



**“IMPLEMENTATION OF BLUE OCEAN STRATEGY(BOS):  
STUDY ON THE ROLE OF CHIEF MINISTER OFFICE,  
DIVISION OF HUMAN RESOURCE AS A CHANGE AGENT”**

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## **ABSTRACT**

Blue Ocean Strategy (BOS) is the one of the management concept that is needed to be applied in any organizations. Division of Human Resource (BPSM) should take the opportunity to adapt Blue Ocean Strategy (BOS) in the organization as a respond and support to our Prime Minister's announcement to encourage government servants to implement the Blue Ocean Strategy (BOS). The purpose of the implementation of Blue Ocean Strategy (BOS) is to ensure that government servants will show creative thinking and be more innovative. Beside that, through the implementation of Blue Ocean Strategy (BOS) it can help the government to make the necessary transformation in delivery of the public service. Therefore, these studies conducted focused on the "Implementation of Blue Ocean Strategy (BOS): Study on the role of Chief Minister Office, Division of Human Resource as a change agent". The main objective of this study is to determine whether the Blue Ocean Strategy(BOS) is successfully implemented by the human resource division as an agent of change in their department. Thus, the human resource division (BPSM) used the theory in Blue Ocean Strategy(BOS) to measure their role as an agent of change. As a result, the Human Resource Division (BPSM) was successful in implementing the Blue Ocean Strategy(BOS) in the organization and played the role as an agent of change.

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.0 Introduction**

This chapter covered the introduction part of this research. The purpose of this chapter is to know about background of this study, background of organization, issue and problem, research question, research objective, significant of study, scope of study, limitation of study, and definition of term.

#### **1.1 Background of study**

The National Blue Ocean Strategy(NBOS) is one of the good role to be implement in government sector by making the value innovation and low cost. This is relevant with the definition of Blue Ocean Strategy (BOS) itself, which is untapped market space, demand creation and the opportunity for highly profitable growth. According to the author of the Blue Ocean Strategy(BOS) (Kim and Mauborgne ,2005), see the flaw in Porter's assumption for competitive strategies a company can only be successful by clearly deciding in favor of either differentiation or cost leadership, as he characterize companies that try to follow several generic strategies at the same time as "stuck in the middle".

Therefore, the government has launched a National Blue Ocean Strategy (NBOS) program and encourages government workers to apply BOS to be more creative and innovative. However, the Division of Human Resource has their own roles to implement the Blue Ocean Strategy (BOS) in Jabatan Ketua Menteri Melaka (JKMM). This is because, Human Resource Department as a change agent in their