
IMPACT OF PROMOTIONAL STRATEGIES WITH ONLINE MEDIA ON HOSTING SERVICE PROVIDERS WITH CASE STUDY ON PASARHOSTING.COM

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Article Info	Abstract
<i>Article History :</i> <i>Received 10 April - 2022</i> <i>Accepted 24 April - 2022</i> <i>Available Online</i> <i>30 April - 2022</i>	<i>Based on the description that has been stated, a study was conducted to analyze Pasarhosting.com's online promotion using the Analytical Hierarchy Process (AHP) method entitled " Impact Of Promotional Strategies With Online Media On Hosting Service Providers With Case Study On Pasarhosting.Com". The analytic hierarchy process includes both qualitative and quantitative aspects of the human mind. The qualitative aspect is to define the problem and its hierarchy, and the quantitative aspect is to express judgments and preferences in a concise manner the essence of this research is to identify Pasarhosting.com's online promotion strategy by prioritizing the advantages of its products, knowing the factors, actors, goals through hierarchical preparation and setting priorities, as well as the existence of alternatives for preparing company promotion strategies. For this reason, a promotion strategy was selected using the AHP analysis tool according to the hierarchy to assist the priority setting process, starting with determining the factors, actors, objectives and alternatives of Pasarhosting.com online promotion strategy There are five (5) factors that make up Pasarhosting.com online promotion strategy, namely Competitors, Market Analysis, STP, Technology, Availability of Time and Human Resources. Competitors have the highest influence in determining Pasarhosting.com's promotional mix The second priority is the Market Analysis factor The most influential actor at Pasarhosting.com is the CEO The most desired goal is to increase sales of Pasarhosting.com domains and hosting. The best alternative Pasarhosting.com online promotion strategy to implement is promotion through social media, followed by SEO, webvertising, web experience and direct promotion via e-mail. Pasarhosting.com must give sufficient time to analyze the market that continues to grow, it is necessary to develop an online promotion strategy according to the rapid increase in technology.</i>
<i>Keyword :</i> Analytical Hierarchy Process (AHP), Online Promotion Strategy, Market Analysis, SEO	

1. INTRODUCTION

Basically human needs are clothing, food and shelter. However, the development of technology as it is today makes the needs of modern humans are increasing. One of the basic needs is to find information. The need for information must be met as soon as possible because modern society grows more critical, independent and wants to make continuous changes.

The internet has become one of the tools to fulfill the basic need for information. Through the internet, people are increasingly getting easier to share and find information. Along with the rapid flow of information circulating, technology continues to develop. The development of this technology is balanced with the development of internet users, because it becomes something that is easily found by the wider community and its access is easier to obtain.

According to 2012 statistical data released by <http://www.internetworldstats.com>, as of June 2012 there were 7,017,846,922 internet users in the world. This figure is far compared to internet users until the end of 2000, which was 360,985,492 users, an increase of 1.844%, or 154% per year. This is a fantastic number and Asia is ranked number 1 with the most internet users in the world, as well as Indonesia, which reached 55 million internet users by the end of June 2012, being ranked fourth in Asia after China, India and Japan.

The growth in the number of internet users in Indonesia, or Indonesian netizens as shown in Table 2 makes Indonesia a potential market for online business. This opportunity is a big business opportunity taken by entrepreneurs to open a hosting and domain sales service. As it is known that making a website requires a domain and hosting, as well as excellent service without knowing the word holiday. As an illustration, the companies engaged in these services are: Webmaster.com, Qwords.com, Dracoola.net, Indowebsite.net, Indorackhosting.com, Jakhoster.com, etc.

This domain sales trend continues to this day so companies must develop an effective and appropriate online promotion strategy. This is in order to maintain the loyalty of old customers. The strategy made must also be

able to attract new customers to choose the services of Pasarhosting.com.

Based on the description that has been stated, a study was conducted to analyze Pasarhosting.com's online promotion using the Analytical Hierarchy Process (AHP) method entitled "Online Promotion Strategy Analysis at Pasarhosting.com". The analytic hierarchy process includes both qualitative and quantitative aspects of the human mind. The qualitative aspect is to define the problem and its hierarchy, and the quantitative aspect is to express judgments and preferences in a concise manner (saaty, 1991).

