ABSTRACT

The awareness to business relationship is becoming the issue in recent years. In other side, the growth of technology must be adapted by company and user. The advantage of using the technology to improve the business relationship should be a major attention by company. The growth of internet as a tool for communication should be considered as a tool for company to maintain the customer loyalty.

The secure internet system, called intranet, are proved to improve the communication within the company. Extranet as a development of intranet should be used by company as a communication bridge between company and user. By implementation of extranet, company will reduced much cost and increase the productivity. The user will also get the advantage by using extranet. They are saving their time and cost to communication with company. They could send complain or just send back the registration form by extranet.

The technology simplifies the life, but company should aware with the implementation of extranet as their business relationship strength. The readiness of user should be a consideration, such as: online behaviour, demographic, context, content and community. The company should relate those elements with the extranet elements, such as security, contents and data, and software and tools.

Keywords: extranet, business relationship, communication