

ABSTRACT

Transient Competitive advantage is an organizational strategy management concept offered by Rita Gunther McGrath in famous business journal Harvard Business Review Press in 2013. Rita introduced a latest concept to be able to compete in the market advantage of a transient moment, One is the company should be able to assess whether the current profit organization located at risks and how old are left to run the business. In an industry where change occurs rapidly, organizations must quickly learn to navigate the various stages of the process. Moreover, given the speed stages of the process, they should have different initiatives and opportunities in the business portfolio to ensure a continuous process. One of the companies that are aware of this condition is PT Telkom Indonesia Tbk. through its business unit Innovation and Design Center (Telkom IDeC)

This study aimed to analyze the competitive advantage while on a business unit Telkom Idec evaluated using criteria analysis Transient Competitive Advantage. In addition, this study aims to draw a conclusion whether Telkom IDEC has prepared and consciously be one of the business units have the advantage.

The method used in this study is a qualitative research method with type research of the case studies. This research was conducted by distributing questionnaires aided analysis technique analytical hierarchy process (AHP) to senior leaders in Telkom IDEC. The questionnaire was adopted from an International journal works Rita Gunther McGrath. In addition, this study also supported by face-to-face interview with one of the senior leaders in the business unit.

Results from this study indicate that Telkom IDeC has prepared and consciously be a company that has a competitive advantage criteria given moment with an alternative that is, 66.2% had the capability for instantaneous excellence and 33.8% focused on the excellence of the old. The largest contribution given to the systemic aspects of innovation (84.7%) followed respectively by customer experience (63.6%), themes (61.5%) and the arenas (55.2%).

Keywords: Competitive Advantage, Transient Competitive Advantage, Telkom IDeC, Analytical Hierarchy Process