

Distribusi merupakan salah satu keunggulan kompetisi yang harus dimiliki oleh perusahaan. Distribusi yang baik akan membuat produk perusahaan mudah diperoleh di pasar dengan harga yang tidak fluktuatif. PT. Indosat, Tbk. menggunakan kebijakan *channel management* untuk menjamin terselenggaranya kegiatan distribusi yang baik. Tesis ini dibuat untuk menganalisa penerapan *channel management* di PT. Indosat, pola kerjasama yang diterapkan oleh Indosat terhadap *dealer* yang dianggap sebagai mitra, serta kesesuaian antara kebijakan *channel management* dengan konsep *supply chain management*.

Penelitian ini dilakukan secara kualitatif terhadap beberapa aspek *channel management* di PT. Indosat, Tbk. Regional Jabodetabek. Analisa dilakukan pada penerapan kebijakan *channel management* di Regional Jabodetabek, pola kerjasama antara PT. Indosat, Tbk. dengan *dealer*, juga terhadap kesesuaian implementasi kebijakan *channel management* PT. Indosat, Tbk. dengan konsep *supply chain management*.

Dari hasil analisis yang dilakukan didapatkan bahwa implementasi terhadap kebijakan *channel management* di Regional Jabodetabek sudah sesuai dengan azas yang saling menguntungkan dengan *dealer*, dan sudah sesuai dengan konsep *supply chain management*. Namun hal-hal yang masih perlu diperbaiki oleh PT. Indosat, Tbk. adalah SDM baik internal maupun eksternal yang harus terus dikembangkan. *Channel management* hanya merupakan satu strategi yang harus mendapatkan dukungan dari kebijakan-kebijakan lainnya.

*Kata Kunci : Kompetisi, Telekomunikasi, Distribusi, Channel Management, Territorial Management, Supply Chain Management.*

*Distribution is among the competitive advantages a company should have. A good distribution system guarantees company's products to be available at the market all the time at a stable price. PT. Indosat, Tbk. as a celluler telecommunication operator is using channel management policy to make sure the distribution activities run porperly. This theses is made to analyze the implementation of channel management policy in PT. Indosat, Tbk., cooperation pattern with the dealer who is seen as a partner, and also the consistency of channel management policy with supply chain management concept.*

*The research is conducted in qualitative way on several channel management aspect in PT. Indosat, Tbk., Jabodetabek Region. The analysis is done on the implementation of channel management policy in Jabodetabek Region, cooperation pattern between PT. Indosat, Tbk. and the dealers, and also on the consistency between channel management policy implementation and the supplu chain management concept.*

*Based on the analysis done, we come to conclusions that the implementation of the channel management policy in Jabodetabek Region is already fit to a win-win condition with the dealer, and already fulfill the supply chain management concept. Other than tat, still some things need to be improved, internal and external human resources are still in need to be developed. The thing to be keep in mind is that channel management need to be supported by other condusive policies.*

*Key Words: Competition, Telecommunication, Distribution, Channel Management, Territorial Management, Supply Chain Management.*