

**ANALYSIS OF IMPROVED CORPORATE PORTAL
FOR BETTER INFORMATION AND KNOWLEDGE SHARING
A CASE STUDY OF PT. XYZ**

By

Catherine Cecile Kosasih

A Bachelor's Thesis
Submitted to the Faculty of

BUSINESS ADMINISTRATION

in partial fulfillment of the
requirements for the Degree of

SWISS GERMAN UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION

SWISS GERMAN UNIVERSITY
Campus German Centre
Bumi Serpong Damai – 15321
Island of Java, Indonesia
www.sgu.ac.id

August 2008

Revision after the Thesis Defense on 29 July 2008

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, not material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Catherine Cecile Kosasih

Date

Approved by:

Gunawan Zuardi, M.Sc., Thesis Advisor

Date

SWISS GERMAN UNIVERSITY

Samuel PD Anantadjaya, MBA, Thesis Co-Advisor

Date

Chairman of the Examination Steering Committee

Date

Catherine Cecile Kosasih

ABSTRACT

Analysis of Improved Corporate Portal for Better Information and Knowledge Sharing
A Case Study of PT. XYZ.

By

Catherine Cecile Kosasih

SWISS GERMAN UNIVERSITY

Bumi Serpong Damai

Gunawan Zuardi, M.Sc., Thesis Advisor

Samuel PD Anantadjaya, MBA, Thesis Co-Advisor

The purpose of this thesis is to analyze the use of improve corporate portal for a better information and knowledge sharing among employees. A case study of a corporate portal developed by PT. Synetcom Lintas Buana for PT. XYZ is used and analyzed.

In the theoretical part, the different studies related to portals in general, corporate portal, information and knowledge sharing, and productivity are analyzed. Informal interviews and questionnaires were conducted in Jakarta and Pongkor, to support this study.

The main subject of the empirical study is to analyze the improvement in information and knowledge sharing by using applications available in this corporate portal. All applications are explored further to verify that the corporate portal helps improving information and knowledge sharing in a company. The second subject is to investigate productivity effects in terms of time saving for employees by using this corporate portal.

This study concludes with some practical suggestions for companies who want to implement a corporate portal.

DEDICATION

This thesis is dedicated to my parents

Thomas and Judith Kosasih

who always supported my endeavors.



ACKNOWLEDGMENTS

First of all, I would like to thank God for His blessing and guidance. Without Him I would not have been able to finish my thesis on time.

I would like to express a special word of thanks to my family and colleagues who always listened to my ideas and offered encouragement when it was most needed.

A special thanks to my mother for her help with the proof reading.

I also owe an enormous debt of gratitude to Mr. Gunawan Zuardi, my thesis advisor who has guided me during my thesis work. And a big thank you also to Mr. Sam PD Anantadjaya, whose insight and expertise guided me a lot in completing this thesis.

My acknowledgement and thanks to Mr. Satya Sanjaya, project manager of this corporate portal, and PT. Synetcom Lintas Buana for giving me the opportunity to be part of the corporate project team for the past 4 months. Thank you to all staff members in PT. XYZ for all their guidance and direction.

A special thank you to all the lecturers and staff of the Faculty Business Administration at the Swiss German University for all their suggestions and assistance.

Finally, any criticism as well as comments will be welcome as I know this thesis is far from perfect.

TABLE OF CONTENTS

STATEMENT BY THE AUTHOR.....	2
ABSTRACT.....	3
DEDICATION.....	4
ACKNOWLEDGMENTS.....	5
TABLE OF CONTENTS.....	6
LIST OF TABLES.....	8
LIST OF FIGURES.....	8
LIST OF FORMULAS.....	10
CHAPTER 1 - INTRODUCTION.....	11
1.1 Background.....	11
1.2 Research Problem.....	12
1.3 Research Objectives.....	12
1.4 Significance of the Study.....	13
1.5 Limitation of the Study.....	13
1.6 Organization of the Study.....	14
1.7 Research Questions.....	14
CHAPTER 2 – LITERATURE REVIEW.....	15
2.1 Portal.....	15
2.2 Corporate Portal.....	18
2.3 Information and Knowledge Sharing.....	23
2.4 Productivity.....	28
2.5 Determining Benefits and Costs of a Corporate Portal.....	29
CHAPTER 3 – METHODOLOGY.....	31
3.1 Systematic Plan.....	31
3.2 Problem Definition and Analysis.....	31
3.3 Setting Objectives.....	31
3.4 Research Design.....	32
3.5 Data Collection.....	33
3.6 Data Analysis.....	36
3.7 Conclusion and Recommendations.....	37
3.8 Research Timeframe.....	37

CHAPTER 4 CASE STUDY - PT. XYZ.....	38
4.1 The Company - PT. XYZ.....	38
4.2 IT Tools used by PT. XYZ.....	41
4.3 Prior PT. XYZ Corporate Portal	41
4.4 Corporate Project Timeframe.....	43
4.5 Goal of Implementation of the New Corporate Portal.....	46
4.6 Analysis of the New PT. XYZ Corporate Portal	46
CHAPTER 5 – RESULTS AND DISCUSSION.....	87
5.1 Prospective User Description.....	87
5.2 Productivity.....	92
5.3 Costs and Benefits.....	94
5.4 Usefulness.....	103
CHAPTER 6 – CONCLUSION AND RECOMMENDATION	107
6.1 Conclusion	107
6.2 Recommendations.....	107
GLOSSARY	112
REFERENCES	114
APPENDIX 1 – CORPORATE PORTAL MENU ANALYSIS.....	117
APPENDIX 2 – QUESTIONNAIRE (ENGLISH VERSION) WITH RESULT	123
APPENDIX 3 – QUESTIONNAIRE (INDONESIAN VERSION).....	129
CURRICULUM VITAE.....	133