

## The strategy of the indonesia national news agency antara in the global information business (a descriptive analysis of antara's competitive strategy at national and international levels)

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### Abstrak

<i>There are two main reasons serving as a background for which this research is titled "The Strategy of The Indonesia National News Agency ANTARA in The Global Information Business (A Descriptive Analysis of ANTARA's Competitive Strategy at National and International Levels)". Firstly, ANTARA is facing a serious threat in its information business in the era of globalization as a results of information and communication technology revolution. Secondly, ANTARA has great potentials to competition if it adopts and applies a precise competition strategy.

Therefore, this research will answer the question "How should ANTARA's strategy be?" To answer this question, this research analyzes ANTARA's position and condition in the face of the competition, and the internal and external factors which can influence ANTARA's competitiveness nowadays.

Using a descriptive qualitative analytical method, and based on Michael E. Porter's theory on The Five Forces of Competitive Advantage and The Generic Competitive Strategy, this research explains the development of ANTARA since its founding as a news agency of struggle until its entry into competitive business era. SWOT technique are also used to analyze the internal and external factors that influence ANTARA's competitiveness besides TOWS Matrix.

In the 1980s, ANTARA's business with international news agencies developed rapidly, as it indirectly received "protection" from the Indonesian government, Under the Information Minister's regulation of 1972, any foreign news agency wishing to operate in Indonesia is required to have local partner and many foreign news agencies have chosen ANTARA as their local partner due to its wide networks.

The era of globalization and reform has made ANTARA's business uncertain. Many newcomers got involved in information business, making competition among news providers tighter. Foreign partners started to reduce ANTARA's revenues from their cooperation which have so far been the main pillar for ANTARA's survival. The sale of ANTARA's pure products accounts for less than 20 percent of ITS annual budget. Many efforts have been made by ANTARA to solve its financial problems, including applying efficient management principles and setting up some strategic business units, but they have not made optimum profit.

One of ANTARA's weaknesses rests with its competition strategy. Its production and sales mechanism tends to follow the old pattern, focuses on traditional customers and doesn't see the bigger opportunities yet.

This research offers ANTARA Porter's competitive generic strategy, namely low cost strategy,

differentiation strategy, and differentiation focus strategy. The application of its of this strategies depend on types of products, market segments, and distribution channels. Of course, the application of these strategies must be accompanied by the development of technology and human resources. Multilateral cooperation with other national news agencies must have adequate attention because it will make way for the quick distribution of ANTARA's products to other countries.</i>