

## Analisis strategi bisnis PT Rajawali Citra Televisi Indonesia dalam menghadapi persaingan industri televisi di Indonesia = Business strategy analysis from PT Rajawali Citra Televisi Indonesia to face a competition of television industry in Indonesia

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### Abstrak

The existence of 11 television station in Indonesia, make competition more strict. Television station who in second position from three other television stations that exist, make RCTI show their ability to produce their interesting programs and also for advertisement user. For that PT Rajawali Citra Televisi Indonesia as one of the big private television which one has existed in 1989, force to expanding power of compete, if PT Rajawali Citra Televisi Indonesia doesn't want to be left behind from other private television.

The target of this thesis is to know sketch of PT Rajawali Citra Televisi Indonesia competition profile among national television in Indonesia, how to indicate power of compete from television industry in Indonesia, and what PT Rajawali Citra Televisi Indonesia strategy to face competition of television industry in Indonesia. The approaching method used is descriptive analysis method. Meaning that this method describing and interpret the past and present condition with qualitative approach. The analysis technique used is external environment analysis (macro and environmental forces) and internal environment analysis value chain, and also analysis with BCG Matrix.

The result from BCG analysis indicate that PT Rajawali Citra Televisi Indonesia be in Cash Cow position, that is company who has market segment pretty high with low market growth, then alternative strategy recommended is product development and concentric diversification. The analysis five forces in industry considering output from external environment analysis has result that generic strategy which can be implemented is strategy cost leadership.

In the end of this thesis, writer conclude that the power and weakness in internal of PT Rajawali Citra Televisi Indonesia, and opportunity from environment and also alternative and generic strategy which can be implemented. Writer suggest to PT Rajawali Citra Televisi Indonesia for more selective to choose trade fields for diversification trade, need to prepare human resources, technology, investment and how important to make a good relationship with regulation television business maker.