

BAB II

GAMBARAN UMUM MOLAY TACTICAL YOGYAKARTA

A. Profil PT. Molay Satrya Indonesia

PT. Molay Satrya Indonesia adalah perusahaan perlengkapan taktis yang telah berdiri sejak 2009 melalui brand MOLAY. Prinsip Molay adalah mengedepankan kualitas pada tiap jengkal produk yang dihasilkan, sehingga beberapa satuan khusus di Indonesia telah mempercayakan perlengkapan taktis mereka ke tangan Molay.

Molay menghasilkan jajaran perlengkapan taktis berkualitas tinggi mulai dari *combat shirt*, *combat pant*, celana kargo, rompi, *polo shirt*, jaket, sarung tangan, helm anti peluru, dan sampai hingga asesoris penunjang seperti topi, tas, sepatu dan patch. Molay juga memproduksi *camo pattern* khas sendiri yang bernama *Land and Conceal Reconnaissance Pattern (LCRP)*. PT. Molay Satrya Indonesia memiliki pedoman bahwa setiap produk harus memenuhi konsep semangat dasar yaitu ***Durability***, ***Versatility***, ***Function***, ***Innovation*** dan ***Tactical***.

Sumber : brosur Molay dan hasil observasi peneliti 2018.

Molay memiliki kantor *marketing* dan juga *store offline* yang beralamat di Jl. Ring Road Utara, Ruko Panda, Kav M, Condong Catur, Depok, Sleman, Yogyakarta.



Gambar 2.1
Kantor dan *store*
Offline Molay
Tactical
Sumber : hasil
observasi peneliti
2018



B. Sejarah Berdirinya Molay

Molay didirikan oleh Arie Setya Yudha pada tahun 2009. Beliau berkelahiran dan berasal dari Pekanbaru, juga merupakan lulusan S1 FISIPOL Ilmu Komunikasi Universitas Gajah Mada, lalu melanjutkan

Magister Manajemen di perguruan yang sama juga, dan pada saat ini menempuh *double degree* di Queen Mary University of London.

Berangkat dari kecintaan beliau kepada aktivitas *airsoft gun*, terbesit ide untuk memenuhi kebutuhan akan *tactical gear* yang memiliki kualitas dan durabilitas. Demi mencapai itu, Molay meletakkan perhatian ekstra terhadap spesifikasi bahan mulai dari zipper, kancing, kain, bahkan hingga ke pemilihan benang.

Pada tahun 2011 untuk pertama kalinya mengibarkan nama Molay ke pasar mancanegara dengan pengiriman produk ke Selandia Baru. Nama Molay makin bersinar di pasar dalam negeri berkat pengakuan dari Wirausaha Mandiri. Pada tahun 2012 produk Molay mendapat pengakuan dari Sat 1 Gegana untuk membuat seragam khusus untuk anti-teror Detasemen C. Produk Molay melejit dengan semakin seingnya muncul Detasemen tersebut di media.

