

ABSTRACT

The growth of the technology in this era affects some other fields that are related to technology, one of them is the growth of information system technology. One of the things that is developing as the growth of technology is RFID or Radio-Frequency Identification that can be used to help people in their daily lives, especially in companies or institutions. As one of the companies that work in information system technology, PT. LORAID uses this chance to jump into the market by selling their own services or products that are related to RFID. Have been in the market for years makes PT. LORAID have their own business strategy to maintain their business.

The purpose of this research is to evaluate the business situation of PT. LORAID by using SWOT (strengths, weaknesses, opportunity, threat), formulate the alternative strategy by using IFE, EFE, and IE matrixes, and how the company can implement the alternative strategy based on strategic management theories. The research is done using mixed method by collecting qualitative data through interviews with 4 key informants. The interview questions refer to strengths, weaknesses, opportunities, and threats of PT. LORAID. The quantitative data is collected by 4 key informants giving weight and rating to each of internal and external keys of the company. Both data is collected to formulate and implement the alternative business strategy of PT. LORAID that can increase the quality of the company.

Keywords: SWOT Analysis, IFE matrix, EFE matrix, IE matrix, information technology, and RFID.