

Strategi kompetisi bisnis interkoneksi layanan transit di era interkoneksi cost based (Studi kasus PT. Telkom Tbk) = The competition strategy of transit service interconnection business in cost based interconnection era (Study case PT. Telkom Tbk)

Ery Anggoro Dalu, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=122918&lokasi=lokal>

Abstrak

Perubahan dari era monopoli ke era kompetisi merubah paradigma tentang telekomunikasi di Indonesia. Perubahan tersebut membawa dampak terhadap persaingan dan keterhubungan jaringan antar operator telekomunikasi sehingga diperlukan interkoneksi. Layanan transit merupakan salah satu layanan interkoneksi yang hak penyelenggaranya adalah operator penyelenggara jaringan tetap jarak jauh. Perhitungan tarif interkoneksi berdasarkan cost based telah menurunkan revenue dari penyelenggara layanan transit. Hal ini disebabkan perhitungan tarif layanan transit lebih mahal bila dibandingkan dengan layanan direct. Layanan transit memiliki kepentingan bagi operator incumbent dalam hal ini PT TELKOM Tbk, untuk optimalisasi jaringan sekaligus sebagai efisiensi network secara nasional.

Penelitian ini dilakukan dengan cara menganalisis daya saing industri layanan transit terhadap faktor faktor yang mempengaruhi lingkungan eksternal industri dengan menggunakan model 5 forces porter dan untuk mengetahui lingkungan internal agar industri tetap memiliki daya saing, maka digunakan strategi SWOT untuk menentukan strategi berdasarkan hasil analisis untuk lingkungan eksternal dan internal perusahaan. Bisnis layanan transit di era interkoneksi cost based memiliki kompetisi yang tinggi dalam industri sehingga diperlukan strategi ST (strenghts and threats) agar dapat menghadapi kompetisi. Asumsi growth rate telekomunikasi sebesar 14% tiap tahunnya akan memberikan pertumbuhan revenue bagi layanan transit menjadi sebesar 1,678 trilyun rupiah.

<hr>

The revolution from monopoly era to a competition era have changed the paradigm on telecommunication in indonesia. These causes an impact towards competition and network connection between telecommunication operators, in this case, interconnection are needed. Transit service is one of the interconnection services that are based on long distance network operator. Interconnection rate is cost based decreasing revenue from transit service, this caused by high priced transit service rate compared to direct service. Transit service has an important role for incumbent operator, in this case to optimal the network and also efficient network of PT. Telkom Tbk nationally.

These researches are based on analyzing the competition of transit service industries towards factors that persuade the environment of external and internal industries by using 5 forces porter models. In that case, SWOT strategy is the right strategy to explore the internal environment factors toward industries developing the power to compete and dealing with the environments. Transit service business in the cost based interconnection era has a high competition in industries, therefore, ST (strengths and threats) strategies are needed for the competition. Assumption of Telecommunication growth rate is 14% every year, this will developed revenue for transit service to be 1.678 trillion rupiahs.