

**STRATEGY FORMULATION OF
INDONESIA WIFI CORNER
(Case Study : PT Telekomunikasi Indonesia West Sumatera)**

FINAL PROJECT

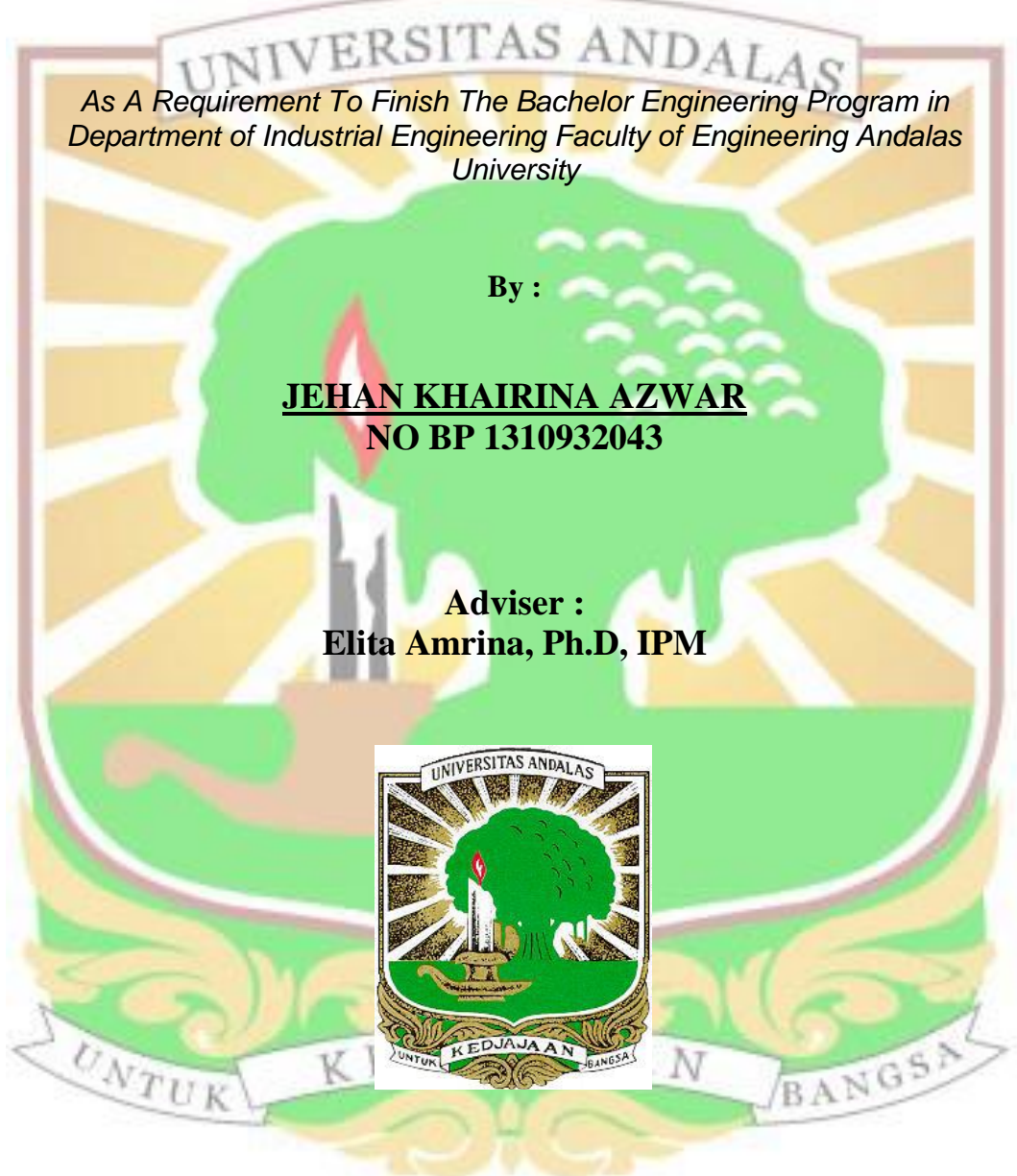
*As A Requirement To Finish The Bachelor Engineering Program in
Department of Industrial Engineering Faculty of Engineering Andalas
University*

By :

JEHAN KHAIRINA AZWAR
NO BP 1310932043

Adviser :

Elita Amrina, Ph.D, IPM



**DEPARTMENT OF INDUSTRIAL ENGINEERING
FACULTY OF ENGINEERING
ANDALAS UNIVERSITY
PADANG
2017**

ABSTRACT

Nowadays, in fulfilling the needs of the community to internet, there are various types of internet providers. One of internet service providers in the West Sumatera is WiFi Corner of PT Telkom Indonesia. Based on the preliminary study, it can be conducted that people still rarely use WiFi Corner as one of the internet service provider due to certain factors such as lack of information about WiFi Corner, the quality of WiFi network, and less promotion of WiFi Corner. Therefore, PT Telkom West Sumatera needs to design the strategic formulation of WiFi Corner, in order to compete with the competitors and increase customer interest. The methods used in the design of strategies are based on SWOT analysis of WiFi Corner to know the position of WiFi Corner as the internet service providers, External Factors Evaluation (EFE) analysis, Internal Factors Evaluation (IFE) analysis, Internal-External Matrix, SWOT Matrix, and Quantitive Strategic Planning Matrix (QSPM) analysis. The results show WiFi Corner PT Telkom West Sumatera is at a good position (above average 2,5). It can be seen from the EFE and IFE matrices are 3,24 and 3.26. According to QSPM results, there are 15 alternative strategies that can be applied as the marketing strategy. Five of most important strategies are, adding the resources and making more promotion and advertising about WiFi Corner to attract consumer, build WiFi Corner in the center of communities and wider the area connection of WiFi.id and also provide the WiFi.id voucher selling service, making teamwork with the government in capital and operational support, making teamwork with the third person or distributor, thus can be concentrated with more potential pre-customer, and build WiFi Corner venue near the center of communities and easy to reached by transportation and provide the WiFi.id voucher selling service near the venue.

Keywords : Alternative Strategies, External Factors Evaluation, Internal External Matrix, Internal Factors Evaluation, Quantitive Strategic Planning Matrix, Strategy, SWOT Matrix, WiFi Corner, WiFi.id

