

ABSTRACT

Indonesia's internet industry has grown rapidly, creating intense competition among Internet Service Providers (ISPs). This study explores how PT Solo Jala Buana (SoloNet), a local ISP in Surakarta, sustains its market position despite challenges from national and international competitors. Using a qualitative descriptive approach, this research analyzes SoloNet's external and internal environment through PESTEL, RBV, VRIO, and SWOT frameworks. Data collection involved in-depth interviews with SoloNet's top and middle management, supported by secondary sources.

The findings show that SoloNet leverages its local market knowledge, personalized customer service, and partnerships with RT/RW networks to maintain its competitive edge. However, regulatory constraints, infrastructure costs, and competition from large ISPs threaten its sustainability. To strengthen its position, SoloNet must invest in digital transformation, enhance service innovation, and expand its network coverage while reinforcing its brand identity.

This study contributes to strategic management research by demonstrating how local ISPs can sustain their competitive advantage through differentiation, adaptability, and customer-focused strategies.

Keywords: Internet Service Provider, Competitive Advantage, Local ISP, Strategic Management, VRIO Analysis, SWOT Analysis, PESTEL Analysis, Digital Transformation, Indonesia, SoloNet.