

## **Abstract**

PT Patra Telekomunikasi Indonesia (Patrakom) is a company in the provision of telecommunication services based on satellite. As the development of telecommunication industry, the competitors of Patrakom also increasing. In order to maintain the existence of the company, then Patrakom requires the right strategy in order to compete with competitors.

This research aims to provide recommendations to improve the performance of Patrakom, especially financial performance. Financial performance assessment of Patrakom conducted using liquidity ratio, profitability ratio, leverage ratio, and activity ratio. After analyzing the financial ratio, then comparing the financial ratio between Patrakom with similar companies, in order to know the financial performance Patrakom. Furthermore, formulate the business strategy that includes internal and external aspects.

Strategy formulation is done by describing the strengths, weaknesses, opportunities, and threats. Then it can be determined competitive position and strategy formulation. Strategy formulation is done using SWOT analysis and AHP method. The strategy recommendations given are improving the quality of services, improving the quality of human resources, increase the sales, maintain the service availability, and stabilizing prices.

**Keywords: Analytical Hierarchy Process, SWOT Analysis, Financial Ratio**