

## ABSTRACT

The installation of the *IndiHome* network is PT Telkom's main strategy to improve the quality and quantity of telecommunications services in Indonesia. In an effort to optimize the installation and activation process, PT Telkom has developed the *StarClick* application, which aims to simplify and expedite the network installation process from the Optical Distribution Point (*ODP*) to the customer. This study analyzes the effectiveness of using the *StarClick* application in the activation process of *IndiHome* network installation. The research methods used include literature study, field data collection, and analysis of network installation ticket status data. This study shows that the *StarClick* application is able to improve operational efficiency and installation quality by facilitating real-time checking of production facility availability, and online network activation. The results of the installation ticket status data analysis showed an increase in the number of tickets completed on time and a decrease in the number of canceled tickets. The conclusion of this study is that the *StarClick* application is effective in overcoming obstacles that are often faced in the *IndiHome* network installation process, such as resource limitations and technical complexity. The implementation of this application not only improves the efficiency and quality of installation, but also provides added value for PT Telkom customers by providing fast and reliable internet services.

**Keywords:** *IndiHome, StarClick, network installation, Optical Distribution Point (ODP), PT Telkom, operational efficiency, installation quality.*