

ABSTRACT

The development of advanced technology encourages humans to carry out their activities using technology. All human activities in this era have involved technology to facilitate activities including business. The role of the internet is very helpful in improving company operations and maximizing company efficiency and effectiveness. All business activities that have been transformed into digital require companies to store data that aims to maintain company data. Increasingly large data results in companies needing Business Analyst to maximize business performance to be more structured by utilizing technology.

The Business Analyst position has a very vital role at PT Telkom Indonesia. The Business Analyst is responsible for maximizing coordination and collaboration, increasing effectiveness and efficiency within the company and the results of the analysis produced by the Business Analyst will help improve the quality of Account Manager performance at PT Telekomunikasi Indonesia.

Researchers chose to use descriptive qualitative research methods with observational data collection by choosing participatory observation and documentation. Researchers carried out an internship for two semesters in order to get accurate and real analysis results in accordance with the conditions that occurred in the field.

Activities carried out by Business Analysts include Project Detail Analysis, Daily Account Manager Activity Detail, Weekly Account Manager Activity Detail, processing PMS Data, processing LOP ID Commitments, making Scalling Adequacy, making fluctuations, analyzing video conferences, processing WIN data. These activities do not cover the entirety of Business Analyst activities in Indonesia. The Business Analyst is the liaison between the Manager and Account Manager in following up on company documents. The results of the analysis from the Business Analyst help the company make decisions, see the market conditions and improve the performance of the Account Managers to achieve the targets as expected. In addition, Business Analyst also helps in collaboration and coordination of activities in the Enterprise Service unit and solution development by looking at the results of the analysis that have been summarized to be more interactive and concise. The data presented by the Business Analyst is in the form of tables, charts, trendlines and other visualizations and explains it in communicative sentences so that the message and meaning of the report are understood by stakeholders and internal stakeholders at PT Telekomunikasi Indonesia Semarang Regional IV.

Very complex and large amounts of data cause frequent data errors and duplication of data so that it is necessary to filter data in order to get accurate and precise analysis results so that Business Analysts are needed to maximize in carrying out business strategies in accordance with the target market.

Keywords: *Business Analyst , Performance*