

Skenario bersaing infrastruktur telekomunikasi PT. Netwave Multi Media dengan diberlakukannya liberalisasi industri telekomunikasi di Indonesia

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=107435&lokasi=lokal>

Abstrak

<i>There are hard-business challenges identified would be faces by PT. Net wave Multi Media, today and tomorrow which entering global era market, because business technology depend on enhanced technology. They would be implementing new concept or advanced technology in their business.

In other hand hard competition in business technology and durability of a telecommunication system seem shorter. It is push the operators and contractors (telecommunication infrastructure builder) have to calculate how long their system would be survived; it must be cleared and sharp.

Method of research scenario can be use to propose long-term policies including propose effort to know development possibilities of PT. Net wave Multi Media in the future, especially in the telecommunication infrastructure. This method of research scenario is qualitative as intuitive-logic method. Wilson (1998: 81-108), is decision focus determination, to identify decision-key factor, identify and explore external-key factor, to build scenario logic, to select and elaborate scenario also to interpretation scenario.

Research conclusion, there are four scenario possibilities to develop PT. Netwave Multi Media in the future logically.

Scenario A - NETWAVE SUCCESS, it would e reach if telecommunication infrastructure business clime in the ASPAK region open wider and Indonesia macro situation is stable. Company re-structurization process is running well.

Scenario B - NETWAVE NORMAL GROWTH would be happen if ASPAK region condition still in regulates and Indonesia condition is stable. Restructure company process running well and revitalization possibilities can be held.

Scenario C - NETWAVE NOT GOFNG ANYWHERE, it would be happen if telecommunication infrastructure opens wider but Indonesian situation in a fragile (uncertainly). Company re-structure process is not running and government or PT TELKOM as share holder majority.

Finally, scenario D - NETWARE BURRIED, it would be happen if telecommunication infrastructure in Aspak in regulation with Indonesia condition unstable, company re-structure is not running well and government or PT. TELKOM as share holder majority.

From 4 (four) scenarios above, that scenario A - NETWAVE SUCCESS is scenario that would be most

possible to be happen to company in the future.</i>