

Abstract

Competition in the telecommunications business especially Fiber Leased Provider (FLP) service providers for fiberization in Indonesia is getting tougher with the emergence of various new players and increasing customer demands for internet speed and stability. This competition encourages companies to continue to innovate and develop effective business models. PT iForte Solusi Infotek, as one of the IT companies in Indonesia, needs to evaluate and develop its business model to remain competitive and achieve sustainable growth.

The purpose of this research is to analyze the business model of PT iForte Solusi Infotek using the Business Model Canvas (BMC), Identify the strengths, weaknesses, opportunities, and threats (SWOT) faced by PT iForte Solusi Infotek. and formulate the development of PT iForte Solusi Infotek's business model based on SWOT analysis, BMC and BSC..

This research uses a qualitative method with a case study as its approach. Data was collected through in-depth interviews with key informants at PT iForte Solusi Infotek, as well as document analysis and observation.

Keywords: Business Model, Business Model Canvas, SWOT, Balanced Scorecard Telecommunication, Fiber Lease Provider (FLP), iForte Solusi Infotek, Fiberization