

Analisis antisipasi terhadap perubahan stratejik terhadap lingkungan makro. Studi kasus antisipasi PT. Telkom Terhadap UU No. 36 Tahun 1999 = Analysis on the anticipation of strategic changes towards macro environment. Anticipation case study on PT. Telkom towards Laws/UU No. 36 Year 1999

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Abstrak

Analysis on The Anticipation of Strategic Changes Towards Macro Environment (Anticipation Case Study on PT. Telkom Towards Laws/UU No. 36 Year 1999)

Various pressures are faces by Telkom Tbk in the last few years, including regulative pressures especially the prevailing on Laws/UU No. 3611999 concerning Telecommunication and Blue Print of Indonesian Telecommunication, technological pressures, as well as pressures from the demands of consumers.

Those pressures compels Telkom to carryout concentric diversification - besides strengthening its old business - in order to maintain the income flow and its growth. Diversification is done by entering new segments in telecommunication sector, those are international communication (SLI), Internet, multimedia, and mobil telecommunication.

The goal of writing this thesis is to analyze the mapping of telecommunication industrial competition nationally, analyzing Telkom strategies in anticipating free competition, as well as analyzing Telkom strategies in winning the said competition.

The research method used in this thesis is descriptive analytic method, which is also qualitative research method. In order to obtain primary data, they are collected from focused interviews and as for the secondary data, they are collected through bibliographies.

In carrying out analysis on industrial environment and observing the current competition, the theory of five forces by Michael Porter is used. And mixed marketing is used to observe how Telkom creating its competitive advantages.

The result of this research is diversified strategies accompanied by mixed marketing concept focused on customers, which can extend the market, creating competitive advantages, and resulting in Telkom capable of participating in the future full competition.

In order to capture market shares Telkom must undertake alliances to optimize the resources he owns. By carrying out the said alliances, Telkom can be focused more in developing its capabilities and core competences.

