



**THE TECHNOLOGY STRATEGY IN WEBSITE COMMUNICATION
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Abstract

The competition faced by the company is an obstacle to achieving business goals in order to maintain the growth and survival of the company. System Strategic planning of information systems and information technology which refers to business strategy must be adapted to the company's business processes. The process of finding the future application portfolio is preceded by the discovery of business strategy, IS/IT management strategy and Website strategy. This will lead to the acquisition of fast, accurate and up-to-date information that is needed for decision making. The basic capital in the realm of computerized information systems is an innovation better known as electronic computers and the internet. This study tries to dissect the strategy of systems and technology on website communication media in increasing business activities. The use of the literature study method brings together several important studies from the perspective of the world of communication and economics, and will be linked in a more comprehensive manner. The results of the literature study illustrate that the increase in business communication supported by the website cannot be separated from the concept of information quality. A more visible result is a new concept of design management that emphasizes technical to socio-cultural considerations.

Keywords: Information System, Information Technology, Website, Business Communication



INTRODUCTION

Information systems and technology are demands for companies to be implemented in order to compete with competitors who also use them as a tool to achieve competitive advantage. Information systems and technology must be in accordance with business needs and aligned with company strategy and objectives. The number of information system applications that exist in the market requires companies to plan the system and technology that will be used. The existence of a well-planned strategic planning of information technology and systems is expected to assist the company in achieving its business goals. The achievement of these goals must be supported by all parts of the company so that it can create a value chain that will provide margins for the company.

Business activities are currently the subject of discussion and become a routine that is close to the community. Daily activities do not only focus on routines that have been ingrained since childhood, but also expand their wings to provide opportunities to develop themselves to be in business, become actors, policy makers to become people who are able to elaborate an activity to earn income. If you look back at business activities in the community, it is not only limited to businesses that emphasize face-to-face meetings, but also can take advantage of fantastic technological developments, namely using websites or optimizing existing social media. It is certain that the routines of the community must be arranged in such a way, so that they remain focused on the goals to be achieved. Apart from governance, each of which has a different strategy, professional management is an integral part that cannot be separated. The community recognizes a management design, is a process and is related to business decisions that are determined and the existence of sustainability by



implementing an innovation. Sustainability is also related to the creation of a product, bringing up good service standards and being redesigned and organized all the time. Of course, the goal is to create quality in the pace of a business. Meanwhile, people are now aware that there is a pretty good collaboration in the field of design management involving the development of information technology. Indeed, the presence of a technology is to be a complement to people's lives, not to replace the position of physical community activities. But more on the emergence of a contribution to a more structured mindset and behavior. Design management in business activities involving the internet, for example, is able to focus on managing strategies to efforts to improve the quality of business activities. Business activities that involve website communication media, raise the understanding that design management is one of the actions that gets a priority to choose practical steps and an anticipatory step to problems that arise in the near future or without planning. If design management is related to strategic goals for the company, then there is a task carried out by business people to determine which design management is a mainstay or a top priority.

The policy of determining this design pattern has a strong relationship with the existence of human resources who manage it, both in the process and practical steps to make an innovation. Design management is a concept that moves to produce a work with technological aids so that it can meet market needs. Design management on website communication media does not only move slowly, but the ability to optimize every existing feature and make breakthroughs is certainly a role model favored by the community. Operational policies are not a barrier to creativity, but they are a motivator and controller for



the pace of a business. Design management is unique and demands to always be creative and innovative but not to violate the established corridors in the business world. Signs at the application stage are normatively important.

LITERATURE REVIEW

IS/ IT Strategy

According to Ward and Peppard (2002, p.44), "Information technology strategy is a strategy that focuses on establishing a vision of how technology can support in meeting the information and system needs of an information." Companies need strategic planning for the development of IS/IT resources for several reasons, namely helping to communicate the company's future to other parties in the organization, helping business managers and IS/IT experts make decisions about how IS/IT will be directed to help the company's business, and the results of IS/IT planning can help allocate existing company resources to IS/IT projects that are important and beneficial to the company (Jogiyanto, 2005, p.320).

