

ABSTRACT

This research evaluates the feasibility of a Fixed-Mobile Convergence (FMC) strategy in the telecommunications sector, especially considering the significant increase in data consumption globally. Based on reports from Ericsson Mobility and market analysis, FMC services are expected to contribute around 10-20% to the total revenue of telecommunications companies. The success of this strategy in Western Europe and the great potential in the Asia Pacific region, including Indonesia, confirms this. This study was carried out using a comparative descriptive method on stock returns of FMC players in Indonesia, so it aims to prove whether FMC events can influence the dynamics of the telecommunications market in Indonesia and enrich investors' understanding of the potential of FMC on the financial performance of telecommunications companies which can ultimately be reflected in the company's stock performance. telecommunications in the market. The importance of analyzing changes in stock returns for investors regarding FMC operators in Indonesia such as XL, SmartFren, and Telkomsel, both before and after the launch of FMC products, is a special focus. In this case, the paired t-test method is used to assess significant differences between the means of two paired samples.

Keywords: Event Study, Fixed-Mobile Convergence (FMC), Telecommunications Sector, Return, Shares, Paired t-test