

ABSTRACT

Telkomsel as the biggest mobile operator with more then 50% market share in Indonesia launched its 3G services on September 2006, focusing on four services: MobileTV, Video Call, Mobile Video, and Mobile Broadband (TelkomselFlash). Even though many effort has been done to socialize these services, 3G revenue and 3G user are still below expectation. Telkomsel 3G services contributing only 0,3% from total VAS revenue, or equal to 0,018% from Telkomsel total revenue. Meanwhile, active 3G subscribers are only 1,9% from its 42,2 million subscribers at the end of 2007. To generate more revenue and capture more user for 3G, Telkomsel need to design and implement new potential services that can be an early adopted service for the mass market.

Ahonen 5M is a method to design 3G services base on the Five Service Dimension (attributes) by Ahonen. This method can provide tools for mobile operators or service providers to design new services that are desirable and valuable, and as a guidance to make any given services more attractive in 3G environment. Ahonen 5M consist of Movement (which include mobility, locality, globality, home-based, positioning), Moment (plan and postpone, fill time, catch up, multitask, real-time), Me, (costumized, relevant, community, permission, presence), Money (m-commerce, micro-payment, m-banking, m-wallet, mobile advertising, sponsorship), and Machine (telematics, metering, remote-access, appliances, robotics, automation).

Given its wide 3G coverage in 49 cities, Telkomsel has potential to increase 3G revenue and 3G penetration by implementing new services that would bring value for its subscribers. Using 5M approach, 14 potential services has been proposed to increase Telkomsel 3G user penetration and to boost Telkomsel 3G revenue. These services including Video Avatar, Video Ringbacktones, Mobile Surveillance and Traffic Monitoring, Interactive MobileTV, Video Push Subscription, TelkomselFlash volume-base, Mobile Video Blogging, Mobile Reportase, 3G Music Portal, Mobile Advertising, Games Portal, Mobile Books, and Mobile Infotainment.

Key words: *3G, 5M Ahonen, Telkomsel, value added services (VAS), mobile data services, MobileTV, mobile video, mobile music, mobile games, mobile blogging, mobile advertising, mobile broadband.*