

ROLE OF THE INTERNET AS AN ALTERNATIVE IN THE WEB MEDIA PROMOTIONS AT PERTAMINA UPPDN - IV SEMARANG

Irman Harviannur Saleh, 10495154, Susi Wagiyati, SKom, MM

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STMIK Jakarta STI & K

<http://www.jak-stik.ac.id>

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Abstract:

The speed in obtaining information and communications become one tip to seize opportunities. Pertamina as one of the tricks to seize opportunities. Pertamina as one BMN company engaged in exploitation of natural resources, namely oil and natural gas. Pertamina has a wide working area, covering the whole of Indonesia. To face competition in the free market will, needed a big campaign to introduce the product and provide information needed by customers or investors. Web is one solution in dealing with these problems Using other than traditional media. By using the web on the internet will reach a wider area without borders. Its use can reach other countries and continents where else, also no time limit. So Pertamina web will be accessible by customers and investors at any time 24 (twenty four) hour, with a cheaper cost. With a good design will certainly attract Internet users to access or visit the web Pertamina to obtain the required information.

Bibliography: 5 (1995-1998)

