

ABSTRACT

Globalization and ASEAN Economic Community (AEC) to make the perpetrators of the Information and Communications Technology (ICT) industry in Indonesia will increasingly continue to race facing increasingly fierce competition. To be able to compete in the global arena, the company seeks to achieve efficiency and increase market share, one of the strategies is through a merger or acquisition. Mergers and acquisitions in the telecommunications industry in particular satellite, occurred in the area of global and domestic. Examples in Indonesia is carried merger between Indosat, Satelindo, IM3, and Bimagraha 2003; Axis Telekom's acquisition by XL Axiata and acquisitions Patrakom by Telkom in 2013.

The study entitled "Business Portfolio Strategy Formulation Patrakom Post-Acquisition by Telkom" aims to provide a solution formulation product portfolio management strategy's Very Small Aperture Terminal (VSAT) in the Telkom Group, particularly Patrakom. Primary data were collected through interviews with six experts who have at least five years of struggling competence in the satellite industry, and assess six product VSAT (VSAT-IP, IDR, DS3, STM-1, MangoeSky and Maritime). Secondary data collection of documents financial reports, and survey consultant. Validity data through source triangulation—different sources with the same technique—supported secondary data.

The results of the study of the six product portfolio show that for the Current Product Position, five products are Superior and one product, namely Maritime is Medium. As for the Next 3-Years Product Position, the six products are Superior.

Based on these results, there are two options strategy (proposed product strategy): (1) Maintained strategy, maintaining the position of the product in the future in accordance with the position of the product at this time by the way: a) Increase profits through productivity growth; and b) Establish the ability to resist the competition; and (2) Upgraded strategy, improve product positioning in the future to be better than the current one by the way: a) the maximum investment; and b) Concentration to manage the power.

Keywords: *mergers and acquisitions, product portfolio, VSAT, strategy formulation*