ABSTRACT

This research is motivated by the problem related to the revenue decrease from

wholesale in Telkomcel, that internal and external factors from Telkomcel influence to

the development of international roaming business. Strategy formulation is done

through strategic management approach with three tools, such as SWOT matrix, IE

matrix and Analysis of Quantitative Strategic Planning Matrix (QSPM).

The result of input stage analysis show total score on IFE matrix 3.28; EFE

matrices is 2.57. The result of IE matrix show the position IFE in quadrant I and EFE

in quadrant II. The result of decision stage analysis shows that there are tree

alternative strategies for Telkomcel in roaming business, namely market penetration

strategy, market development strategy and product development strategy. The best

strategy chosen based on QSPM analysis for Telkomcel in roaming business is product

development strategy with total score is 3.24. weighting and rating on aids using AHP

techniques with expert choice software 11.

Keyword: Strategic Management, QSPM, IFE, EFE, Roaming.

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