

ABSTRACT

ANALYSIS OF AMBIDEXTERITY MANAGEMENT STRATEGY ON STARTUP

Wisnu Prambudi Wibowo
17911027

As technology changes so rapidly that aims to make it easier for consumers to create new patterns, businesses must be able to adjust and take advantage of these changes. This change is called the disruption era, where companies must have the ability to explore and exploit or often called the ability of ambidexterity to continue to grow. Companies that have the ability to explore and exploit are called ambidextrous companies.

This study aims to analyze what are the drivers, barriers, and mechanisms for implementing ambidexterity in 3 technology startups in Yogyakarta. The research method is qualitative with plural case studies using interviews. The results showed that the drivers for ambidexterity consisted of forming strategic alliances, company flexibility, and collective decision making. Ambidexterity barriers namely competition to form markets, input & manufacturing costs, market development needs, incremental change focus, and limited R&D. In addition, ideally in the mechanism of implementing ambidexterity in a company must combine 3 approaches namely structural, sequential, and behavioral integration.

Keywords: *Case Study, Exploration, Exploitation, Ambidexterity, Startup*