

## ABSTRACT

As the one of the company in the internet service provider industry that serving dedicated internet service, NETHOST facing competition with large and small scale companies. In the business environment, company that can thrive in the business is a company which has internal on going process that can manage the system, organization culture, strategy and bureaucracy and enable the company to survive and compete in the industry. The need to adapt with the constant change requires the clear definition of the strategic

The purpose of this study is to formulate and selecting the right strategy planning for developing NETHOST and to determine priorities the company development strategy that can be applied by NETHOST using QSPM, to enhance competitive position as internet service provider. Research on the development of strategic planning at NETHOST will start by analyzing the internal and external factors and the IE Matrix induct. The analysis conducts to determine the strengths, weaknesses, opportunities, and threats owned by NETHOST.

Data were collected through interview and questionnaires distributed to 3 informant by face to face. The 3 informant was selected based on their knowledge and experience within the company. They are take a part as top management who holds the the key's company

Credibility and reliability of the data processing is done by using the technique triangulation method. The technique triangulation of data sources itself aims to compare and check behind the level of confidence of the information obtained through the time and different tools in qualitative research. All informants in this research are managers

The internal and external factors analysis has been used to determine the current position of the company which in quadrant V IE Matrix (strong position and strategies that can be applied is hold and maintain strategy). The preparation of the strategy will start by analyzing the factors strengths, weaknesses, opportunities and threats of NETHOST using the SWOT matrix. SWOT matrix has generated 22 alternative of strategy. General Manager selected 18 strategy that can be implemented in the company. Based on this research, the strategy that fit with IE Matrix and also the objectives of this study contained 9 strategies. Then, based on QSPM Method, the result of the matrix analysis QSPM showed that the strategy to increase the quality of service and create the unique differentiation should be selected as the main priority by NETHOST with the highest TAS value of 6,328

Keywords: *strategic management, external and internal factor, IE matrix, SWOT matrix, QSPM matrix*