

ABSTRACT

The Growth of world technology information especially telecommunications world in this time accompanied by very fast telecommunications business growth. This matter is marked with many telecommunications operator. Others, its fast this business telecommunication growth also marked at the height of growth of consumer population phone, especially consumer mobile phone which is in this one decade have reached about 13 million costumers, meaning have abysmal sum up the consumer of telecommunications of fixed phone which only about 8 million consumer.

The fast telecommunications growth and consumer characteristic in Indonesia in this time, hence PT. Telkom as one of supplier of network and organizer of telecommunications service in Indonesia do the new product development innovation of telecommunications which can join assorted of value added in technology of cellular and fix phone which is adapted for a market characteristic consumer in Indonesia. Telkom Flexi represent the telecommunications solution which on the market by PT. Telkom. Telkom Flexi is service of telecommunications service voice and data base on to access the fixed wireless technologically in CDMA (Code Division Multiple Access) 2000 1x operating on frequency 1900 MHZ

Although Telkom Flexi still become the market leader at business FWA (Fixed Wireless Access) but in this time the growth of consumer Telkom flexi start downhill, Where year 2005 totalizing consumer of Flexi in Indonesia reach 4,1 million extension. PT.TELKOM have accretion of consumer Telkom Flexi in national is three of million extension in 2006, but from data until quarter 3 2006, Nowadays, totalizing consumer Telkom Flexi has been decreases, from 2.895.000 totalizing consumer in third Quarter 2005 to be 2.854.000 consumer in third Quarter 2006.

This matter push the writer to research as a mean to formulate the strategy compete the Telkom Flexi use the method of Intelligent Competitive. Intention of this research is know the correct strategy to get of best of the market share and become the market leader at this business FWA, seemly all existing competitor.

The Sample in this Research is consumer of Telkom Flexi, Esia, Starone in region Jakarta. The writer uses simple random technique sampling and uses questioners as the main tools, while data secondary obtained from mass media, internet, and various other sources. Researches started by determining market characteristic, later; then analyst the performance Telkom Flexi, Esia, Starone, and collect the other information from Internet and various existing media. Pursuant to researching into this market hence will be done by a strategy formulation compete the Telkom Flexi.

Result of this research show the strategies compete which must be done by PT.TELKOM to increase market share is: Doing good expansion flexi from facet of amount and also quality. Like expansion network in east Indonesia, improving knowledge of costumer service about flexi, this matter is strengthened by of position of matrix portfolios business (BCG) from PT.TELKOM which be at the position star, in the meaning this company enough profitable to develop their business. To finish the process of frequency allocation immediately and also the addition bandwidth can immediately perform the service EV-DO (Evolution of Data Optimizer) and EV-DV (Evolution of Data of and Video).Increases program promotion to increase awareness of costumer in any various media and product knowledge given by entire/all front of liner company , and also to face intensively promotion from all competitor and new entrant and the last Offering cheaper service to increase market share