

ABSTRACT

The development of media is getting further developed with conventional media starting to be replaced with digital media. The competition to compete to maintain its existence, for the conventional media companies need to use the right strategy and right. This study has the objectives of: 1) knowing internal factors which include strengths and weaknesses of conventional media companies, 2) knowing external factors which include opportunities and threats owned by conventional media companies, and 3) knowing marketing strategies that can be used to face competition digital media.

Respondents in this study are the Company's internal parties consisting of the Board of Directors, Marketing Managers, and Marketing Staff with a sampling method using nonprobability and purposive sampling techniques. The method used in this type of research is mixed method. Data analysis techniques in the research carried out in the process of qualitative data analysis as a dominant analysis using SWOT Analysis and SWOT Matrix based on the results of internal and external factors seen from the differentiation that is owned by the company. Whereas for quantitative data analysis using the calculation of External Strategy Factors (EFAS), Internal Strategy Factors (IFAS), a combination of calculation of external factors and internal factors (IE Matrix), and to answer the best alternative strategies for companies using the Quantitative Strategic Planning Matrix (QSPM).

The results of the study use the EFAS and IFAS analysis by knowing the SWOT analysis of the company so as to produce internal and external factors of the company and the right strategies used by the company. The analysis result shows that the conventional company, shows one of the main strategies that is appropriate to use, that is to do a broader form of cooperation related to public news and events.

Keywords: Marketing strategy, Differentiation, EFAS, IFAS, IE Matrix, QSPM