ABSTRACT

Development Strategy for Daily Newspaper Radar Bogor in Digital Era
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Within a decade the internet has changed the way of people in communication, and to get news and information. The objective of research is to analyse the trend of advertising revenue, studying the development of newspapers and internet in number of readers, online usage, and age profile in Bogor, and to formulate the strategies of Radar Bogor in the digital era. The research uses the descriptive method through a case study and interviews using a questionnaire as a tool. The results of the factors indication then to analyse using a Five Forces of Porter, IFE, EFE and TOWS matrix. Through the matrix QSPM resulted the sequence of strategies. IFE matrix analysis may result the score of 2.74 and EFE matrix with the score of 2.62, both scores are being in the quadrant V. A company in which this level of the position should implement “hold and maintain” strategy, here the suitable strategy is to run a market penetration and product development. The priority strategies are as follows: (1) Development of products from the new business units, (2) Develop and look for new market or segment, (3) Maximize the dominance of market penetration to get the maximum profits, (4) Redesign of lay Out, content & printing paper (5) Develop the various pattern of distribution, such as: online, web, and mobile(6) Develop new business models that provide optimum benefits for all stakeholders.