

Studi kelayakan bisnis lisensi layanan SLJJ (Studi kasus PT. Bakrie Telcom, Tbk) = Business feasibility of long distance telephone services licensed (Study case PT. Bakrie Telecom, Tbk)

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Abstrak

Pada tanggal 28 Desember 2008 lisensi layanan SLJJ ketiga sudah diberikan oleh pemerintah kepada PT. Bakrie Telecom. Akan Tetapi menjadi sesuatu yang menarik untuk dilakukan analisa bisnis dan di evaluasi kembali, karena lisensi layanan SLJJ yang diberikan pemerintah mengajukan beberapa syarat dan komitmen yang harus dilaksanakan oleh penyelenggara lisensi layanan SLJJ.

Hasil analisa regulasi menunjukkan bahwa syarat, komitmen dan masa berlaku lisensi yang diberikan pemerintah memang termasuk syarat yang berat dan sangat berpengaruh ke aspek teknologi dan keuangan. Aspek teknologi yang mengharuskan pembangunan didaerah Indonesia timur menjadikan pembesaran nilai investasi di sisi keuangan.

Meskipun Lisensi Layanan SLJJ terancam dengan kehadiran teknologi NGN, tapi setidaknya masih bisa bertahan untuk periode lima tahun mendatang. Dan BTEL juga masih menganggap pentingnya memiliki Lisensi Layanan SLJJ karena sudah memiliki Layanan Jaringan Tetap dan Layanan SLI.

Dari hasil uji kelayakan bisnis lisensi layanan SLJJ masih bisa diselenggarakan dengan batas tarif flat minimal Rp 200,- permenit sehingga menghasilkan nilai NPV untuk pelanggan moderat sebesar Rp 57,240,586,739,- kemudian nilai IRR 25% dengan interest rate 20% dan payback periode selama 3 tahun 10 bulan.

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ABSTRACT

Since Desember 28th, 2008 Third Licensed of long distance telephone service has been given by government to Bakrie Telecom, Tbk. Will be very interesting case to do business analysis and re-evaluate those licensed because long distance telephon services government has gave to Bakrie requiring fulfillment of conditions and commitment from provider holding this licensed.

Regulation analysis result showing that those terms, commitment and time regarding this licensed given by government due to this conditions, are heavy stuff and really effecting both technological and financial aspect. In technological terms, developing East Indonesia area and make it becoming highly investing area in financial is a must.

Although long distance telephony service threaten by the existance of NGN technology, but at least it still can stand for another next five years period. And BTEL also still considering having long distance telephony service is important thing because BTEL already holding two other licensed for fixed network telephony services and international call services.

From this visibilities study on business of long distance telephony licensed showing that this business still can be afforded if the minimal tariff given to costumer is Rp 200,- /menit so it will have NPV for moderate user at nominal Rp 57,240,586,739,- then we also got value of IRR 20.7% with interest rate score 20% and payback period for 3 years and ten months.