

## Memperbesar peluang Telkom Jakarta Timur dalam bisnis telepon internet masa depan

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### Abstrak

*Convergence of telecommunication technology development has created cheaper alternative service for the telecommunication service user's society in the form of internet telephone service. By internet telephone service entrance, Telkom, in this case Telkom Jakarta Timur, as PSTN incumbent operator and also as internet telephone service provider needs to recognize Telkom's internet telephone service position evaluated from revenue contribution, influence to revenue of SLJJ and SLI and also characteristic of user. Beside that to increase the internet telephone service business, it is necessary for Telkom Jakarta Timur to identify growth opportunity intensively. This is done by market penetration strategy, market development strategy and product development strategy using Ansoffs Market-Product Expansion Diagram.*

By implementing these strategies, the internet telephone revenue which is projected could reach Rp. 9.836.008.616,- at the year of 2010, could reach Rp 82.155.716.969,- at the year of 2010.;*Convergence of telecommunication technology development has created cheaper alternative service for the telecommunication service user's society in the form of internet telephone service. By internet telephone service entrance, Telkom, in this case Telkom Jakarta Timur, as PSTN incumbent operator and also as internet telephone service provider needs to recognize Telkom's internet telephone service position evaluated from revenue contribution, influence to revenue of SLJJ and SLI and also characteristic of user. Beside that to increase the internet telephone service business, it is necessary for Telkom Jakarta Timur to identify growth opportunity intensively. This is done by market penetration strategy, market development strategy and product development strategy using Ansoffs Market-Product Expansion Diagram.*