

## ***ABSTRACT***

Currently, communication services have become a primary need for the Indonesian society, especially high-speed cellular data services, commonly known as broadband services through cellular networks. However, the expansion of cellular networks through BTS construction is still uneven, especially in 3T areas (Frontier, Remote, and Underdeveloped). Accelerating the development of underdeveloped regions is mandated in Chapter IV of the Preamble to the 1945 Constitution of the Republic of Indonesia, as part of the national aspiration to realize a sovereign, united, sovereign, just, and prosperous Unitary State of the Republic of Indonesia. On the other hand, for telecommunications providers in rural areas, especially in 3T regions, they face challenges as the number of customers does not justify the investment costs, resulting in a burden for company's investment and operations. This research aims to identify the actors involved, understand the interrelationships between actors, and provide an overview of the current BTS development business model in 3T areas. The research will provide recommendations to optimize BTS development in 3T areas. Qualitative methods will be used, including data collection through literature studies and in-depth interviews, utilizing an ecosystem mapping approach.

By using a business ecosystem approach, the results of this research succeeded in identifying the actors and interactions between actors involved in BTS development in the 3T region, as well as producing ecosystem reconfiguration as a strategy for optimizing BTS development in the 3T region.

*Keywords: Communication Services, 3T Development, BTS Construction, Ecosystem Mapping, Cellular.*