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*"Industrial Revolution 4.0: The opportunities and challenges in elevating local resources contribute to develop a better world"*

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## LETTER OF ACCEPTANCE

Dear. Ms **Kadek Cahya Dewi**

The revised paper :

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Author : **Kadek Cahya Dewi, Ni Wayan Dewinta Ayuni**

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## Government Readiness and Strategies in E-marketplace Planning using SWOT Analysis and Technology Readiness Index Model

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**Abstract.** E-marketplace technology can be utilized by tourism person and government in facing the development of Industrial revolution 4.0. The development of e-marketplace requires proper preparation and strategy, including reengineering the ongoing business processes. This research took a case study in Nusa Dua which is a tourism area in Bali. The research objectives was to determine the readiness and strategies of the Nusa Dua government in e-marketplace planning by using SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis and Technology Readiness Index (TRI) model. The research was conducted by qualitative descriptive approach through observation, in-depth interview and Focus Group Discussion. The research validity was done by transferability, confirmability, credibility and dependability test. The research started from describing the SWOT with TRI model consideration, then mapping into EFAS and IFAS matrix to got the government readiness position. The research continued with government strategies formulation. Based on SWOT analysis with TRI model consideration, it can be concluded that the government readiness was in strong position to be a provider of e-marketplace. It was very possible for the government to carry out aggressive growth because they had the opportunities and strengths needed. The government strategies were Growth Oriented Strategy that built from TWOS matrix.