

# Analisis Telco Operator dalam Menarik Subscriber Layanan Netflix di Indonesia dengan Menggunakan Metode Five's Porter Forces = Analysis of Telco Operators in Attracting Netflix Service Subscribers in Indonesia Using the Five's Porter Froces Method

Alqardio Fristly, author

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## Abstrak

Pandemi virus covid-19 yang melanda seluruh negara di dunia termasuk Indonesia. Kebijakan pemerintah terhadap physical distancing dan menjaga protokol kesahatan membuat keterbatasan ruang gerak masyarakat melakukan aktivitas fisik di luar. Sebagai salah satu pilihan hiburan dirumah atau disela-sela waktu istirahat kerja masyarakat cenderung menggunakan layanan video streaming yaitu Netflix. Netflix melakukan kolaborasi dengan beberapa stakeholder Telco Operator yang ada di Indonesia seperti Telkomsel, XL Axiata, dan Indosat Ooredoo. Telco Operator tersebut dalam menarik subscriber Netflix dengan memberikan perhatian khusus seperti memberikan paket akses streaming Netflix yang bervariasi. Memasuki tahun 2021 kebijakan pembatasan sosial mulai melonggar dan aktivitas sudah banyak diluar rumah. Bagaimana langkah atau strategi mendapatkan dan menarik pelanggan Netflix terutama di Indonesia melalui Telco Operator seperti Telkomsel, XL Axiata, dan Indosat Ooredoo. Oleh karena itu, Penelitian ini menggunakan metode permodelan Porter 5 Forces dengan menganalisis Telco Operator dalam menarik subscriber layanan Netflix di Indonesia. Dengan pemetaan kompetisi persaingan yang sejenis, daya tawar pemasok dan peluang terhadap Telco Operator dalam menarik subscriber Netflix. Hasil dari analisis permodelan Porter 5 Forces Telco Operator dalam menarik subscriber Netflix dengan keunggulan kompetitif dari tekanan ancaman pendatang baru dan daya tawar pemasok, sebagai indikator strategi berupa pendekatan diferensiasi produk dan kebebasan Netflix dalam menentukan pemasok dan kolaborasi antara Netflix dengan Operator di Indonesia

.....The coronavirus (COVID-19) pandemic began to infect several countries in the world, one of them Indonesia. The government of Indonesia implements on physical distancing to preventif coronavirus (COVID-19) and implementation health protocols. Refer to the policy has impact of activities outside such as prohibited gatherings and cause a crowd. Activities that are usually carried out outside are shifted to work form home. During work from home some people prefer to spend that time watching a Netflix streaming services, when their rest the time. During the coronavirus (COVID-19) pandemic, that Netflix streaming services is often used by the public so it becomes an opportunity to collaborate with Telco Operators in Indonesia such are PT. Telkomsel, PT. XL-Axiata and Indosat Ooredoo. Each of these operators trying to attracting subcsribers Netflix with special attention, such as providing various internet quota packages for Netflix streaming services. As time goes on in 2021, activities that are required work from home are slowly not being implemented and some activities are allowed to be carried out outside from home. What is the strategy in dealing with these conditions and how to attract Netflix Subscribers, especially in Indonesia, through Telco Operators such are PT. Telkomsel, PT. XL-Axiata, and Indosat Ooredoo. Therefore, this study uses the Porter's 5 Forces method by analyzing Telco Operators in attracting Netflix subscribers in Indonesia. By mapping similar competition, suppliers bargaining power and opportunities for Telco Operators to attract Netflix subscribers. The results of this study use Porter's 5 Forces Telco Operators to

attracting Netflix subscribers with a competitive advantage from the pressure of threats of new entrants and similar competitors, as an indicator of the strategy in the form of a product differentiation approach, and as well as collaboration between Netflix and Telco Operators in Indonesia.