

## **ABSTRACT**

*This research is developed to study the manufactur firms' about manager strategic response in order to face ACFTA. This study describes the influence between competitive strategy typology and information technology maturity with manager strategic response to ACFTA. The manager strategic response is reflected by the firms' willingness to increase the information technology investment*

*Data was collected direct from manager of PT Pupuk Kalimantan Timur as decision maker. Base on the data was collected get 50 respondent from this research.*

*According to a survey of PT. Pupuk Kalimantan Timur in the manufactur industry firms', competitive strategy typology and information technology maturity influence with manager strategic response in order to increase the information technology investment.*

**Key words:** *ACFTA, competitive strategy typology, information technology maturity, respons strategic*