

Business Feasibility Analysis PT Telkom Kediri

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Abstract

Information and communication technology in Indonesia is now increasingly advanced and advanced, which also encourages growth in the number of information and communication technology users in society, namely the number of information and communication technology users which was previously very limited to meet modern daily needs, this is one example of the factor encouragement and challenge for all telecommunications technology companies in the world to create products according to market needs, telecommunications companies take advantage of this opportunity and play an even bigger role in supporting the economic growth of every country, including Indonesia. Like PT Telkom Access, which is a subsidiary of Telkom Group which has a role in developing infrastructure development and maintaining broadband networks, the company has the responsibility to provide a system for monitoring problems that often occur in services such as disruption to internet, voice, IPTV, VPN services. , ASTNet etc. which usually occur due to problems on the configuration access side, by building a decision support system that can be used to monitor disturbances that occur on the network and evaluate or analyze technical performance based on predetermined criteria, with this being related to the SKB which will discuss what is the solution to this problem by applying the 5 aspects of the SKB, these 5 aspects are Marketing Aspects, HR Aspects, Financial Aspects, Supporting Aspects and Operational Aspects,

Keywords:

Services, Interruption Handling, internet services

JEL Code:Written by editor

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Introduction

As time goes by communication technology develops very rapidly. In the beginning, information and communication technology was very limited to meeting daily needs, but now technology has become an inseparable part of it. Modern communication technology is characterized by the ability to access information easily and quickly so that people can obtain more comprehensive information and knowledge in the form of socio-cultural, political, economic and various information is easily available via the internet.

A business feasibility study is research on a business plan that not only analyzes whether a business is feasible or not, but also when it is operated

routinely in order to achieve maximum profits for an indefinite period of time. A business feasibility study is an analysis of how successfully a project can be completed, taking into account influencing factors such as economic, technological, legal and scheduling factors.

PT. Telkom Access (PTTA) is a Telkom subsidiary which operates in the field of construction and network infrastructure service manager. PT Telkom Access (PTTA) was founded on December 12 2012. PT Telkom Access (PTTA) is a subsidiary of Indonesia, Tbk (Telkom) whose shares are wholly owned by PT Telekomunikasi Indonesia, Tbk. PTTA is engaged in the business of providing construction services and managing network infrastructure. PT Telkom, Tbk uses Digital Businesses namely Telkomsel and Indihome as the main engine for the company's revenue growth in the first semester of 2020.

Especially during the pandemic, the demand for IndiHome installation services is also increasing. In this case, PT Telkom which operates in the information network and telecommunication services sector, the risk of property damage is more focused on the risk of damage to its network infrastructure because if even one damage occurs, then will result in decreased quality and customer satisfaction with PT Telkom, and this will also have an impact on the company's profitability. This risk will arise due to information systems and technology (hardware, software, networks, people and processes) that are not effective in supporting current information needs and future ones efficiently

1. Marketing Aspect

Products/services being marketed

a. Product/service description

Telkom's product for broadband internet services is Wiewline-based Telkom Speedy. This product has substitute or competitor products for both Wireline-based and Wireless-based broadband internet. Wireless-based ones come from Fristmedia. However, Fristmedia's competitiveness is not that great because this product is only limited to a certain area. Substitute products from Telkom itself are products from several ISPs (Internet Services Providers) and provide other telecommunications services that already exist, entered the Kediri area. One of PT Telkom Indonesia, Tbk's superior products is Telkomsel. Telkomsel is the largest cellular operator in Indonesia with an ownership composition of 65% PT. Telkom Indonesia, Tbk and 35% SingTel, Singapore, currently Telkomsel has three types of SIM card products, namely the HALO Card, simPATI Card and AS Card.

b. Product availability

Some of the products released by PT Telkom include:

a. Prepaid Products

- Sympathy
- Ace

b. Postpaid Products

- Hello Card

c. Propositioning

As one of the products that society needs today, especially with the increasing development of technology and free market competition, PT Telekomunikasi Indonesia (Persero) Tbk is a leading company in Indonesia that provides important information technology services for society, PT Telekomunikasi Indonesia (Persero) Tbk positions itself as a superior company (Leanding) in providing More For Less TIME services at competitive prices and still maintaining the best corporate model in Indonesia, as a Landing Point for PT Telekomunikasi's performance in financial aspects (revenue and profit) and market capitalization within the group. leading telecommunications operators (both those that only have a telecommunications portfolio and TIMES) in the regional area. Region means the Asian region, so the resulting performance will be compared with telecommunications operators in the Asian region. More for Less is a new business model that prioritizes benefits above price.

