

## Analisis strategi bersaing bisnis e-commerce dalam pilihan alternatif strategi generik (studi kasus Plasa.com)

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### Abstrak

Dalam tesis ini mencoba merumuskan strategi bersaing dalam bisnis e-commerce. Seperti diketahui internet telah membudaya dalam masyarakat dunia, digunakan untuk mendapatkan informasi, komunikasi dan sebagai alat transaksi. E-commerce merupakan transaksi elektronik yang dilakukan melalui media internet. Di pasar internasional, ecommerce menjadi alat pembayaran utama bagi pelaku bisnis online, karena kemudahan dan keefisienannya, serta tidak memiliki batas dalam ruang dan waktu. Secara umum diharapkan di negara-negara maju akan menerapkan e-commerce dan paperless trading pada tahun 2005, sedangkan pada negara berkembang termasuk Indonesia dimulai pada tahun 2010. Pelaku bisnis diharapkan dapat mengembangkan bisnis e-commerce ditengah hambatan yang ada, agar dapat dijadikan landasan untuk bersaing di pasar internasional.

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In this thesis, I would like to formulate the strategy of competition in e-commerce business. As has been known that internet has been entrenched in the world community, which is used to obtain information, communication and as a mean of transaction. Ecommerce is an electronic transaction conducted through internet. In international markets, e-commerce has become a major tool for online businesses due to its efficiency, effectiveness and flexibility as well as the unlimited of the usage. Generally expected that the developed countries will start implementing e-commerce and Paperless trading in the year of 2005 whereas the developing countries; including Indonesia; will commence in 2010. The business people are expected to develop an ecommerce business in the middle of the existing obstacles hence could be used as the basis for competing in international markets.