SUMMARY

MILA KUMALA. PT. Pariwara Advertising Business Strategy in Jakarta’s Outdoor Advertising Industry. Supervised by RINA OKTAVIANI and AGUS MAULANA.

Many of the businesses that build his company without analyzing first how the external environment of its business this time so late in developing business strategies appropriate current condition of an industry. As happened in the outdoor media industry in Jakarta which began in 2016, the outdoor media in Jakarta only be permitted in the form of large electronic display or LED. Policies issued by Jakarta Governor aims for smoothing and shaping the aesthetics of the city. External conditions in the outdoor media industry is starting to threaten the sustainability of the outdoor media businesses in Jakarta.

Another problem that actually comes from the company's internal conditions are almost all outdoor media businesses in Jakarta only to develop its business with one dominant product that billboard. Another problem arises from the company's internal condition that almost all outdoor media businesses in Jakarta only to develop its business with one dominant product that billboard. Thus resulting in limited market created by the business itself.

PT. Pariwara Advertising is a company engaged in outdoor media industry for 37 years. The experience and resources they have certainly able to make the company to continue to exist in the outdoor media industry Jakarta. However, since the year 2013 PT. Pariwara Advertising sales decreased slowly until 2015 sales decreased to 5 billion, by far when compared to the year 2013, which reached 20 billion.

This study has three objectives: 1) presented a general overview of PT. Pariwara Advertising and business strategy today. 2) Analyze internal and external conditions PT. Pariwara Advertising in the outdoor media industry Jakarta and 3) Recommendation right business strategy for PT. Pariwara Advertising that still exist in the Jakarta’s outdoor media industry.

This study shows that the strategy business which today is multiply ad location is no longer appropriate because they can not answer the challenges of the changing environment in the outdoor media industry Jakarta. One is a change that comes from the regulation of local government very closely in regulating the activity of the outdoor media business. In addition, the company's internal and external conditions that are related to one another should be able to be analyzed prior to the sale of PT. Pariwara Advertising decreased up to 5 billion.

Results from the study showed that internal factors are the most likely in the price of competing products as a power PT. Pariwara Advertising and decreasing the number of employees as the greatest weakness that affect the company's performance. In addition to external conditions, high population mobility is a great opportunity in developing the product. However, local government regulations are the greatest threat faced by PT. Pariwara Advertising.

Recommended strategy for PT. Pariwara Advertising to remain excision in the outdoor media industry Jakarta is a conglomerate diversification strategy by changing the direction of a media company into a media agency owner. The
strategy is based on the analysis results EFE, IFE, external as well as internal matrix SWOT. Managerial implications that will run are:

1) Communication with all HR and planning in turning the company into a media agency and create new products that are creative and can be accepted in all of the advertising industry.

2) Evaluate the advertising point held to be integrated with new mobile products and follow the development of e-commerce.

3) Joint Venture with a partner who is experienced in LED media advertisement, social media and TV.

4) Creating an e-commerce products in collaboration with government departments that aims to promote SMEs and agribusiness in Indonesia.

Keywords: billboard, business strategy, internal external matrix, swot matrix, outdoor media industry.