The framework model of the strategic planning of systems and information technology according to Ward and Peppard (2002, p.154) (Figure) is as follows: (1) Inputs - as inputs in strategic planning of systems and information technology, consisting of: The Internal Business Environment is the business strategy used today, the goals, resources, processes, and organizational culture and values of the business itself, The External Business Environment includes the political, economic, social, technological, industrial, and competitive climate in which the company operates, The Internal IS/IT Environment is the IS/IT view of today's business, the company's experience in



business, the scope of the business, and its contribution to the market, the company's capabilities, resources within the company and the technology infrastructure used. The current portfolio application of systems that are running and systems that are under development or not yet developed but has been planned for the company and The External IS/IT Environment includes technological developments and existing opportunities, as well as IS/IT used by other parties, especially consumers, competitors and suppliers; (2) the IS/IT strategic planning process, the process by which the information obtained, as well as the results of the analysis obtained from the inputs, will be processed to produce outputs; (3) Outputs – is the result of a process that includes: (a) IS/IT management strategy, namely the general elements of the strategy that will be applied to the organization as a whole to ensure policy consistency based on needs; (b) Business IS Strategy, namely how each unit can utilize IS/IT in achieving its business goals. Business IS Strategy includes a portfolio of applications to be developed for each business unit and model; explain the information architecture of each unit and (c) IT Strategy, namely the strategies and policies implemented to regulate the use of technology within the company and manage the resources of expert technicians; (4) Future application portfolio – details that explain the proposed application that the company will use in the future, to integrate each unit of the company and adapt technology developments to the company's development; (5) current application portfolio – details on information system applications currently being implemented by the company, by looking at the advantages and strengths obtained by using these applications and looking at existing application support for operational activities and strategic planning of systems and information technology for



companies to face competition and the market today.

The Importance of Websites for Increasing Commercialization of the Business Sector

The privilege of people who are engaged in business by utilizing information technology is the opening of greater opportunities in reaching the community and being able to introduce products/services easily. Today's society is the target of businesses that use the internet as an advertising medium, so they are considered the primary target group. If studied further, it shows one advantage of the website when it is able to carry and wrap information in an interesting way. The goal is not always a direct purchase decision, but rather an effort to instill people's minds about a product/service. In a certain period of time the public's memory is focused on the products/services that are carried through the website. Business management by involving the website is considered an activity to manage the website aimed at increasing work efficiency so that it has a decent appearance. The style of writing language and the presentation of accurate information can be utilized optimally by the user (Triono et al, 2017:76).

At present, technological advancements, or identical to the concept of telecommunications, are recognized as providing support for the use of the internet as a medium for conveying and obtaining information, especially those that can support business. The current use of the website itself in the business realm will change the function of the information exchange tool into a medium to support business applications (Kunaefi, 2021).



RESEARCH METHOD

This study uses a literature review method from various books and journals. The combination of books and journals is used as the main source by analyzing cases or social phenomena related to the web and communication technology. This literature study uses a framework of thinking as a systematic reference in order to produce a more up-to-date study.

RESULTS AND DISCUSSION

The development of the macro environment consisting of technology, social and economics has an influence on the mindset of the generation that will be born in the eras to come (Suryani, 2013: 250). This is of course seeing that each generation will have a different behavior. The generation that is synonymous with the widespread use of the internet in daily life is Generation Y. Each generation has its own inherent characteristics, so that it has the ability to realize ideas into a work and can be recognized by the community.

Digital transformation is in front of society, and sophistication has many benefits, especially in the business world. Technology is presented as if cutting time when business used to be synonymous with hard work to get customers in the long term. Currently this technology is here to save time, effort and cost. A sense of optimism to be able to optimize a series of business strategies continues to be heard, because businesses must be able to adapt to developing technology. Mainly in this case is the field of business communication. It is undeniable that the development of the internet, followed by rapid developments in the telecommunications sector, will have an impact on the behavior of business people. Each will offer attributes that complement the strategy in doing business, and will further position its products and services in the midst of



society.

This condition is of course when the community also has the ability to access social media networks and make the media a bridge to build relationships with other communities. The use of social networks, websites can also be seen from day to day the direction of increasing their use so that they have a correlation to open up opportunities for marketers and parties who will support the marketing process. Marketing is a social process that places individuals or groups to the wider community to get what is needed. This desire can be realized when one party attempts to create or exchange a product or service with another. If a transaction occurs, then in the process of the emergence of a desire, there is a product that is considered in the realm of thought until introduction, it is possible for a transaction to occur until there is a purchase decision. Marketing communications that were carried out several periods ago, saw that direct forms of communication became an effective medium. But now, with the development of society that cannot be far from technology, it has created a new civilization that looks more at the power of technology in presenting fast, accurate and interesting information. Optimizing the use of the website to support marketing strategies does provide great benefits if it is able to mix and match media access and mobilize content appropriately.

