

COMMUNITY BASED COMPETITIVENESS: A LESSON FROM THE DEVELOPMENT OF IT INDUSTRY

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ABSTRACT

Being exclusive is no longer categorized as a competitive strategy in this globalization era. Current literatures argue the importance of community based marketing strategy. The increase number of Facebook as well as Blackberry users are several examples of the application of community based strategy applied by those players. In order to regain its position, players that are removed from the competition should find a way; not by shattering those built communities, but by being a part in those communities. This strategy was once taken by mobile phone operators and internet messengers by establishing the cross messaging feature among different operators. Through this study, author will review some literatures on community based competitiveness as well as integrate them with some facts occurred in the market. The result will provide some conclusion and recommendation for mobile phone manufactures in encountering Blackberry's moved, especially in Indonesian market. Finally, this community based strategy is expected to be applied not only for corporate marketing strategy but also others, such as supply chain and organizations' operating system.

Key words: *community based strategy, competitiveness, information technology*