

La Croissance De La Revenue D'Indosat-M3 Base Sur L'Acces De Son Portail

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Abstrak

<i>Currently, in some countries the utilisation of cellualars keeps growing. This phenomenon is also accompanied by the increasing number of the cellualars providers. Like in Indonesia, there are some accompanies that will engage in this sector and commence to serve the cellualars, including Indosat-M3. From the development of the present technology, the usage of cellular is not only for a voice communication but also in the field of data and multimedia communications. This utilization of cellular technology will be little by little increasing by using SMS (Short Message Service).

In that way, the service of data and multimedia communications will be expected to be one of the essential services in cellular world, especially in business activities for giving help to those who are doing their activities in a mobile way. By those reasons, Indosat-M3, that gives service GSM 1800, has set up a portal. The company predicts that there is an opportunity to increase its revenue by taking advantage of its portal and its service ability of GSM 1800 in providing data communication service based on cellular communication to serve using.

By the existence of this portal, Indosat-M3 is expecting that the usage of GSM 1800 service will be ever more increasing due to the accession to the company's portal. The purpose of this portal is to give informations and all facilities needed in daily activity such as e-mail, of which almost all people use it, although the current accession to it through their own computers. However there are some issues to the mass utilization of the access of Indosat-M3 cellular portal. As many Indonesian people are not yet aware of using the cellular-based data communication technology, Indosat-M3 highly needs strategies for realizing the objectives by exerting all the capabilities it has to solve the issues. From those strategies, Indosat-M3 must be a leader in the cellular world, despite the difficulties in choosing the right strategies to propping up the realization of its high cellular traffic.</i>