

INTISARI

Pasar selular di Indonesia terus berkembang, sejalan dengan perkembangan teknologi dan pertumbuhan jumlah penduduk. Persaingan di Industri Telekomunikasi di Indonesia berjalan sangat ketat. PT Hutchison 3 Indonesia (H3I), merupakan salah satu operator selular yang bertahan dan tetap bertumbuh dalam dinamika persaingan bisnis selular di Indonesia.

H3I merupakan pendatang baru dalam bisnis selular di Indonesia. H3I mulai meluncurkan layanannya pada 30 Maret 2007. Dimulai dari 1300 *Base Transceiver Station* (BTS) pada tahun pertama, sekarang sudah lebih dari 22000 BTS. H3I ingin menjadi yang terbaik dalam kompetisi bisnis, dengan cara terus melakukan penambahan jumlah BTS, menambah jangkauan layanan, mengembangkan keunggulan bersaing.

Keunggulan bersaing tersebut berupa harga yang terjangkau, jumlah BTS yang terus bertambah, paket produk yang lengkap, kualitas jaringan yang baik, team teknis yang handal.

Melalui keunggulan bersaing tersebut, diharapkan H3I semakin bertumbuh dalam persaingan di industri selular di Indonesia.

Kata Kunci : Selular, Keunggulan Bersaing

ABSTRACT

Indonesia's mobile market continues to grow, in line with technological developments and population growth. Competition in the Telecommunications Industry in Indonesia was very tight. PT Hutchison 3 Indonesia (H3I), is one of the service providers to survive and keep growing in the competitive dynamics of the cellular business in Indonesia.

H3I is a relative newcomer to the cellular business in Indonesia. H3I started launched its services in 30 Maret 2007. Starting from 1300 Base Transceiver Station (BTS) in the first year, now has more than 22000 BTS. H3I want to be the best in the business competition, do aggressive way to increase the number of base stations, adding to its range of services, to develop a competitive advantage.

Competitive advantage in the form of affordable prices, a growing number of base stations, a complete package of products, good network quality, reliable technical team.

Through a competitive advantage, it is expected H3I increasingly growing in competition in the cellular industry in Indonesia.

Key Words : Cellular, Competitive Advantage