

"CYBERMARKETING" ALTERNATIVE MARKETING STRATEGY AND COMPETITIVE CASE STUDY IN. DYVIATECH MEDIATAMA "SANUR BOOK STORE ON-LINE"

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Abstract:

Success in business is often synonymous with success in doing selling, so business people often try new breakthroughs to market its products. One of the new marketing alternative is to use telecommunications technology which is currently growing rapidly, by conducting marketing activities on-line on the internet network called Cybermarketing.

Internet now has become quite warm conversation burden, both in the mass media or society. This is due to the technological advances in telecommunications computers has brought a huge impact on almost all parts of community life, especially business. The first is to enhance business communication, management information systems development, until the establishment of a Virtual Organization. And the second is the utilization of Cybermarketing, such as pairing an ad on the internet, to perform transactions on-line sales of so-called electronic commerce.

In this work investigated how the use of Cybermarketing for businesses in Indonesia, by making the business environment analysis in PT. Dyviatech Mediatama, which in turn can be formulated effective marketing strategies in online markets. PT Dyviatech Mediatama trying to pioneer the use of Cybermarketing that have not been developed in Indonesia, with the opening of Sanur, on-line book stores. Through the web site of Sanur on-line book store, retail services company offering books on-line. The pages of Sanur webs like a storefront in a book shop. Customers simply turn on the computer, access the address book in Sanur and selecting the virtual racks found on the web pages of Sanur. When you find the books you are looking for, customers enter them into the virtual shopping bag and ordered the book through a computer on the spot. Payment can be done using a credit card, check or account transfer. Then the books purchased will be delivered by courier to the address of the buyer.

Considering the development of on-line market in the future, then marketing on-line or Cybermarketing can be used as an alternative marketing to improve sales performance, and become one of the strategies to compete both locally and globally, in the future. Therefore, it is time for business research institutions to start doing research or studies related to on-line marketplace which will be used by the business world.

Bibliography: 23 (1994-2000)