2. RESEARCH LITERATURE

Internet

The internet (inter-network) can be interpreted as a wide computer network that connects computer users from one computer to another and can connect to computers from one country to another around the world, in which there is a wide variety of information (Febrian, 2003). In this case, online activities are closely related to connectivity on the internet media. The Internet is a medium like print, radio, and TV. The media begins with a home page, the first screen that customers or potential buyers see. There are two (2) aspects of advertising on the network, namely the network site as advertising space and advertising on other sites (Hahn and Mangun, 1999).

Website or site can be defined as a collection of pages that display text data information, still or motion image data, animation data, sound, video and/or a combination of all of them, both static and dynamic which form a series of interrelated buildings where each -each linked by page networks (hyperlinks). The web is a system on the internet that allows anyone to provide information. By using this technology, information can be accessed 24 hours a day and managed by machines. Accessing the information provided by the web requires various software called browsers. Browser software for surfing the internet, so that network users can access the available information along with information-related links (Febrian, 2003).

The World Wide Web (WWW) or better known as the web is one of the services obtained by computer users who are connected

to the internet. The web was originally an information space on the internet using hypertext technology. Special codes are embedded into the web, allowing the user to jump from one document to another on the screen by selecting a hyperlink. Currently, the internet tends to be synonymous with the web, because of the popularity of the web as a standard interface for services on the internet, which from the start as an information provider, are now used for communication from email, chat, to business transactions (Sidik and Pohan, 2002). Website or site can be defined as a collection of pages that display text data information, still or motion image data, animation data, sound, video and/or a combination of all of them, both static and dynamic which form a series of interrelated buildings where each -each linked by page networks (hyperlinks). The web is a system on the internet that allows anyone to provide information. By using this technology, information can be accessed 24 hours a day and managed by machines. Accessing the information provided by the web requires various software called browsers. Browser software for surfing the internet, so that network users can access the available information along with information-related links (Febrian, 2003).

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E-commerce

Compared to books or libraries, the internet has become a symbol for the dissemination of extraordinary data and information. The development of the internet has also influenced economic development. In this case, various buying and selling transactions that previously could only be done

face-to-face (and a very small part by post or telephone), are now very easy and often done via the Internet. Transactions over the Internet are known as e-commerce.

According to Kotler (2005), the newest channel of marketing is the electronic channel. There are two (2) phenomena that underlie online marketing: digitization and connectivity. Digitization consists of converting text, data, voice and images into a stream of bits that can be sent at incredible speed from one location to another. Connectivity includes building networks and expressing the fact that much of the world's business is conducted through networks that connect people and companies.

Online Promotion Strategy

According to Belch and Belch (2001), promotion is defined as the coordination between seller initiatives to create information and persuasion channels to sell goods and services, or promote ideas. An organization's communication with a broad market uses a planned promotional program when the communication has gone through several elements of the marketing mix. The basic tool for accomplishing organizational communication objectives usually refers to the promotion mix. Each element of the promotional mix is described as an integrated marketing communication that plays a specific role.

An online promotion strategy is a strategy that is designed to carry out online promotions, one of which is using the internet. Online here means connected, actively connected and ready to communicate with, or be controlled by a computer. Promotion is the coordination of all efforts initiated by the seller to establish various channels of persuasion information to sell goods and services, or to introduce an idea (Morissan, 2010).

Although in general the forms of promotion have the same function, these forms can be distinguished based on their specific tasks (Tjiptono, 2008). Morissan (2010) also said that some of these special tasks are often called the promotion mix (promotion mix, promotion blend, and communication mix).

The main purpose of promotion is to inform, influence and persuade, and remind target customers about the company and its marketing mix (Tjiptono, 2008).

Analytical Hierarchy Process

The Analytical Hierarchical Process (AHP) method was first developed by Thomas L. Saaty, of the Wharton School of Business in the 1970s. The AHP method is a flexible model and allows individuals or groups to form ideas and limit problems by making their own assumptions and producing the solutions they want.

