jakarta. To meet the competition in the karaoke industry, a company must have maximum and appropriate competitive strategies. Competitive strategies can be achieved by directing the company's internal activities according to the adjectives set to achieve the company's vision and mission. The purpose of this study is to find out the competition in the karaoke industry in Jakarta, especially in Kelapa Gading, North Jakarta, where Happy Puppy, the biggest karaoke in the area, faces new companies such as Nav Family Karaoke I and Nav. Family Karaoke II which can compete with its main competitor Happy Puppy Karaoke. In addition, the purpose of this study is to get more information about whether Happy Puppy Karaoke is managing its business properly. These issues become important because a competitive strategy analysis allows you to identify which activities can increase the value of a company's competitive strategy. Through this analysis, we can see how the internal resources of the company are integrated to form a good corporate strategy. The results of this study show that Happy Puppy Karaoke has several strengths that become the company's source of competitive advantage in every activity, but there are only three (3) most important competitive strategies, they are marketing, technology and good reputation , which emphasize good service. In addition, Happy Puppy Karaoke Special talents not found in other karaoke is its strong vision in Happy Puppy Karaoke, which made this karaoke "white karaoke" or family karaoke.

Keywords: The service, Entertainment industry