

ABSTRACTION

Rapid development in Telecommunication technology for the past decades, have emerged few telecommunication provider, neither fixed phone nor cellular provider which competing to become the number one telecommunication provider or the only choice telecommunication provider for users. Business telecommunication also marked by growth of user's population (especially telephone cellular users) in the past one decade. Development in telecommunication technology has major effects for PT. Telkom as the largest telecommunication provider in Indonesia. One of the products of PT. Telkom is Sambungan Langsung Jarak Jauh (SLJJ) have a significant decreased users lately in the middle of market situation that become more dynamic and tight competition. To face Rapid development in Telecommunication technology, the company must to identify the factors which becoming cause of decreased income and planning and specifying strategy to can compete in telecommunications business.

To formulating a company alternative strategy, need external and internal identification environment process from interview with the authority which compact with secondary data and literature studies. With the SWOT analysis to the internal and external environment, so we can knew the variety aspects which become strength, weakness, opportunity and also threat from Telkom SLJJ. With the use of questioner to decide single score from some group respondent, we can use the geometric average method and decision relative integrity with AHP which the last result for strategy with Matrix IE and Matrix MPSK.

From the result of data mining, alternative decision strategy can be done after analysis Matrix IE and Matrix SWOT done. Analysis from the result can be decisively taken onto alternative strategy company business.

The strategy choice can be done with kind of Matrix which been called Matriks Perencanaan Strategi Kuantitatif (MPSK). In this kind of matriks, it is clearly explained about which kind of alternative strategy best choose. From this kind of suggestion the strategy can be expected to give optimal result dan an add-value for the company.

Key word : Telkom SLJJ, SWOT, Matrix IE, Matrix MPSK

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