The AHP method is useful in analyzing a complex problem into simpler problems, making it easier to understand. This results in effective decisions being made. By using AHP, a problem to be solved can be categorized in an organized frame of mind, so that it can be expressed to make effective decisions on the problem.

SWOT analysis

SWOT analysis is one of the tools, methods, and instruments in making decisions, especially strategic decisions so that the organization can carry out the mission, programs, goals, and objectives of the organization correctly. SWOT analysis is one of the most powerful analytical instruments when used properly. This efficacy lies in the ability to carry out strategic analysis, the ability to maximize the role of strength factors, and take advantage of opportunities, as well as acting as a tool to minimize weaknesses in the organization and reduce the impact of threats that arise and must be faced (Siagian, 2008).

3. RESEARCH METHOD

Research Thinking Framework

Pasarhosting.com is a division of PT Pusat Media Indonesia located in Bogor which is engaged in web hosting and server maintenance services. This division is managed by people who are competent in their fields, with experienced experts in each section. Founded thirteen (13) years ago, on October 13, 2005 to be exact, Pasarhosting.com is one of the companies that competes in the digitalization world in Indonesia in particular and the world in general.

Reliable, fast and cheap services are the mainstay of Pasarhosting.com in embracing the market in Indonesia. However, stable server support, reliable service with the tagline "24/7 READY SUPPORT", makes Pasarhosting.com one of the top 15 Top Hosting Companies in Indonesia.

At the beginning of its appearance, Pasarhosting.com attracted customers with different promos from other similar companies. "Try First, Buy Promo" was a promo that was booming at the time and proved to be successful in bringing benefits to the company and at the same time introducing the company to the world. This promo arises from the doubts that arise from potential consumers at low prices offered by Pasarhosting.com. However, because the company provides evidence rather than promises, customers are 'averse' to turn away and show loyalty to the company until now. Similar hosting companies that have been around for a longer time admit to applauding the service and quality of stable servers that are not available anywhere else.

According to Kotler (2002), the marketing concept is a business philosophy that challenges three (3) business orientations in which the business philosophy asserts that the key to achieving the set organizational goals is that the company must be more effective than competitors in create, deliver and communicate customer value to selected target markets.

Based on this description, the essence of this research is to identify Pasarhosting.com's online promotion strategy by prioritizing the advantages of its products, knowing the factors, actors, goals through hierarchical preparation and setting priorities, as well as the existence of alternatives for preparing company promotion strategies. For this reason, a promotion strategy was selected using the AHP analysis tool according to the hierarchy to assist the priority setting process, starting with determining the factors, actors, objectives and alternatives of Pasarhosting.com's online promotion strategy.

Data Collection

The data collected are primary and secondary data. Primary data was obtained by conducting interviews with internal parties: Chief Executive Officer (CEO), Infrastructure Manager, Marketing Communication, Technical Support, Customer Service and external parties such as customer representatives and academics. Secondary data were obtained from company reports, company statistics, previous research results and literature related to research titles obtained from journals, books, articles and the internet.

Sampling was done by purposive sampling technique, where the samples were chosen intentionally. Examples consist of the company, namely the CEO, Infrastructure Manager, Marketing Communication, Technical Support, Customer Service and external parties such as customer representatives.

In determining the hierarchy of the AHP structure, interview sessions and Group Discussions (FGD) were carried out consisting of the CEO, Infrastructure Manager, Marketing Communication, Technical Support, and Customer Service. The FGD began with a presentation of research material and a question and answer session. Depth Interview was conducted to the CEO and Marketing Communication. Other data collection using a questionnaire instrument.

Data Processing and Analysis

The initial step taken before processing the data is to collect data related to Pasarhosting.com's online promotion strategy and AHP processing. After collecting and studying the data, identification of forms of online promotion strategies was carried out through direct observation and interviews with related parties. Identification of factors, actors, goals and scenarios was also carried out through interviews with the online promotion strategists. A hierarchical structure is created and then used as a reference for a questionnaire that will be assessed by experts related to the promotion of Pasarhosting.com.

