

ABSTRACT

Nowadays, people's mobility increased significantly. Therefore, the necessary supporting activities especially communication media. Kartu Halo is present as a mobile service provider that charged more to meet the needs of an increasingly dynamic market. Optimal performance was required, especially financially. However, as one of the Kartu Halo Telkomsel products rather difficult to see because of its performance reporting corporate financial performance that still incorporates the three main products.

This research will make an analysis of Kartu Halo's performance by its profitability ratio based on its network costing. Using five years latter historical data, determining the cost allocation, by using Fully Distributed Cost method, and its revenue, that calculate by its sales, is the parameter of profitability analysis. Based on that profitability analysis and competitor's condition, the strategy of Kartu Halo can be formed. How Kartu Halo can defend their performance from a competitive market and increase it by using SWOT Analysis and Porter's Three Generic Strategic.

Based on the calculation, Kartu Halo has a constant performance in five years latter. The GPM (Gross Profit Margin) of Kartu Halo shows that Kartu Halo's ability to get a profit was increase 0,06 % in 2010, decrease 0,4 % in 2011 and than increase 0,4 % in 2012 an decrease 0,8 % in 2013. This fluctuation of ratio can be caused by many things such as liquidity, activa management and liabillity of operational of Kartu Halo.

Keywords: Fully Distributed Cost, Revenue, Profitabilitas, Gross Profit Margin, Competitor, SWOT Analysis, Porter's Three Generic Strategic, Business Strategy