

Penyusunan strategi e-bisnis dalam meningkatkan keunggulan bersaing portal media online : studi kasus PT. XYZ = The preparation of e-business strategy to improve competitive advantage online media portal : case study of PT. XYZ / Job Richard Hasintongan

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Abstrak

[ABSTRAK

Kebutuhan berita dewasa ini sangat erat kaitannya dengan kehidupan sehari-hari dari masyarakat yang semakin haus akan informasi. Sejalan dengan perkembangan teknologi informasi yang selalu berkembang pesat, masyarakat kini beralih ke sistem digital untuk mendapatkan informasi yang mereka inginkan. Kebiasaan masyarakat yang selama ini mendapatkan berita melalui surat kabar sudah cenderung ditinggalkan. Telah banyak dijumpai situs berita yang dapat diakses secara online yang berbasiskan website melalui media perantara internet, hal ini dikenal dengan istilah portal media online. PT. XYZ merupakan salah satu dari sekian banyak portal media online yang ada di Indonesia. Tetapi dalam prosesnya PT. XYZ masih belum mampu unggul dalam bersaing dengan portal media online lainnya yang telah lebih dahulu dikenal masyarakat. Hal ini yang menarik untuk diangkat dalam penelitian ini. Permasalahan utama yang dihadapi PT. XYZ yaitu karena masih belum memiliki strategi e-bisnis dalam melakukan persaingan di industri ini. Dengan menggunakan metodologi Chaffey, akan diidentifikasi karakteristik PT. XYZ, posisi bisnis dari PT. XYZ dalam persaingannya di industri media online, hingga nantinya disusun strategi e-bisnis yang dapat digunakan PT. XYZ dalam bersaing dengan portal media online yang lainnya. Penelitian ini akan menghasilkan strategi e-bisnis untuk PT. XYZ, memberikan gambaran dari posisi PT. XYZ di antara pesaingnya serta meningkatkan keunggulan bersaing dari PT. XYZ. Dengan demikian diharapkan PT. XYZ dapat mencapai target yang telah dirumuskan dalam rencana strategis tahunan yang dimiliki.

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ABSTRACT

The needs of today's news very closely related to the daily life of a communities increasingly hungry for information. In line with the development of information technology always evolves rapidly, communities now turn to digital system to get the information they wanted. Habits of the people who have been getting news through newspapers has tended to be abandoned. Has been mostly can be found a website can be accessed online that is based website through the medium of an intermediary the internet it is known as online media portal . PT. XYZ is one of the many online media portals that exist in Indonesia. But in the process of PT. XYZ is still not able to excel in competing with other online media portal that had previously known to the public. It is an interesting to be appointed in this research. The main problems PT. XYZ is because still has not had the strategy e- business in conducting competition in this industry. By using Chaffey's methodology, will be identified characteristic PT XYZ , business position of PT. XYZ competition in the online media industry , until later arranged e-business strategy that can be used of PT. XYZ in compete with online media portal the others. This research will produce a e-business strategy to PT. XYZ, Provide an illustration from a position PT. XYZ among competitors and improve competitive advantage of PT. XYZ. Therefore, PT. XYZ can achieve the target was formulated in the strategic plan

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