The research was conducted using the AHP method which combines personal judgments and values into one logical way. Such judgments depend on imagination, experience and knowledge of hierarchical structures and a matter of logic, instinct, and experience. The results are processed by the AHP method so that the weighting of each element in the hierarchy is known. The result of the processing is the consistency of the respondents' answers with an inconsistency limit of 10%.

Inconsistent expert judgment, revised by looking for RMS deviation (Root Mean Square). After the Individual Opinion Matrix (MPI) is declared consistent, then the matrix is combined. After matrix incorporation, it was re-measured by horizontal and vertical processing according to the AHP mechanism. The results of vertical processing describe the

relationship and level of influence between elements at one hierarchical level with elements at another hierarchical level. The processing results that show the selection of online promotion strategy scenarios are obtained from vertical processing

4. RESULT AND DISCUSSION

Company Promotion Mix

According to the Manager of Pasarhosting.com, most of the promotional activities carried out by Pasarhosting.com are promotions carried out using internet online media. The base of their business activities is centered on their website, namely at www.pasarhosting.com. In addition, it is also carried out in various online media. Even so, the company also carries out offline promotions such as advertising in print media, interviews with certain parties in print media, cooperation in installing company logos at certain events and word of mouth promotions.

Table1. Company Promotion Mix

No	Promotion Mix Online	Explanation
1	Ads	Companies put banners on company websites, portal websites, IT forums, web hosting forums, and so on. The banner will be connected directly to the company website when the user clicks on the banner.
2.	Sales promotion	"Try it first, then buy it" is one of the promotional strategies carried out by the company. The goal is to attract new customers, reward old customers, increase repurchase power and increase loyalty.
3	Personal Selling	The marketing team sells by call, conference call, web cam, and so on.
4	Public Relations	Done with Live Chat from Yahoo Messenger which can be found on the company website. Customers can find out who the customer service, billing, or support team is online. This team responds to various questions from consumers.

No	Promotion Mix Online	Explanation
5	Direct Marketing	Marketing sends various promotions, service offer letters, customer information and so on via customer e-mail.
6	Interactive Media	The company's website, www.pasarhosting.com, is an interactive medium. The website is not only used as a company profile, but also as a forum for information needed by consumers. Starting from ongoing promotions to the packages provided.

Pasarhosting.com's Current Online Promotion Strategy

Pasarhosting.com, which operates as a web hosting service provider, has implemented an online promotion strategy in running its business.

The promotional strategy applied is adjusted to the company's situation and conditions and sees the opportunities and opportunities that exist in the market. One of them is online promotion to existing customers, done by sending newsletters or direct mail to customers. Search engine optimization (such as Google) is always strived to make it easier for consumers to find Pasarhosting.com's presence in the online world. One of them is to improve SEO (Search Engine Optimization) by finding out what keywords are often used by internet users to search for web hosting services on Google.

Pasarhosting.com is also figuring out what strategy to implement next from Google Analytics. The analysis obtained through this system can find out with certainty how many people visit the website, what content is clicked the most, the total visitors for a day, a month or a year. Pasarhosting.com can find out from any city or country, where potential clients come from.

In addition, according to the times, the company is also active in the world of Social Media. Through its @PasarHosting account and Facebook Fan Page, the company is able to have an emotional closeness with its loyal and potential clients. From marketing through social media, the support team can answer

questions directly asked by clients. The faster and more precise the answer given, the more satisfied the client will be and feel close to Pasarhosting.com.

Analysis of the Elements of Alternative Online Promotion Strategies

a) Factor Element.

Pasarhosting.com's online promotion strategy is influenced by six factors, including human resources (HR), competitors, segmentation, targeting, positioning, technology, market analysis and timing. These six factors are related in determining the preparation of Pasarhosting.com's online promotion strategy activities

b) Actor Element.

