MANAJEMEN STRATEGIK DETIKCOM DALAM PERSAINGAN BISNIS MEDIA ONLINE DI INDONESIA

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The purpose of this study was analyzed the external environment (opportunities and threats) and internal environment (strengths and weakness) of firm. This analysis to find out how the strategic management stage that is being used by detik.corn in the competition of media business in Indonesia

Using literature review, observation and interview to the company, those data's are used to input stage using EFE (External Factor Evaluation), IFE (Internal Factor Evaluation), and CPM (Competitive Profile Matrix). From the input stage to Matching Stage this stage use SWOT (Strength Weakness Opportunities Threats), SPACE (Strategic Position and Action Evaluation) and Grand Strategy. Continuing analysis strategy (Decision Stage), result from matching stage is used to determine the best strategy and the right one using QSPM (Quantitative Strategic Planning Matrix).

The most important power of detikcom is brand awareness and greatly prioritizes the speed of news. In taking advantage of opportunities, detikcom pays more attention to increased business growth in Indonesia. The position of weakness detikcom is on ad serving that is too big to cover the news and cannot be immediately closed, and the threat is on the new competitors.

The result of QSPM, PT Agranet Multicitra Siberkom (detikcom) has the opportunity to expand the market by using market development strategy to maintain market share with a value 6.21, or the second alternative is development technology of the product with a value 5.8 1

Keywords: Input Stage, Matching stage, Decision Stage, Management Strategy, SWOT