

ABSTRACT

One of the projects developed by PT Telkom Indonesia is the Fiber to the Home (FTTH) project. To support the development and anticipation of failure in the project, project design planning is needed. The purpose of this study is; to know the register stakeholders in this project, how to group stakeholders based on the used methods, how the involvement of the stakeholders in this project, and how communication management is used in PT Telkom's FTTH project.

The research approach used in this research is qualitative approach. Data collection techniques are carried out through; Work Statement (SOW), Stakeholder Register, Expert Judgment, and Questionnaire. Data related the stakeholders was processed using several methods consisting of; the Power Interest Grid, Saliency Model, and Engagement Assessment Matrix. And data related communication planning was processed using the design model and the method of applied communication.

It was concluded that at the FTTH project PT Telkom has 57 stakeholders, consisting of 46 internal stakeholders and 11 external stakeholders. Based on the Power interest Grid, stakeholders are classified into three quadrants, consisting of Manage Closely, Keep Satisfied, Monitor. Based on the Saliency Model, the stakeholder is classified into 5 categories consisting of Definitive, Dominant Dependent Demanding, and Dangerous. Based on the Engagement Assessment Matrix it is known that there are 25 stakeholders who are in a condition that is not in accordance with the expected conditions so that handling is needed. Related to communication, it is concluded that communication design is very helpful in managing stakeholders, which this design must be given to each party that has a good interest so the communication flow becomes more effective.

Keywords: Project Management, Stakeholders, Communication