The website provides strong access throughout the world, so it can be accessed quickly and precisely. As visitors, of course, the public will be able to select and sort out useful information that can be used appropriately, and trim information that is not important. Even though the use of the website is increasing, what cannot be abandoned is the establishment of social relations



that are developed jointly in socio-economic activities, and considers the importance of efforts to distribute the economy (Saudah, 2018: 140). The social relations that are formed provide an affirmation that the sophistication of a technology, still has not been able to leave the desire to interact personally or directly. At a certain level, where someone believes that the relationship is formed from the contribution of the media, and tries to shift the meeting personally directly. Meanwhile, for some existing parties, technology can also be used to communicate with each other, for example through video call features owned by mobile phones or computer devices. In the past few years, positive values have grown from relationships built with the help of communication technology.

The rise of communication technology in the midst of society shows a real change in various business fields (Saudah, 2018: 104). The web site seems to combine print and visual publications. The level of website visits is also for various reasons, for example the hosting used, the technical capabilities of the internet service provider and several other things. The presence of the internet can be an example that can show that internet technology is a product of human civilization, which can create new forms of culture and society (Pratama, 2017:11). The presence of internet forums, social networks, blogs, etc. is the impact of the emergence of technology that has changed the civilization of society. Engagement in the virtual world has become something that is so fun that business patterns are growing that can never be separated from technology. Ease as if obtained when the touch of this technology is getting stronger. To increase business activity, of course, also refers to the efforts of service providers to develop interesting content. The common thread of improving services in the



business sector with visits from the public of course leads to an understanding that something is being exchanged. The current exchange system does not only rely on the principles of exchange based on a perceived need and a desire to exchange, but of course involves the exchange process carried out between interested parties (Rudito, et al, 2007).

So far, it is understood that market opportunities are not always significant with the supply of goods and services, thus requiring all parties to innovate in the business sector. The communication perspective tries to see this as an opportunity, because with structured management, business activities can run well. Business communication in the digital era is very crucial, because with the speed of communication, it seems that it demands effective communication, eliminating obstacles with various existing aspects.

The role of business communication in this digital era demands the creation of interesting content so that it can provoke interaction in the community with managers both in small and large scopes. There are many forms of online communication, and skills in processing content are more dominant than face-to-face skills which emphasize good communication skills. If the emphasis is on design management which is later expected to increase business activities, then there are several things that must continue to be optimized, one of which is responsiveness.

In line with the speed of technology approaching the community, of course users do not want to linger waiting for an answer when starting to communicate with the manager. One of the most basic things is the ability to communicate in cyberspace is an absolute competency that must be owned by business people. With an effort to identify each user who responds to the



information posted, it is an effort to be able to reach out so that later purchasing decisions can be carried out properly. Utilizing a website to market products/services is a marketing concept that will steal attention in a virtual world. Of course, there must be a difference compared to others, and it must be carried out continuously or continuously. This further strengthens the product's position in the market. After all, design management on website communication media is a step taken to be more competitive by digitizing business.

The digital era has merged into people's lives, so there are many business opportunities and challenges faced. Even though there is freedom and speed of information, it is still necessary to try to assemble a professional management, because opportunity is good news for business managers. Performance management must be a strong support base for business implementation in the digital era. Bacal in Wibowo (2014:7) explains that performance management is a communication process that is carried out continuously in partnerships involving employees to direct superiors. The communication process itself in this case leads to activities aimed at building clear expectations and growing understanding of the work being done. Performance management is an ongoing process, so finding a more systemic strategy by leveraging the presence of technology. Strategic planning must be carried out from the beginning to be able to formulate to evaluate the work steps taken.

The technology that is present requires business people to be more adaptive to the various consequences that arise. This of course returns to professional human resources in managing the selected technology. By looking at the desires of the community which change from time to time, demanding something new and fast is certainly understood as a complexity that must be



answered and resolved by business managers. The challenges that exist seem to require business people to innovate in creating products/services to produce something that is unique but still beneficial for the community. The maximum profit in the future must be calculated in such a way because it has been able to integrate technology with human resources without any limitations of space and time.

One thing that must also be understood is the collaboration that is currently being carried out by many business people. It is not the dominant competition that emerges, but the ability to seize opportunities. The ability to persuade must also emerge, because persuasion is a very important part in all businesses, and online selling is more challenging than other forms of persuasion (Guffey et al, 2006:56). For this reason, special techniques are needed to achieve the goal.

CONCLUSION

Optimization of design management which is deeply rooted in business activities provides space for human resources to produce works of high value because it involves strategy and develops creativity and manages an effective and efficient system. Design management on website communication media is a comprehensive activity because it aligns design strategies and organizational interests to increase business activities. This is only to bring up new methods and find solutions that are according to market demand, because they ensure design quality to design consistency. All of these not only put technology as a business foothold, but also the ability of human resources to design content to evaluate it on an ongoing basis.

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