SUMMARY

SINDI FATHONAH HALIMAH. Business Development Strategy of Agribusiness Media in Digital Era: Case Study PT Permata Wacana Lestari. Supervised by ARIEF DARYANTO and NIMMI ZULBAINARNI

Development of digital technology has an impact on media industry, especially print media. Nowadays readers prefer to access news via digital media or online media. PT PWL is one of the agricultural press has concerns about that issue, so it needs various strategies to survive in digital era. This study aims to identify internal and external factors affecting business development in PT PWL, formulating strategies that can be applied in PT PWL, and determine the priority strategy for the development of print media business in PT PWL.

This study used IFE and EFE Matrix, SWOT and QSPM Matrix. The results show that the internal strength of PT PWL including the level of education and work ethic, managerial capabilities, has brand awareness among the livestock, fisheries and agriculture industry, quality and interesting writing content, and also product innovation. Weakness factors of the company include non-flexible financial management, conventional information and technology systems, marketing and lobbying, and lack of a control and evaluation system. Opportunities captured by PT PWL include people's lifestyles in accessing news (internet), the development of digital-based industries, and also government regulations regarding livestock and fisheries. The factors that become a threat are the turnover of the livestock and fisheries business, global economic conditions, higher printing costs, lower reading interest, and higher costs in logistics and shipping.

After obtaining the internal and external factors, five alternative strategies were obtained by using the SWOT matrix. Alternative strategies that can be applied include developing digital-based products such as reporting through websites or TV streaming (SO strategy), increasing the capacity of HR in managing management such as providing training to improve the competitiveness of companies in the digital era (WO 1 strategy), applying rewards and punishment for employees to control performance and increase creativity in innovation (WO 2 strategy), improve the quality of reporting both writing and graphic design to attract the interest of readers and advertisers (ST strategy), and utilize digital technology to minimize costs (WT strategy). Based on this strategy, the strategy that is the top priority is the development of digital-based products such as reporting through websites or TV streaming with the highest Total Attractiveness Score.

Keyword: business strategy, IFE, EFE, SWOT, QSPM, agribusiness media