SUMMARY


Publishing is an industry that concentrates to produce and reproduce a literature and information or an activity that can be enjoyed to make the information public. Currently the publishing world is undergoing changes resulting from technological change. Gradually but surely the publishing industry were adapted to the new ecosystem in the realm of the book industry because of a shift in the habit of reading books. The presence of an e-book that bundling with devices such as mobile phones and tablet PC's have become alternative when reading a book. Those changes in turn affect the book industry has stagnated and even decreased impact on the decline in sales revenue including that occur in Publisher Pustaka Pembangunan Swadaya Nusantara (PPSN). These conditions make the PPSN publishers are working hard to reduce dependence revenue just from the sale of books printed version. Business development is a breakthrough step that must be taken by the publisher Puspa Swara to anticipate the changes in the external and internal factors.

The purpose of this study to analyze the internal factors and external factors affecting the business Publisher PPSN, formulate key succes factor in the publishing industry, identifying strengths and weaknesses of the publisher PPSN, and formulate alternative strategies that can be applied to the development of the publishing business. This study used a descriptive approach with case studies that use keys succes factor analysis, five forces of Porter, value chain, and SWOT. The data used are primary data and secondary data. The technique of collecting data through interviews, discussions, and documentation. FGD respondents in this study a total of 11 people consisting of practitioners in the world of publishing and publisher management team PPSN.

Based on research, the strategy can be implemented is to increase the capacity to compete in the main business through the development of printed products and e-content, develop e-commerce, build online systems, developing excellence and uniqueness of the product, selectively determine the theme, strengthen the network of digital content, develop sales incentives, developed a package of resellers and agents, to design specific products, as well as joint promotion store and author.

Keywords: five force of Porter, keys succes factor, publishers, SWOT, value chain