

ABSTRACT

At this time, PT Telkom position for product that playing in local position is as a market leader. But graphic says that revenue contribution from this product is decreasing, although still above its competitors. Some operators or local service provider are CDMA operator, such as Mobile8, Esia, StarOne, and also GSM operators, such as Telkomsel, Excelcomindo, Indosat, and Satelindo.

Gathered datas were processed to determine the value of each factor of SWOT and GE matrix, helped by AHP method. The result of data processing, shows strategic compete ability position and business portfolio of TelkomLokal. Main strategy matrix shows that company's external environment gives a big opportunity in this business with company's internal strength factors that support TelkomLokal to take the available opportunity. The result also said that compete capability of TelkomLokal is at first quadrant (growth/aggressive). And from business portfolio analysis using GE matrix, known that position of TelkomLokal is at growth cell.

The conclusion is that recommended strategy for TelkomLokal is focus strategy, with product quality and pulse tariff as main priorities, and supported by S/O strategy (Strength/Opportunity) from SWOT strategy matrix formulation, which using company's strength to take the available opportunity.