The decision making of Pasarhosting.com's online promotion strategy involves five actors, namely the CEO, Marketing Communicatin (MC), Infrastructure Manager (IM) and Internal Staff (IS) who are internal actors who are in the same company and have the same goals. Consumers (KSM) are external actors who influence the formulation of Pasarhosting.com's online promotion strategy policies

c) Elements of Purpose.

Pasarhosting.com has a goal to achieve. One of the tools to meet these goals is the right online promotion strategy. The goals that Pasarhosting.com wants to achieve are to increase sales of Pasarhosting.com domains and hosting, make it easier for customers to get information about Pasarhosting.com's services and promotions, have a competitive advantage to achieve the best success in similar industries, and create a good company image.

d) Alternative Online Promotion Strategies Pasarhosting.com.

In carrying out online promotions, Pasarhosting.com runs several marketing strategies on Social Media (A1), Search Engine Optimization (A2), Webvertising (A3), Direct Promotion via E-mail (A4), Web Experience (A5)

Results of Vertical Data Processing in AHP

Based on the results of the AHP analysis regarding preferences for factors it was found that in general, stakeholders at Pasarhosting.com prioritize the Competitor (P)

factor in developing online promotion strategies with a weight of 0.241. The increasing number of competitors who have a marketing strategy that is also no less good, makes Pasarhosting.com look for ways not to lose in the world of competition.

The Market Analysis Factor (AP) with a weight of 0.212 is the second most influential factor in the formulation of Pasarhosting.com's online promotion strategy policy. The right market analysis is the capital for a reliable marketing strategy. From this market analysis, actors can develop the best marketing strategy regarding time, media, segmentation, type of marketing, to what products will be featured.

The third important factor that must be considered in the preparation of Pasarhosting.com's online promotion strategy is STP (0.183). STP is something that must be prepared after the company gets the right market analysis. For this reason, so that the strategy that is made is right for its implementation, it is necessary to study the segmentation, target, and position of Pasarhosting.com services.

Technology (0.164) is the fourth factor that influences the formulation of Pasarhosting.com's promotional strategy. Technology that continues to develop requires a company to keep up with the times. Especially for companies that have the main segmentation of Netizens who are always updated with technology.

Availability of time (0.131) is the fifth factor that influences the preparation of online promotion strategies. Sufficient time allows a more mature and good quality promotional strategy to be drawn up. With technology that continues to advance, companies must also prepare human resources who are able to use this technology. For this reason, HR is the sixth factor (0.069).

The actor who is considered the most influential in determining the factors and formulating the online promotion strategy of Pasarhosting.com is the CEO (0.402). The CEO's priority is very high because at Pasarhosting.com, the CEO directly oversees the divisions, managers and staff who work in the company. CEO has a big role in monitoring competitors and customers of Pasarhosting.com which is useful for developing online promotion strategies. Everything related to the company, including

the strategy that will be carried out by the company must also be approved by the CEO.

The actor who has the second priority in determining the alternative online promotion strategy of Pasarhosting.com is the Communication Manager (0.289). The Communication Manager plays a major role in determining the online marketing strategy, because the communications division that carries out each strategy is under the leadership of the Communications Manager.

The third actor is the consumer (0.143). In this era of free communication, it is possible for consumers to actively participate in providing input, suggestions and criticism. The existence of social media and the opening of Pasarhosting.com in internet forums makes it easier for customers to interact directly. It is from consumers that Pasarhosting.com can find out what trends are developing, so that it becomes a reference for the company to be even better.

The actor who has the same relative influence as the consumer is the Infrastructure Manager (0.118). This actor helps the company to carry out each of its strategies. In the hands of this actor each strategy will be assessed, whether it can be executed in the system or not. Therefore, every suggestion, input and criticism from the Infrastructure Manager is very helpful in achieving the company's goals.

Internal Staff is the actor who has the smallest weight that is equal to 0.049. Pasarhosting.com staff is the executor of the company's planned promotional strategy. Also from the staff, it is known that consumer feedback on the strategy that is being carried out by Pasarhosting.com. Staff must have special skills, mastering technology that is able to support the online promotion system.

