# Strategy winning in the marketplace

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Abstrak

Standar WiMAX, dengan kelebihannya mampu menyalurkan data kecepatan tinggi (sampai 75 Mbps) dengan jarak jangkau sampai 50 km, dan mampu mengatasi konsidi Non Line Of Sight (NLOS), sangat potensial diimplementasikan di Indonesia yang rnasih memiliki kesenjangan infrastruktur telekomunikasi. WiMAX dapat difungsikan untuk mendukung percepatan pembangunan infrastruktur akses, menutup kelemahan WiFi, atau sebagai solusi altematif bahckhaul komunikasi selular. Kelebihan lain standar WiMAX adalah kemampuan interoperability, yang pada implementasinya diharapkan mampu menyebabkan terjadinya kompetisi penyediaan perangkat sehingga bisa menurunkan tingkat harga.
Melalui pembahasan beberapa kelebihan di atas, pada tesis ini dianalisa implikasi ekonomis (economic analysis) dari implementasi WiMAX, khususnya terhadap perencanaan investasi dan penurunan tarif layanan kepada pelanggan. Pembahasan didekati dengan beberapa asumsi perencanaan teknis yang sesuai dan prediksi penetrasi pasar berdasarkan kondisi geografi dan demografi. Kemudian dilakukan analisa terhadap kelayakan investasi dan pengaruhnya terhadap cost base jaringan, serta beberapa simulasi terhadap prediksi penurunan harga perangkat.
Dari hasil analisa dan simulasi disimpulkan kondisi optimum secara ekonomis dan pengaruh penurunan harga perangkat terhadap penurunan tingkat harga layanan kepada pengguna.

<i>WiMAX standard, with its advantages in delivering high speed data (up to 75 Mbps), covering with radius up to 50 km, and ability of handling Non Line Of Sight (NLOS) conditions, has big opportunity to deploy on the country with vast infrastructure gap like Indonesia. WiMAX can be used to support the acceleration of access infrastructure development, complementing the WiFi disadvantages in term of distance, QoS and Security manner, or as an alternative backhaul for cellular communication. Other benefit of WiMAX is the ability of interoperability, that can be expected to accelerate the competition of equipment supply and reduce the price level.
With all the benefits above, this tesis analyzes economic implication (economic analysis) for the further WiMAX implementation, especially on investment plan and service tariff for end users. In perspective of several plan parameter assumptions accordingly and penetration prediction base on geographic and demographics profile, it will analyze the investment visibility and the influence to network cost base. It will be simulated also influence of the decreasing equipment price prediction.
From the result of analysis and simulation, it will conclude the optimum condition as economic perspectives and the impact of equipment price decrease to end users price level.
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