



**ABSTRAK**  
**ANALISIS STRATEGI DIVERSIFIKASI PADA**  
**PT SWARAGAMA MULTI MEDIA MANAGEMENT**  
**Awang Dhewangga**  
18/436761/PEK/24285

Penelitian ini bertujuan untuk menganalisis apakah strategi diversifikasi bisnis PT Radio Swara Gadjah Mada dalam unit-unit yang dibangun dibawah PT Swaragama Multi Media Management sudah tepat atau belum. Penelitian dijalankan dalam rangka evaluasi pengembangan bisnis dengan menggunakan tes strategi diversifikasi milik Porter.

Penelitian ini menggunakan pendekatan kualitatif deskriptif dan menggunakan metode analisis *Porter's Three Essential Test*, yaitu: *Attractiveness Test* untuk meneliti daya tarik industri (dengan menggunakan pendekatan lima kekuatan Porter), *Cost of Entry Test* untuk mengetahui perbandingan modal dan pendapatan yang masuk serta *Better off Test* untuk mengetahui apakah ada keselarasan antara rantai nilai yang ada di perusahaan induk dan unit-unit dibawahnya (dengan menggunakan pendekatan *Porter's Value Chain*).

Hasil penelitian menunjukkan bahwa strategi diversifikasi yang dilakukan oleh PT Swaragama Multi Media Management sudah tepat sesuai dengan *Cost of Entry* untuk Swaragama Training Center, Jawara Media Communication dan S!Pro. Untuk Jawara Impresi masih belum mencapai BEP dan masih disubsidi. Untuk *Better off Test*, strategi sudah tepat karena semua unit mendapatkan nilai tinggi. Kemudian strategi belum tepat menurut daya tarik industrinya dikarenakan nilai *Attractiveness Test* yang didapatkan ketiga industri terlalu kecil. Jika perusahaan ingin mempertahankan bisnisnya, maka akan lebih baik untuk berfokus pada pelatihan dan *event organizer* yang sudah menghasilkan profit.

**Kata kunci:** Diversifikasi, *Attractiveness Test*, *Cost of Entry Test*, *Better off Test*, *Porter's five forces*, modal awal, pendapatan, *Porter's Value Chain*



***ABSTRACT***

**ANALYSIS OF DIVERSIFICATION STRATEGY ON PT SWARAGAMA  
MULTI MEDIA MANAGEMENT**

**Awang Dhewangga**

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This research aims to analyze whether the business diversification strategy of PT Radio Swara Gadjah Mada in the units built under PT Swaragama Multi Media Management is appropriate or not. Research is conducted in order to evaluate business development using Porter's diversification strategy test.

The study uses a qualitative and descriptive approach and uses the analysis method of Porter's Three Essential Test, namely: Attractiveness Test to examine the appeal of the industry (using the five strengths approach Porter), the Cost of Entry Test to know the capital and income comparisons and Better off Test to find out if there is alignment between the value chain that exists in the parent company and the units underneath (using Porter's Value Chain approach).

The results showed that the diversification strategy undertaken by PT Swaragama Multi Media Management has been precisely in accordance with the Cost of Entry for Swaragama Training Center, Jawara Media Communication and S! Pro. For Jawara Impresi still has not reached BEP and still subsidized. For Better off Test, the strategy is right because all units get high scores. Then the strategy has not been precise according to the industry attractiveness because the value of Attractiveness Test obtained by all three industries too small. If the company wants to retain its business, it would be better to focus on training and event organizer industry that has been making profit.

**Keywords:** *Diversification, Attractiveness Test, Cost of Entry Test, Better off Test, Porter's five forces, initial capital, revenue, Porter's Value Chain*