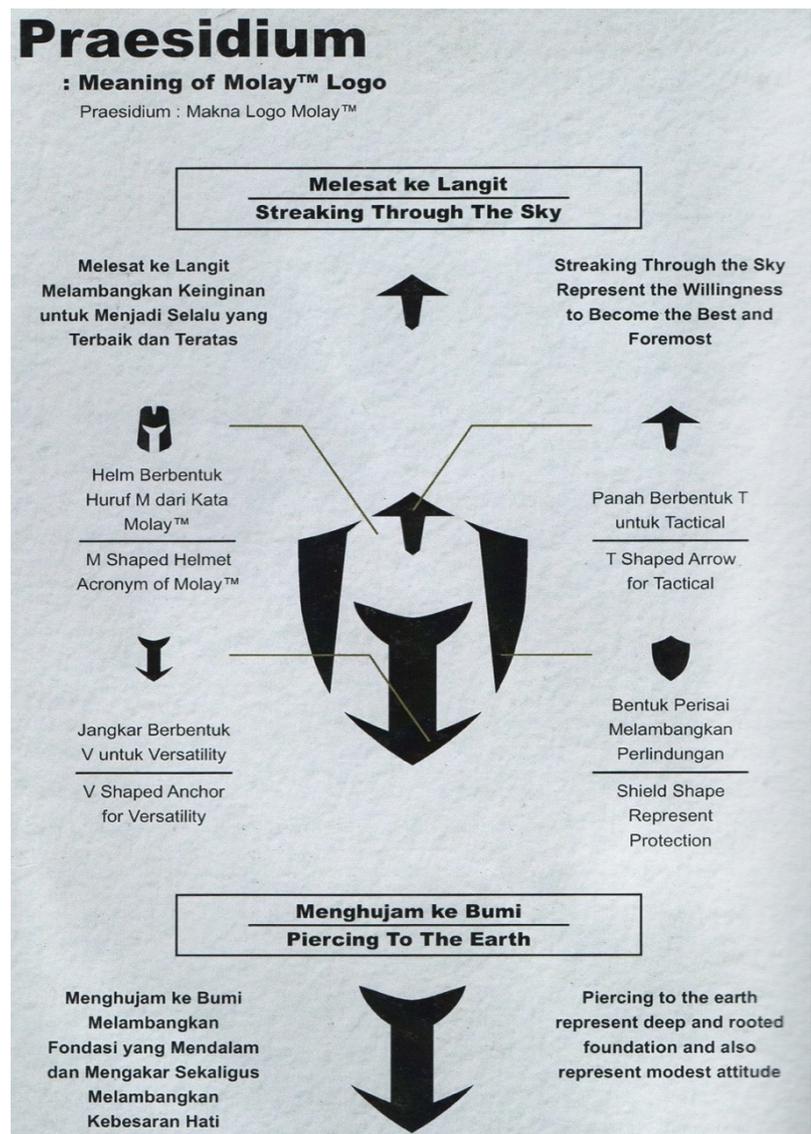
Selain mencatatkan pengiriman ke 5 benua, 2013 menjadi tahun yang baik bagi Molay dari kaca mata kemitraan. Molay memperoleh kehormatan untuk menjalin kerjasama dengan satuan Intai Amfibi Marinir. Produk Molay di gunakan oleh *Police Advisor* Indonesia untuk Sudan. Pada akhir tahun 2013 Molay mengukuhkan badan menjadi PT. Molay Satrya Indonesia. Dan seiring berkembangnya waktu Molay kerap melakukan

kerjasama dengan kepolisian. Hingga pada saat ini Molay dipercaya untuk membuat seragam polisi PHH (Pasukan anti Huru Hara).

Sumber : Dokumentasi Molay dan obseravasi peneliti 2018.

C. Makna dan Logo Molay

Nama Molay sendiri terinspirasi dari nama pemimpin agung Ksatria Templar yang terakhir, yaitu Jacques de Molay. Dalam Molay memiliki lambang atau sebuah logo yang bernama Praesidium, berikut logo dan makna dari logo Molay :



