

used to analyze and to explore meaning from the findings. The findings show that economic capital is not the only factor that plays a role in starting and developing businesses in the three cases. There are other capitals such as cultural capital and social capital. Symbolic capital can be built in line with the cultural and social capital accumulated along the life of the business.

7. The Influence Of Market Attractiveness And Unique Resources On Competitive Strategy Formulation And Its Implications On Business Performance Of Business Defence-Based Strategic Industries In Indonesia (P045)

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Abstract - The role of strategic industries is very important, especially to support the processing industry toward high-tech industries, create synergies and to prepare a comprehensive infrastructure's development in order to support national economic development and building a defense industry as planned. However the importance role of the industrial sector for the past 10 years becomes irony as the strategic industrial sectors even worse off. The facts from the preliminary survey (March, 2012), for past five years, generally the Strategic Industries Business Units still difficult to achieve sales target achievement reach 80%, evenless achieveing 100% or more. The achievement is insignificant and even some of Business Units were closed. The less optimum of business performance of defense-based strategic industries today is believed to be the impact of weakness in the design of competitive strategy and the building of value creation which tend to be not fully comprehend the demands of the market. In addition to the cause are, the minimum business performance of strategic industries, the inability of management in exploring market attractiveness in the area of operation, and many business opportunities that seem to be difficult to be explored. From the above issues, it is found out that the phenomenon of has not been able to be carefully anticipated. The already existing business opportunities is not well managed and the limited resources to compete with the competitors, and the difficulty to accessing the market due to the limited capabilities of human resources and supporting facilities. It is therefore interesting to be explored in a study with the aim to expose and assess data and information about the effects of the market attractiveness, the unique resource to competitive strategy and the implications on business performance of defence-based strategic industries in Indonesia. As for the type of research is used causality to test the relationship and effect between the independent variables and the dependent variables. Analytical approach and technical solutions that will be used as a tool of analysis in this study is the Partial Least Square (PLS). PLS is an alternative method of analysis with Structural Equation Modelling (SEM) based variance. The Market Attractiveness shows dominant influence in formulating competitive strategy when compared with the unique resources. While the dimensions that give the highest contribution in reflecting the attractiveness of the market is the market access strategy and competitive conditions.