

ABSTRACT

Telkom Indonesia is a company that has developed products, one of which is BigBox. Telkom Indonesia released a product in the big data field called BigBox, Telkom Indonesia's newest smart platform and brand, which provides big data analytics solutions and digital services for the business sector. BigBox is an end-to-end platform solution for premise, cloud, and hybrid. In the form of BigBox, which is owned by Telkom Indonesia, it can be seen that those interested in big data products still have to analyze the BigBox business development strategy in this era of digitalization because BigBox is a big data product launched by Telkom Indonesia and is relatively new.

This research was carried out with the aim of knowing internal and external factors and also providing suggestions regarding determining alternative development strategies that are suitable for BigBox Telkom. The author conducted research using a combination method (mix method), utilizing qualitative and quantitative methods in data collection. Primary data sources were obtained through interviews and weighted questionnaires, while secondary data came from books, journals, the internet, company data, and previous research. The analysis in this research uses the SWOT analysis approach and the QSPM (Quantitative Strategic Planning Matrix). SWOT analysis is used to obtain alternative strategies obtained from internal and external factors. Next, the SWOT matrix is used to produce alternative strategies, which are then determined using QSPM. The IFE (Internal Factor Evaluation) matrix and the EFE (External Factor Evaluation) matrix are also used in this research to determine the internal and external factors that influence the company. And the IE (internal-external) matrix to determine the company's business strategy position. After processing the data, it will produce alternative business development strategies that have been determined.

The results of this research produced an IFE matrix score of 3.32 and an EFE matrix score of 3.18. Then produce the IE BigBox matrix. Telkom is in quadrant I, with the recommended strategy being growth and development. Then, based on the QSPM results with alternative strategies that have been determined and are considered to be able to be implemented in the SWOT matrix, it can be concluded that the priority alternative strategy is to utilize technological advances in service marketing. This is due to the Total Attractiveness Score (TAS) value of the market development strategy, which increases cooperation with institutions or companies with the highest TAS value of 6.60.

Keywords: *Business Development Strategy of Big Data, IFE, EFE, IE, SWOT, QSPM.*