Gambar 2.2.
Makna dan Logo
Molay, sumber :
Dokumentasi
Molay 2018

D. Visi dan Misi Molay

Visi

*“Menjadi perusahaan perlengkapan taktis
terkemukadi Asia Tenggara”*

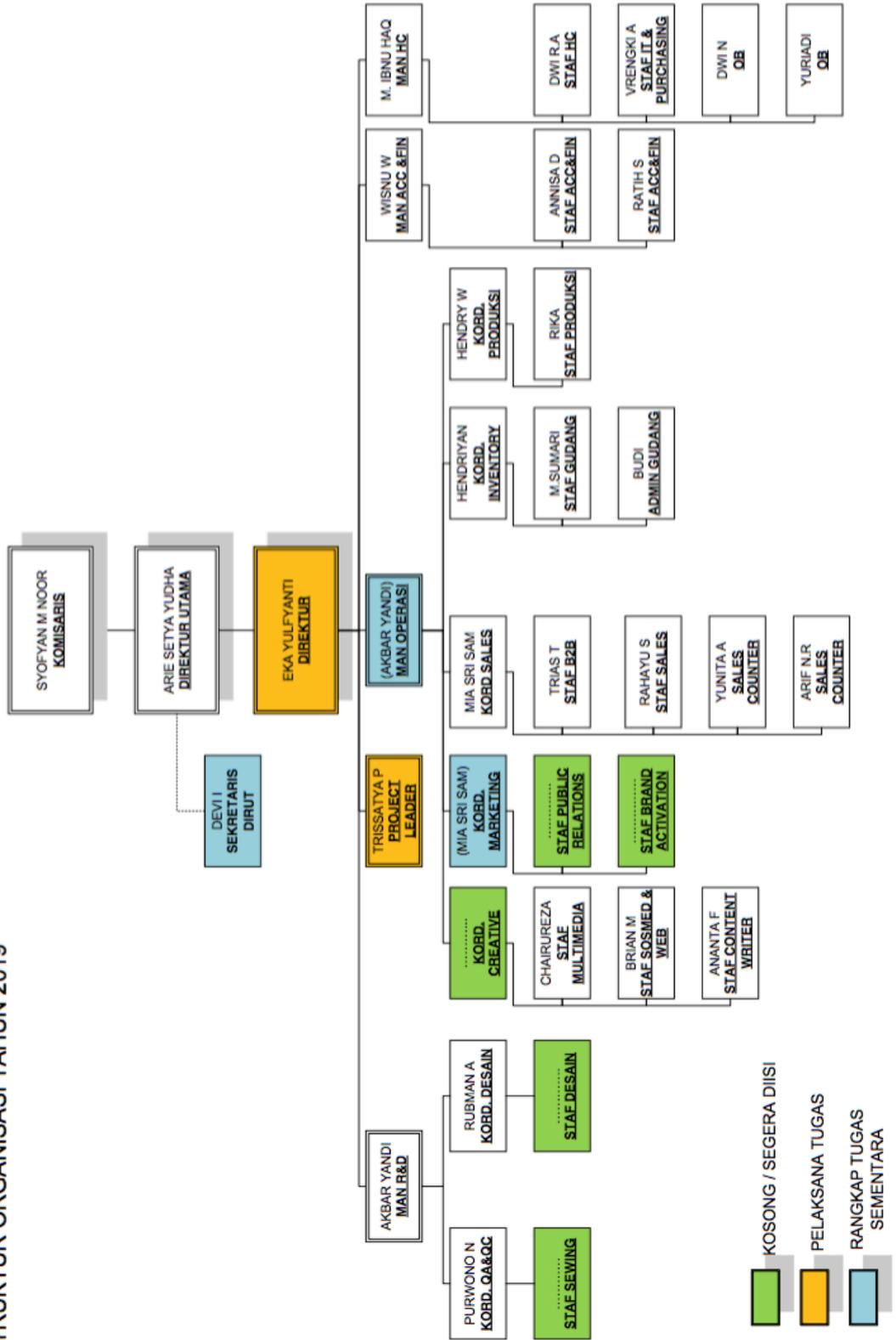
Misi

- Menyediakan perlengkapan taktis berkualitas dengan memenuhi 4 Pilar Utama PT. Molay Satrya Indonesia yaitu Perlindungan, Ketahanan, Serbaguna dan Inovatif.
- Memberikan *service excellence* kepada konsumen dengan mempersiapkan staff yang hadal dalam mengomunikasikan produk.
- Menjadikan staff PT. Molay satrya Indonesia menjadi tenaga kerja yang Pantas, Berkualitas, dan Bertanggungjawab.
- Mengajak dan menjalin mitra usaha dengan visi yang sama demi mewujudkan cita-cita perusahaan.

