

ABSTRACT

The Resource-Based View (RBV) explains how resources and capabilities owned and controlled by a company can influence a company's position in the competition. This research aims to identify which PT. Telkom Indonesia digital business' internal resources and capabilities that can make PT. Telkom Indonesia digital business achieves sustainable competitive advantages. This research uses qualitative research through in-depth interviews with three respondents consisting of managers and officers of PT. Telkom Indonesia digital business. The analysis used in this research is PESTEL analysis for external environment analysis and value drivers and VRIO analysis for internal environment analysis. The research concludes that among the six resources and capabilities of PT. Telkom Indonesia digital business, there are three resources and capabilities which its competitive implication is a sustainable competitive advantage which are nation-wide network infrastructure, state-owned enterprises status, and startup incubation. Suggested recommendations are PT. Telkom Indonesia should make a new business unit or division focusing on digital business.

Keywords: Resources and Capabilities, Value Drivers, VRIO, Sustainable Competitive Advantages.