

ABSTRAK

STRATEGI PENINGKATAN PENDAPATAN MELALUI PERLUASAN PANGSA PASAR DAN MENGURANGI PIUTANG TAK TERTAGIH DENGAN PENDEKATAN *QUANTITATIVE STRATEGIC PLANNING MATRIX* (QSPM) (Studi Pada Wilayah Usaha Telekomunikasi Lampung)

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Seiring perkembangan zaman teknologi mengalami kemajuan yang pesat, salah satunya internet. PT. Telekomunikasi Indonesia yang bergerak di bidang jasa layanan teknologi informasi dan komunikasi. Wilayah Usaha Telekomunikasi Lampung merupakan bagian dari Regional 1 terdiri dari beberapa divisi salah satunya *Finance Payment Collection* (FPC). Penelitian ini dilakukan dengan metode penelitian kualitatif, teknik pengumpulan data dengan menggunakan data primer seperti memberikan kuesioner kepada informan. Untuk data sekunder seperti penelitian kepustakaan (buku, karya tulis ilmiah, pendapat ahli, file yang diperoleh dari lokasi penelitian maupun melalui internet.

Tahapan membuat *Quantitative strategic planning matrix* (QSPM) 1. Tahap input yaitu *Matriks internal strategic factors analysis summary* (IFAS) dengan skor bobot 3,0 .dan *Matriks eksternal strategic factors analysis summary* (EFAS) dengan skor bobot 3,3 hasil yang diperoleh selanjutnya akan di analisis ke tahap selanjutnya. 2.Tahap analisis yaitu matriks analisis SWOT yang menghasilkan Witel Lampung berada posisi kuadran 1 yaitu mendukung strategi agresif , dan untuk matriks internal eksternal (IE) berada pada sel I yaitu *grow and build* dan tahap keputusan yaitu *Quantitative strategic planning matrix* yang menghasilkan strategi penetrasi pasar, strategi pengembangan pasar dan pengembangan produk, untuk alternatif strategi lainnya yaitu sales agency Witel harus selektif kepada konsumen yang akan berlanggan untuk meminimalisir piutang tak tertagih dengan cara menerapkan psinsip 5C.

Kata kunci : Teknologi, Piutang tak tertagih, *Quantitative strategic planning matrix*,

Prinsip 5C

ABSTRACT

INCOME INCREASE STRATEGY THROUGH MARKET SHARE EXPLANATION AND CHEAP DEBT REDUCTION WITH QUANTITATIVE STRATEGIC PLANNING MATRIX (QSPM) APPROACH (Study in Lampung Telecommunication Business Area)

By

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Along with the development of the era of technology has progressed rapidly, one of which is the internet. PT. Telekomunikasi Indonesia which is engaged in information and communication technology services. The Lampung Telecommunication Business Area is part of Regional 1 consisting of several divisions, one of which is the Finance Payment Collection (FPC). This research was conducted with qualitative research methods, data collection techniques using primary data such as giving questionnaires to informants. For secondary data such as library research (books, scientific papers, expert opinions, files obtained from research locations or via the internet.

Stages of making a Quantitative strategic planning matrix (QSPM) 1. The input stage is the internal strategic factors analysis summary (IFAS) matrix with a weight score of 3.0 and the external strategic factors analysis summary (EFAS) matrix with a weight score of 3.3 the results obtained are then will be analyzed in the next stage. 2. The analysis stage is the SWOT analysis matrix which results in Witel Lampung being in quadrant I which is supporting an aggressive strategy, and for the internal external matrix (IE) it is in cell I which is growing and building and the decision stage is the quantitative strategic planning matrix which produces a market penetration strategy, market development strategy and product development, for another alternative strategy, namely Witel sales agents must be selective to consumers who will subscribe to minimize bad debts by implementing the 5C principle.

Keywords: Technology, Bad debts, Quantitative strategic planning matrix, 5C Prinsip Principle