ABSTRACT

The soft system methodology is still new in Indonesia. Being able to come to know such a methodology is a valuable thing. It is meant to apply to complex and unstructured situation.

The company that researcher works with has encountered such situation. It is a chartering & agency business in shipping industry. Recently the competition is very tough, the market is slow, the situation changes so fast, the company is not growing, the future is cloudy, and others. The researcher will try to implement the soft system methodology with its’ 7 stages concepts to explore the problem situation of the company, in order to know the actual situations of the company and ways to improve.

Keywords:
Soft System Methodology, Chartering & Agency, 7 stages
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