



Contents lists available at [Journal IICET](#)
JPPi (Jurnal Penelitian Pendidikan Indonesia)
ISSN: 2502-8103 (Print) ISSN: 2477-8524 (Electronic)
Journal homepage: <https://jurnal.iicet.org/index.php/jppi>



Competitive Intelligence (CI) as a business strategy in the sustainability of delivery services in the era of the industrial revolution 4.0

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Article Info

Article history:

Received Oct 24th, 2022
Revised Des 18th, 2022
Accepted Jun 17th, 2023

Keyword:

Competitive intelligence,
Business strategy,
Shipping services,
Industrial revolution 4.0

ABSTRACT

The company's growth among its competitors is something that needs to be maintained where the company gets the right steps to find out the business development of its competitors. The purpose of this research is to analyze competitive intelligence in the industrial revolution 4.0. This study uses a qualitative research method based on the philosophy of postpositivism. The

results of this study state that those who win the competition in an era where everything is easy to obtain but on the other hand are faced with a very competitive level of business competition, the use of the internet network as the main support for business management in the 4.0 era is a must. Delivery services are one of the businesses that are required to use internet services to connect all branch offices in Indonesia and abroad so that they can implement super-fast delivery of goods. The high level of competition makes shipping service companies obliged to take precise steps to find out the business developments of their competitors if the company continues to exist. POS is a shipping service that has the widest reach and the fastest J&T. Win the competition. Shipping services must implement what is expected from the Industrial Revolution 4.0



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