

## **ABSTRACT**

*With the increase in internet users in Indonesia, it is a challenge for business people in order to have high competitiveness in their industry. In 2018, internet users in Indonesia reached 64.8% users and still continues to increase. The size of the market for internet service providers provides opportunities for company to expand the market. The telecommunications industry has become one of the business players that have a very important role in providing internet services.*

*This study uses qualitative methods with data sources from interviews and literature studies in several literatures. In determining external and internal company factors, researchers used a diagnostic tool in the form of Environmental Treaty and Opportunity Profile (ETOP) and Strategic Advantage Profile (SAP). After that, these factors are formulated in the form of SWOT to find out the strengths, weaknesses, opportunities, and threats of the company. In the final stage, researchers use QSPM as a quantitative tool to determine the final strategy for the company.*

*The results showed the largest Total Attractiveness Score (TAS) on the QSPM matrix is 7,195. The priority strategy that becomes a recommendation for Telkom Witel NTB is to upgrade the quality of services provided to customers on a regular basis.*

*Keywords: ETOP, SAP, external and internal factors, business strategy, internet service provider, SWOT, QSPM.*