

Abstract

After the reformation era in Indonesia, there were so many major changes including the mass media business. this will make the application of strategic management as the important competitive weapon for media corporation to survive in the future, even thriving. This qualitative and descriptive research tries to reveal what has really happened in KONTAN as weekly business tabloid for the period of five years, using the analytical tool of strategic management by Michael Porter. The result of analysis showed that KONTAN had a considerable competitive position and outstanding strategic choice as a narrow or focused differentiator. But after being implemented for five years, KONTAN failed to implement the focused differentiated strategy consistently. As a matter of fact, there were so many problems created as the consequences of inconsistency in differentiation. This condition drove KONTAN into the situation that had been warned by Porter as stuck in the middle and also pitfalls in differentiation. The bottom line was not only undermining the profitability of KONTAN, even endangering the survival of KONTAN in the future.

Key words: *strategy, consistency, stuck in the middle, pitfall in differentiation.*