Sumber : Dokumntasi Molay 2018

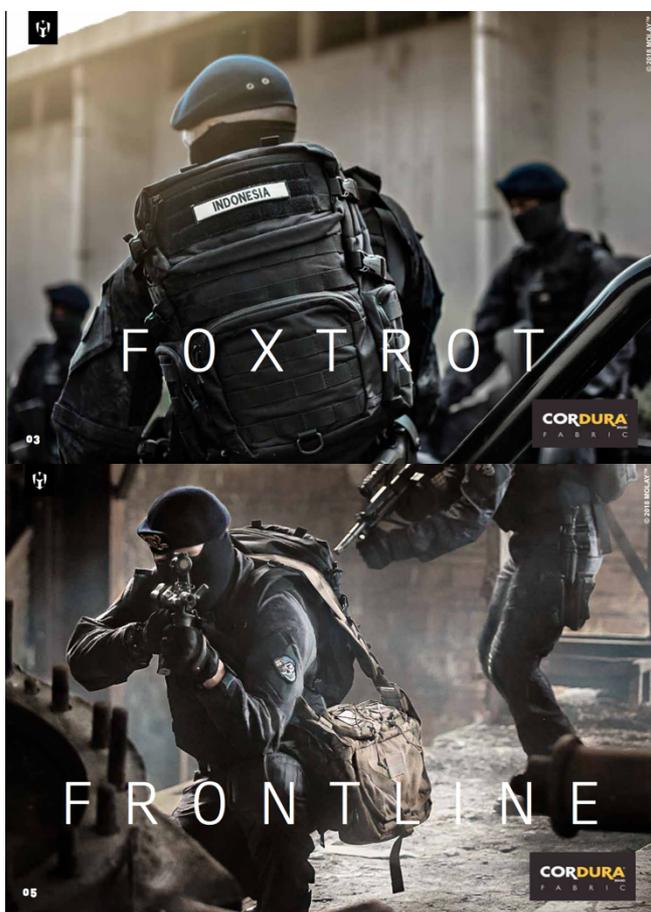
E. Struktur Organisasi

PT MOLAY SATRYA INDONESIA STRUKTUR ORGANISASI TAHUN 2019



Berikut adalah merupakan beberapa produk mulai dari tas, kaos, topi, sarung tangan dan sebagainya, yang diproduksi dan dipasarkan melalui *offline* dan juga *online* oleh Moly :

- **Tas Tatical**



CATALOG PRODUCT | MOLAY INDONESIA

FOXTROT TACTICAL BACKPACK

27.8 LITRES

Foxtrot Tactical Backpack is the best travel mate. Made by Cordura and YKK high quality zipper with Paracord zipper pulls. Compartment for laptop and important documents. Have two mini pockets on hip belt and two main pocket featuring Velcro Tap. It also completed by Hydration bladder compartment on back and Polyester double mesh airflow system. This Bag is suitable for daily and outdoor.

Specification

- CORDURA® 500D Nylon Fabric
- YKK® L588 No. 510 Plastic Hardware
- YKK® Heavy Duty Zippers
- MIL-STD Thread
- Paracord Zipper Pulls
- Elastic on both sides on main compartment
- Stress points double stitched or bar-tacked
- Hydration bladder compartment on back
- 2 mini pockets with organizer
- 2 mini pockets on hip belt
- Straps compression for adjusting volume
- Made in Indonesia

COYOTE BROWN
BLACK

CORDURA FABRIC

CATALOG PRODUCT | MOLAY INDONESIA

FRONTLINE MESSENGER BAG

Frontline Messenger Bag is the best choice for daily and outdoor. It made by cordura. The main storage area is suitable for laptop and document. Have 2 mini pockets above with elastic cord. It also completed by YKK high quality zipper with paracord zipper pulls. There is a suitcase holder on the back side. This bag is the best mate for traveling.

Specification

- CORDURA® 500D Nylon Fabric
- YKK® L588 No. 510 Plastic Hardware
- YKK® Heavy Duty Zippers
- MIL-STD Thread
- Paracord Zipper Pulls
- Non-tarred mesh system
- Military standard sewing thread
- Paracord zipper pulls
- Made in Indonesia

COYOTE BROWN
BLACK

CORDURA FABRIC



CATALOG PRODUCT | MOLAY INDONESIA

DEXTERITY BELLY PACK

Dexterity Belly Pack is the best solution for urgent traveling. Made by Cordura with high durability. Have two pockets with Bartacked MOLLE System in main performance. Completed by secret pocket in back side. Have modern design with YKK high quality zipper with Paracord Zipper Pulls. Designed with long time durability by choosing Mil-standard thread.



Specification

- CORDURA® 1000D Nylon Fabric
- DURABLE MIL-STD Plastic Hardware
- MOLLE Heavy Duty Zippers
- MIL-STD Thread
- Paracord Zipper Pulls
- Bartacked stress point
- Essential organizer
- Made in Indonesia



FUNNY PACK NYLON GEAR

Specification

- CORDURA® 1000D Nylon Fabric
- DURABLE MIL-STD Plastic Hardware
- MOLLE Heavy Duty Zippers
- MOLLE Mesh Layer
- MIL-STD Thread
- Paracord Zipper Pulls
- Essential organizer
- Made in Indonesia



WAIST POCKET NYLON GEAR

Specification

- CORDURA® 1000D Nylon Fabric
- DURABLE MIL-STD Plastic Hardware
- MOLLE Heavy Duty Zippers
- MOLLE Mesh Layer
- MIL-STD Thread
- Paracord Zipper Pulls
- Essential organizer
- Made in Indonesia



DAILY CLUTCH NYLON GEAR

Specification

- CORDURA® 1000D Nylon Fabric
- DURABLE MIL-STD Plastic Hardware
- MOLLE Heavy Duty Zippers
- MIL-STD Thread
- Card organizer
- Easy to carry
- Made in Indonesia



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Gambar 2.3 . Produk tas tactical Molay. Sumber : Molay Catalog 2018

• Combat Apparel



CATALOG PRODUCT | MOLAY INDONESIA

COMBAT APPAREL



MOLAY™ SILENT WARRIOR COMBAT SHIRT COMBAT SHIRT

This shirt is made with Poly-Cotton military standard fabrics. The design is efficient and easy to move. The part of Torso made with combination Nylon and Lycra that keep you comfortable. It also anti-microbial and quick dry with efficient design. Silent Warrior Combat Shirt completed with Bartacked stress point. Has long time durability because choosing military standard sews.

