

## **ABSTRACT**

*INDRI DWI WIYANTI. The Technological Contribution To Support Business Strategy of Vorstenlanden Cigar Tobacco in PT Perkebunan Nusantara X Klaten Plantation Unit Business. This research was guided by SITI SYAMSIAR and SRI WURYANI.*

*The purposes of this research were to analyze the business strategy of PT Perkebunan Nusantara X Klaten Plantation Business Unit based on SWOT Matrixs, analyze the technologycal contribution of the four technology components such as technoware, humanware, infoware and orgaware. Descriptive methode was applied for this research, respondents were determined by purposive sampling method and the number of respondents were determined by quota sampling. The methods involved observation, interview and quisitionaries to collect the data. Data were analyzed by technometric model and SWOT Analysis. The results of this research showed that the highest contribution of technology was humanware 29,80 % ; followed by Orgaware 27,70 %, infoware 24,90 % and the lowest was technoware 17,60 %, further S O (Strengts-Opportunities) strategy could be applied to improve the cigar business in the PT Perkebunan Nusantara X Klaten Plantation Business Unit.*

*Keywords: Business Strategy , Technological Contribution, Vorstenlanden Cigar Tobacco*