

ABSTRACT

A print media company is currently experiencing a decline sales phenomenon that prompt a lot of print media shut their company. That situation happened caused by a digital technology which slowly displace a print media that used to be the sole platform of finding a news. Tabloid Wanita Indonesia and Femina Group are part of a survived print media company at present. Both of them are now in a middle of a digital technology acceptance process in each company. Tabloid Wanita Indonesia and Femina Group currently still producing a print media regularly. This research aims to understand the process of technology acceptance in a survived print media, to understand the driving factors of a company's digitalization , to understand the factors that leads to a different time periods in the process of receiving digital technology at both company, to ascertain Tabloid Wanita Indonesia and Femina group's current condition and situation, to ascertain the reasons of why both company are still survived in this digital era and knowing the strategies within it.

This qualitative research uses a Technology Acceptance Model as it's theory. There are four main variables in this theory that influence the actual use of technology. The Variables are Perceived Ease of Use, Perceived Usefulness, Attitude and will form a Behavioral Intention which will lead to the actual usage of technology. To answer the question of how both companies survived in this phenomenon, this study uses a Change Management Theory in a Marketing Perspective.

The findings of this study shows the factors that drives both companies perform a digitalization, shows a diversity in a various driving factors of technology acceptance in both companies, shows the motives of technology accepting's degree in both companies and also shows the strategies used by both companies to survive in the digital era where both companies are still producing their printed media products.

Keywords: Qualitative, Technology Acceptance Model theory, Print Media, Digital Media, Digitalization, Change Management Theory.