Specification

- Sleeve: 100% polyester, 80% cotton military standard fabrics
- Torso: Superior CORDURA® 1000D Nylon fabric, 100% Nylon anti-microbial and quick dry
- Efficient design, articulated sleeve pouch to reduce bulky needs
- High collar neck to protect from debris
- Long sleeves and cuffs with elastic
- Reinforced collar to make an elastic movement
- Bartacked stress point, sew with military grade thread
- Made in Indonesia



MOLAY™ RECON WARRIOR COMBAT PANTS COMBAT PANTS

Recon Warrior Combat Pants made with Poly-Cotton that keep you comfortable. It also designed with elastic move that make easy movement. This pant also completed with some pocket with each two in hip, cargo and back side. With military grade sewing thread will keep this product has a long time durability.

Specification

- 100% Polyester, 80% cotton military standard fabrics (for CORDURA® 1000D Polyester 65% cotton for solid color)
- Sew with advanced machinery and military grade sewing thread
- Knee pads are not included
- 2 hip pocket, 2 cargo pocket, 2 back pocket, coin pocket and 4x6" pocket
- Reinforced seat and knee
- Made in Indonesia



PRODUCT CATALOG | MOLAY INDONESIA



VEGETATA TACTICAL PANT

Vegetata Pant Coyote Tan is the perfect choice for casual. It required in high activity and outdoor environment. Made by Cotton ripstop and Polyester with regular sharp looks. It has each two pocket in hip, cargo and back side. This pant completed by Diamond crotch for movement. Have long time durability because sew with industrial grade thread and suitable for traveling.

Specification

- Poly 20%
- Cotton Ripstop 65%
- Nylon uniform ripstop
- Regular sharp looks
- 2 hip pockets
- 2 cargo pockets
- 2 back pockets
- Bartacked stress point
- Sew with industrial Grade thread
- Made in Indonesia



PEACE KEEPING UNIFORM PANT TACTICAL PANT

Peace keeping uniform pant provide performance with high durability. It also required in casual and tactical environment. Designed with some pocket with each two pocket in hip, cargo and back side. Have secret pocket on the right side that completed with YKK zipper. Made by Poly Cotton Ripstop.

Specification

- Poly cotton ripstop
- Military sewing thread
- 2 hip pocket
- 2 cargo pocket
- Coin pocket
- 4x6" pocket
- Reinforced seat and knee
- Made in Indonesia



ALBARTROSS WEAPON CARRIER

Albartross Weapon carrier is the best choice for gun. Made by Cordura 1000D with high durability. Completed by perfect gun storage and very safe. It also has side pocket for magazine and other stuff. Lockable around by YKK high quality zipper and reinforced by grab- and carry-handles. There is a Velcro tab in the main performance for quick ID.

