ABSTRACT

This research is motivated by the problem related to the revenue decrease from wholesale in Telkomcel, that internal and external factors from Telkomcel influence to the development of international roaming business. Strategy formulation is done through strategic management approach with three tools, such as SWOT matrix, IE matrix and Analysis of Quantitative Strategic Planning Matrix (QSPM).

The result of input stage analysis show total score on IFE matrix 3.28; EFE matrices is 2.57. The result of IE matrix show the position IFE in quadrant I and EFE in quadrant II. The result of decision stage analysis shows that there are tree alternative strategies for Telkomcel in roaming business, namely market penetration strategy, market development strategy and product development strategy. The best strategy chosen based on QSPM analysis for Telkomcel in roaming business is product development strategy with total score is 3.24. weighting and rating on aids using AHP techniques with expert choice software 11.

Keyword: Strategic Management, QSPM, IFE, EFE, Roaming.