Abstract

This study aims to help PT. CiptaEdu Kreasi develops web-based marketing system to expand marketing territory and to gain Competitive Advantage through the development of e-marketing applications. Research methods used include literature study, observation, interview, SWOT situation analysis, Strategy e-marketing analysis and seven stages systems analysis of internet marketing. Result of research is in a form of e-marketing application functioning as to market the products and services in the field of educational ICT training. Website serves as a means of communication and information, which can accommodate suggestions and opinions of customers. The existence of e-marketing applications in PT. CiptaEdu Kreasi eliminates geographical limitations, expands marketing territory, saves time, cost, and human resources in marketing. (C)

Keywords: Competitive Advantage, e-marketing, seven stages of internet marketing, website, marketing system, strategy analysis.