Increasing Pasarhosting.com domain and hosting sales (0.475) is the most desired goal in implementing Pasarhosting.com's online promotion strategy. Business-oriented companies will definitely try to increase their sales in order to make a profit. The right promotional strategy will lead customers to choose Pasarhosting.com as the only trusted company selling domains and hosting.

The second objective that underlies the formulation of an online promotion strategy is to make it easier for customers to get information about the services and promotions

provided by Pasarhosting.com (0.348). If information about domain and hosting sales is easily found by potential consumers, it will be easier to attract customers to choose Pasarhosting.com.

In third place, 0.119 went to the goal of having a competitive advantage to achieve the best success in the industry. Competitive advantage makes the competition more healthy and tight. If a company has a competitive advantage, it is very easy for the company to survive or even be in a superior position compared to similar companies.

Maintaining a good image of the company with a weight of 0.058 is the answer that although it has a small weight, this goal is one that is taken into account by strategists. By maintaining a good image of the company, customer trust will increase. The online promo strategy that will be implemented must be able to answer these four objectives so that the planned strategy can be successful.

. All the alternative Pasarhosting.com online promotion strategies that are executed properly will have a good impact on the development of the company. The main online strategy that can be applied is promotion through social media (0.365).

The high number of online activities, especially on social media, has also increased the number of users accessing social media. There are also many business beginners who start their business in the realm of social media and have proven successful because of the large market in the world of social media. Not only that, marketing on social media does not require large promotional costs. Creativity and consistency in managing social media content are the main capital that can maintain customer trust to continue to subscribe to services.

Search Engine Optimization is the second priority with a weight of 0.348. This figure is slightly adrift with the first alternative strategy. Netizens or the internet community will easily get information about our company if the company name or company website domain can appear at the top on the first page of search engines such as Google.com, Yahoo, and Bing just by typing keywords related to the company. The sooner customers get access to information about our company, the access of competing companies can be limited.

Another alternative is webvertising (0.101). An example of this strategy is the

existence of banner ads that appear on other people's websites. This is a great way to increase advertising with minimal costs. It's also a great way to find out how many people are interested in visiting the company's website.

Another promotional strategy that can be done is to increase the Webexperience of customers (0.097). An attractive and easy-to-use website and fast access to the website will give more value to the company. Customers will easily access any information provided by the company, if the company's website has these things.

Direct Promotion via e-mail was ranked fifth (0.089). E-mail or newsletter will be more effective with old customers, because sometimes customers who are not familiar with the company's services will feel disturbed by promotions via personal e-mail. However, the existence of a newsletter via email will make customers remember more about Pasarhosting.com.

Pasarhosting.com SWOT Analysis

Based on the results of interviews with related parties, the Pasarhosting.com SWOT analysis was obtained, namely:

a) Strength

1. 24/7 Online Support.
2. Competitive price.
3. Has three hosting servers in Indonesia, Singapore, and the United States.
4. 99.9% Network Uptime.
5. Have a Reseller and Affiliate program.
6. Easy site management.

b) Weaknesses

1. Lack of promotional activities.
2. Lack of sales team.
3. The site is less active in providing updated information

c) Opportunity

1. Have a Blog.
2. Variation of sales program.
3. Increasing number of internet users.
4. Advances in internet supporting technology.

d) Threats

1. Information about IT is always changing.
2. Hacker attacks.
3. Threats from new entrants from both domestic and foreign companies.

Based on the analysis of the company's internal and external factors, a SWOT matrix was obtained (Table 9). The SWOT matrix describes the strategies that the company can

implement to deal with opportunities and threats in accordance with its internal factors. SO strategy is based on the strengths the company has to take advantage of opportunities. The strategy that Pasarhosting.com uses in this condition is to optimize promotional activities. Promotional activities can be in the form of sending emails, advertising and search engine optimization. The use of search engine optimization is the best alternative in promoting. This is shown in the analysis of promotional alternatives companies using the AHP method. The use of Search Engine Optimization gets the highest priority in the selection of alternatives. The second strategy is to collaborate with search engines in optimizing and utilizing online in the development of Science and Technology (IPTEK).

