



ABSTRAK

REFORMULASI STRATEGI BERSAING PT CYBERTECHTONIC PRATAMA

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PT Cybertechnonic Pratama (PT CBTP) merupakan perusahaan yang bergerak di bidang industri informasi dan komunikasi sebagai penyedia layanan *data center* dan *cloud server*. Pada era sekarang, pemain asing yang masuk ke Indonesia menyebabkan terjadinya perubahan intensitas persaingan bisnis pada layanan *cloud server*. Dengan adanya situasi tersebut, PT CBTP harus memiliki strategi bersaing yang ditetapkan secara matang agar dapat bertahan.

Penelitian ini bertujuan untuk menganalisis dan mengidentifikasi faktor sukses kunci PT CBTP, menganalisis dan mengidentifikasi keunggulan bersaing PT CBTP, dan memformulasikan strategi bersaing PT CBTP. Penelitian ini bersifat deskriptif kualitatif, dengan melakukan analisis lingkungan eksternal perusahaan menggunakan analisis lingkungan umum PESTEL, analisis industri menggunakan *Porter's five forces*, dan analisis menggunakan faktor sukses kunci. Analisis lingkungan internal perusahaan dilakukan dengan analisis sumber daya, kapabilitas, dan VRIN keunggulan kompetitif.

Hasil penelitian menunjukkan bahwa PT CBTP menggunakan strategi *best cost provider* untuk dapat bertahan di industri dan memenangkan persaingan.

Kata kunci: teknologi informasi, strategi bisnis, dan strategi bersaing.

ABSTRACT

COMPETITIVE STRATEGY REFORMULATION OF PT CYBERTECHTONIC PRATAMA

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PT Cybertechtonic Pratama (PT CBTP) is a company engaged in the industry of Information and Communication. They are a company that works as a data center and cloud server service provider. Currently, there is a change in competition in the cloud server business due to the entry of foreign players into Indonesia. To survive in this business, PT CBTP must have a well-defined competitive strategy.

This study aims to analyze and identify the key factors to success in the industry and its competition. Moreover, it also aims to analyze and identify competitive advantages and formulate PT CBTP's competitive strategy. This study is descriptive qualitative research. It was performed by analyzing the company's external environment using general environmental analysis-PESTEL, industry analysis (Porter's Five Forces), and analysis using key factors to success. The company's internal environment analysis is carried out by analyzing its resources, capabilities, and VRIN-competitive advantage.

The results showed that PT CBTP used the best cost provider strategy to survive in the industry and win the competition on that field. Key words: information technology, business strategy, competitive strategy.

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