

ABSTRACT

Anam, Huda Choirul. 2012. Thesis. Entitled: " Analysis Of Competitive Advantage Strategy Approach at PT Telekomunikasi Indonesia, Tbk Divisi *Consumer Services* (DCS) Area Kediri"

Advisor : Irmayanti Hasan, ST., MM

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An increasingly tight competition among telecommunications companies are required to be able to remain competitive if they did not in shear zones by another company. PT Telekomunikasi Indonesia, Tbk Division of Consumer Services (DCS) Kediri area which in this case is a company engaged in telecommunications also must be able to survive in the business. The purpose of this research is to be able to know how the implementation of competitive strategy is used with reference to the concept of Porter's five force analysis.

This research uses descriptive qualitative method. Research data obtained by direct observation, interviews, and documentation. To obtain maximum results, the validity of the data was developed by means of triangulation.

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The results of this study indicated that PT Telekomunikasi Indonesia, Tbk Division of Consumer Services (DCS) Kediri area based on the theory of force 5 analysis which pointed by Michael Porter, found that the application of competitive strategy using strategies cost leadership, differentiation, focus, innovation, and fellowship. Special on development strategy is not done because the company is constrained bureaucratic system. Cost Leadership by "bundling promotion" and a free modem promotion. Differentiation strategy by making products assortment tailored to the technology owned by Telkom. Focus strategy is done by simply focusing on a particular product which in this case is "speedy internet". "Innovation strategy" applied "on the marketing" and "service in plasa telkom". And strategic alliances made by holding companies or other agencies, both private and state for mitra telkom.