

ABSTRACT

Cloud computing is a technology that makes the Internet as a central server for managing data and user applications. This technology allows users to run the program without installation and access their personal data through a computer with internet access. With some characteristics such as on-demand self-service, resources pooling, rapid elasticity, measured service, and a broad network access, making cloud computing a current trend. With the growth potential continues to increase from year to year and different types of cloud computing services offered by many providers, we need a regulation that cloud computing services can be organized as appropriate.

This is the underlying purpose of the study to map the business model and regulatory framework of the implementation of cloud computing services in Indonesia. Before creating a regulatory framework, regulators need to know the business model of cloud computing service delivery in Indonesia. In this case, the business model that is suitable for cloud computing services is TMForum business model. This business model has five interconnected values such as marketplace, service offering, value network, technology, and financial. Cloud computing services regulatory framework created by using a business model and SWOT analysis as strategic planning stages.

There are five points as guideline in regulation recommendation formulation process. They are concern with target to achieve, resources to manage, right to protect, sovereignty to preserve, and sustainability to maintain. All of the points are used to determine the necessary policies related to the delivery of cloud computing services in Indonesia.

Keywords : *Cloud computing, TMForum Business Model, SWOT Analysis*