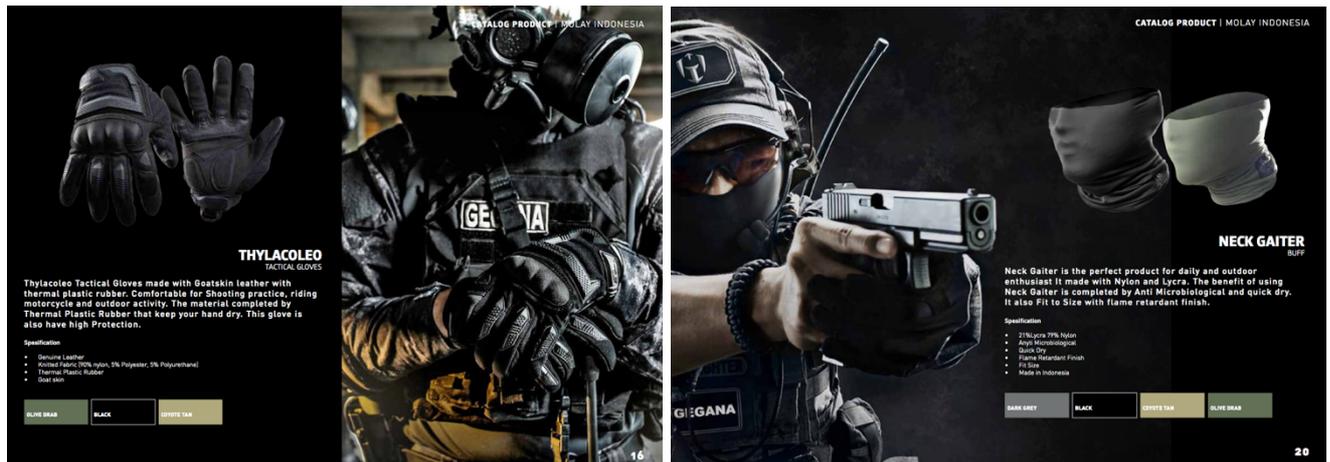
Specification

- Cordura® 1000D
- YKK® heavy duty zipper
- MOLLE plastic hardware
- Lockable with heavy duty military standard nylon bonded thread
- Bartacked stress points
- Military standard sewing thread
- Fit by full size rifle
- Side pocket for magazine and other stuff
- Made in Indonesia



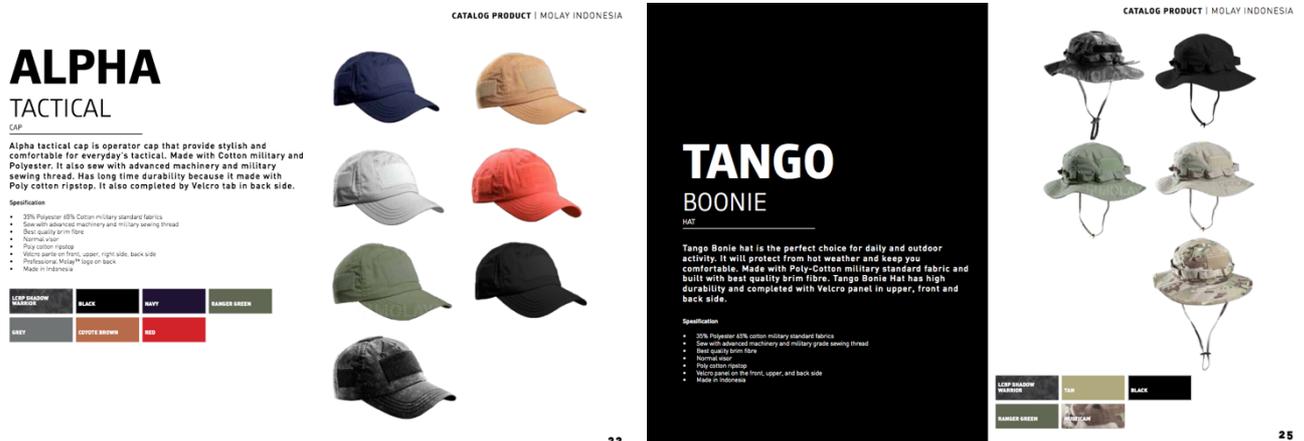
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Gambar 2.4 Produk combat apparel Molay, Sumber : Molay catalog 2018

• **Head Gear**



Gambar 2.5 Produk head gear Molay, Sumber : Molay Catalog 2018

• **Tactical Jacket**

Gambar 2.6 Produk Tactical jacket Molay. Sumber : Molay catalog 2018



• *Shirt*

CATALOG PRODUCT | MOLAY INDONESIA



ADVANCE STIKER POLO

Polo Shirt designed for Man or Woman who love modern performance. Made by Polyester and keeps you comfortable. It also completed by Loop fastener panel for patch and Embroidery logo on back. Suitable for outdoor activity because Anti Microbiological and also quick dry.

Specification

- 100% polyester
- Anti Microbiological quick dry
- Loop fastener panel for patch
- Embroidery logo on back
- Made in Indonesia



MOLAY T SHIRT

Molay™ T Shirt is suitable for daily casual and outdoor enthusiast. It also provide comfortable in wearing because made with the best material and high durability and versatility. This product features with High-quality printing.

Specification

- Cotton-Bamboo Material
- High-density printing
- Provide comfortable in wearing
- Made in Indonesia



THE INDOONESIAN BADASS T SHIRT



THE INDOONESIAN HOTASS WOGIAN T SHIRT



ISP PINDAD T SHIRT



KERIS STRIKE T SHIRT



MOLAY INDONESIA T SHIRT



Gambar 2.7
Produk *shirt*
Molay, sumber :
Molay Catalog
2018

• *Patch*



Gambar 28 . Produk patch Molay , Sumber : catalog Molay 2018