

ABSTRACT

USO is executed to do the commitment international community which is sparked in World Summit on the Information Society (WSIS). Now, USO is started. But, unfortunately from Asosiasi Satelit Indonesia(ASI) and Badan Regulasi Telekomunikasi Indonesia (BRTI) invention, state almost 30% units of phone services from villages that get USO program are not work anymore. Base on that phenomenon, telecenter is expected as solution to maintain telecommunication facilities that have been built. But, Jaringan Telecenter Indonesia (JTI) states any telecenter has same problems, how to still operate and sustainable. By learning from the past, so this research will determine telecenter business model and revenue – expenditure of telecenter.

Business Model will be made by seeing Kabupaten Pasir condition, so can be determined customer value, revenue sources, profit site and scope. Price can be determined by seeing the same services prices. Implementation and connected activities are determined by customer value. CAPEX is determined by revenue sources and OPEX is determined by implementation, connected activities, and price of telecommunication services. Sustainability is determined by feasibility study, if not feasible, will be developed new scenarios. Capabilities can be saw from cash out flow.

Business model that is built, has ten components: customer value, revenue sources, profit site, scope, price, connected activities, implementation, cost structure, sustainability and capabilities. Targeted customers from USO services are community, organizations, Pemda and companies. By seeing the characteristics from customers, so revenue resources will focus to four things: location, product feature, service and low price. Revenue resources envelop services which are offered by telecenters. By seeing problems which are faced by customers, the research get 25 services with prices base prices from same telecenter services. Profit site states competition pressure that telecenters get. Scope states amount of telecenters services demand. Connected activities state activities which are needed to do by telecenters. Implementation will focus to telecenter employee structures. Cost Structures state amount of Capital Expenditure (CAPEX) and Operational Expenditure (OPEX). Base on feasibility study that has been done, state that first business scenario is not feasible, so if want to be sustainable, is needed others business scenario. In Second business scenario, prices for government segment can be raised. Base on calculation result, telecenter business is feasible if the prices are raised until 288%. In third scenario, at least 86.5% subsidies for employees fee cause business is stated feasible. In fourth scenario, telecenter business can be stated feasible, if get subsidy from government, PEMDA, and cooperates. In capabilities, for financial resources, third fourth scenario needs less financial resources. Second scenario needs the highest resources.

Research gets ten component of business model that influence each others. Then, first scenario show increased trend of revenue and expenditure. But, unfortunately amount of revenue are less than expenditure.

Keywords: USO, Telecenter, Business Model