The WO strategy is made by taking advantage of existing opportunities and maximizing strengths through good site management. Bukukita has competent employees in the IT field, so the company can optimize the capabilities of its employees to create selling-value virtual store fronts. In addition, companies can increase consumer loyalty through the virtual community that they currently have. Bukukita not only actively fills the company's blog, but also opens book lovers forums in several virtual communities.

The use of virtual communities to communicate with consumers can increase trust in companies and help purchase decisions. Another strategy that can be used is to socialize through various media regarding online book sales.

ST strategy can be carried out by the company by carrying out activities that can increase company profits. Sales increase can also be done through promotional activities. In addition to consumers, companies can also use publisher-oriented promotional activities, for example to promote

book collection. Another strategy is to introduce an online book subscription program to individuals and companies that already have an IT system. Through the subscription program, companies can increase the number of repeat buyers.

The WT strategy is carried out to minimize existing weaknesses and avoid threats. In this case, the company can recruit experts who can assist the company's operational activities such

as for the management and administration. Skilled workforce is needed to maintain information on the site and manage the company. Competent employees are expected to help the company to face today's competition. Companies can also conduct partnership programs with similar companies as an effort to strengthen cooperation networks. Partnership programs can be in the form of banner exchanges or joint activities.

Managerial Implications

Based on the results of research using the AHP method, it can be concluded that this company places more emphasis on controlling and evaluation, so that the managerial implications are:

1. Human Resource Management

CEO as the most influential actor in the formulation of the company's online promotion strategy. CEOs should pay attention to every aspect related to online promotion strategies. The CEO can facilitate the company's HR with good quality understanding of technology by way of training and updating the latest technology. Good coordination between the CEO, managers and internal staff of the company will create an effective and efficient online promotion strategy.

2. Marketing Management

Based on the results of research using the AHP method, it can be concluded that effective online promotion strategies include social media, website promotion, logo branding, 24/7 live chat and advertising/banners in online media. From these results, there are two alternatives that are run almost in balance, namely Social Media and Search Engine Optimization (SEO).

Social media that has been formed more than one (facebook and twitter) is a company asset that can be used to increase sales. Off line activities carried out by the company can be shared through social media. It aims to increase friendships and networks in cyberspace while increasing the number of potential customers. In this media, companies can also create interactive games with prizes for domain-hosting packages and various types of prizes that can attract customers' attention. Another alternative that has the greatest weight is SEO. Increasing the SEO of a company is a smart way to deal with the increasing number of competitors who are popping up with almost

the same products. Improved SEO by multiplying articles containing keywords related to the world of domains and hosting. Website links must also be widely circulated in cyberspace so that more and more people can access and increase company website traffic. Other alternatives such as webvertising, newsletter/email marketing and webexperience can be done flexibly in the sense of adjusting to the needs and goals of the company.

3. Production and Operations Management

The company is supported by the availability of three servers in the United States, Singapore, and Indonesia. The existence of these three servers is a company advantage, so that customers have hosting that is easily accessed by their market segment. The support from the "Online 24/7" support team also provides maximum convenience and service to customers, thereby providing added value to this company.

4. Financial Management

Online promotion through social media is the cheapest way to increase sales because it only requires electricity costs and the salaries of the human resources who manage the social media accounts. Registration for social media accounts is free. Promotion in this way reduces the company's promotional costs which have a positive impact on the company's financial efficiency.

5. CONCLUSION

- a) Pasarhosting.com's online promotional strategy activities include social media, website promotion, logo branding, 24/7 live chat and advertising/banners in online media.
- b) There are five (5) factors that make up Pasarhosting.com's online promotion strategy, namely Competitors, Market Analysis, STP, Technology, Availability of Time and Human Resources. Competitors have the highest influence in determining Pasarhosting.com's promotional mix; The second priority is the Market Analysis factor; The most influential actor at Pasarhosting.com is the CEO; The most desired goal is to increase sales of Pasarhosting.com domains and hosting.

- c) The best alternative Pasarhosting.com online promotion strategy to implement is promotion through social media, followed by SEO, webvertising, web experience and direct promotion via e-mail.

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