d. SWOT analysis

- Strength
 - Telkom has enormous financial strength. This makes it easier for Telkom to invest in telecommunications equipment on a large scale
 - Has strategic advantages such as product choices, wide coverage and various types of services offered
- Weakness
 - The number of human resources as a workforce is still too large, this causes inefficiency in terms of the budget for paying employees
 - Decline in Cable and Wireless Telephone revenues which impacted the company's core operations
 - There is often interference as long as the Telkomsel or landline telephone signal is strong, sometimes there is signal interference, such as in mountainous areas or when disasters occur
- Opportunity
 - Changes in people's consumption patterns. Good economic growth will influence people's consumption patterns, especially in the world of telecommunications and digital, because one of them is looking for telecommunications service providers and faster networks to facilitate their business efforts and personal matters.
 - People's purchasing power is increasing. With Indonesia's economic growth, people's purchasing power is directly increasing, which is becoming increasingly digitized and mobilization which makes things easier for the people themselves. - With rapid development, PT Telkom provides opportunities to provide better services in the future so that

customers will become permanent users of the data and services offered by PT Telkom

e. Location and Business Network

- Location
PT Office. Telkom Indonesia for the Kediri City area, East Java. This Telkom Indonesia office serves various needs of Telkom customers for Telkom products. Some of the services available are Telkom internet network applications, Telkom indie home, cable TV networks and telephone network installation. This office can also receive complaints or complaints if there is a problem with a customer's Telkom network.
- Business network
PT Telkom access is a subsidiary of PT Telekomunikasi Indonesia TBK which operates in the field of construction and network infrastructure service management which is active in broadband network deployment construction services including as a lessor providing network terminal equipment (NTE), as well as providing operation and maintenance management service work (OM, Operation & Maintenance) broadband access network broadband access.

f. Segmentation and Targeting

1. Region/region to be covered

The target coverage areas are the cities of Kediri and Tulungagung because they have officially become Modern Broadband City. Both cities are equipped with a 100% fiber optic-based telecommunications network from Telkom. The cities of Kediri and Tulungagung Modern City are Telkom's commitment to provide quality and reliable digital infrastructure with the hope of supporting the development of local, regional and national economic potential. Some of the sectors covered are (Blitar, Gurah, Kediri, Mojoroto, Ngadiluwih, Nganjuk, Pare, Trenggalek, Tulungagung, Warujayeng, Wlingi)

2. Regional Structure

The regional structure of PT Telkom Access Kediri is located on Jl. Hayam Wuruk No.45-47, Dandangan, Kec. Kediri City, Kediri City, East Java.

3. Area area

The area used in the construction of PT Telkom Access Kediri is 4ha, with this PT Telkom Access Kediri provides Telecommunication and Information facilities and services to the wider community down to remote areas, PT Telkom Access Kediri provides equitable Broadband services to enable people living in Remote areas enjoy internet and digital services of the same quality as people in even big cities.

4. Number of residents

The population of Kediri City Village in September 2020 according to SP2020 results was 286,796 people, Kediri City is still in the

demographic bonus period because 71.58 percent of its population is still in the productive age (15-64 years) the percentage of elderly residents of Kediri City has increased to 11.75 percent from 8.67 percent of SP2010 results.

g. Market segmentation

- Demographic
Demographic segmentation divides the market into groups based on variables such as age, family size, family life cycle, gender, income, occupation, education, religion, race, generation, nationality and social class.
- Psychographics
This psychographic segmentation includes social class, lifestyle, personality, perceptions and attitudes. This PT Telekomunikasi Indonesia (Persero) Tbk product is intended for all social classes, both lower middle class and upper middle class. However, specifically for the Halo Card, it is a product with high usage in line with changes in consumer behavior and people's lifestyles. We are also actively developing national scale sales collaborations with several partners such as Samsung, Intel and others.
- Geographic
Geographic segmentation such as area, city size, area size and climatic conditions. To date, all PT Telekomunikasi Indonesia (Persero) Tbk products have reached all regions in Indonesia, down to remote areas such as Kalimantan, Sulawesi, Papua, Maluku. Because PT Telekomunikasi Indonesia (Persero) Tbk always builds towers every year throughout Indonesia.

5. Niche and market focus

For the celebrity marketing niche focus is big business, artists, musicians, CEOs, doctors, lawyers, high-end financial experts, and other professionals are helped by celebrity marketers some people have done some marketing work themselves, mind David Backam, Oprah Winfrey and Rolling stones management consultant Tom Paters.

6. Factors influencing demand

- a) Supporting factors
- Guarantee of the quality of services and services provided
In increasingly tight competition, PT Telkom Kediri cannot only rely on developing service products alone, but is required to establish good relationships with service users or customers by increasing the quality of the service products provided, because the services provided by PT Telkom by providing various facilities- facilities, services, convenience, security and others. This aims to provide a high level of comfort and trust to Indihome customers.

- **Competitive price**
PT Telekomunikasi Indonesia (Persero) Tbk is a state-owned company where prices are mostly determined by the government, however the prices given are in accordance with the quality of the products produced by PT Telekomunikasi Indonesia (Persero) Tbk. The prices given are in accordance with consumer needs
 - **Promotion Strategy**
PT Telekomunikasi Indonesia (Persero) Tbk pays attention to every customer's needs and desires, remembering that customers are willing to return to buy products and enjoy the facilities provided by PT Telekomunikasi Indonesia (Persero) Tbk and always introduce new products by providing cheap internet packages for Telkomsel card users and customers can collect points and then exchange them according to consumer wishes which are available in the options for exchanging points, such as points that can be used to watch the XXI cinema and can exchange credit
 - **Marketing strategy**
 - **Product Strategy**
PT Telekomunikasi Indonesia (Persero) Tbk creates its own products to meet customer needs and satisfaction by continuously innovating to create new products so that customers don't feel bored, such as increasing the acceleration of Fixed Mobile Convergence (FMC) for data integration and also Capital Expenditure (capex) efficiency, Then open partnership opportunities after the Mitratel IPO begins as well as the data center consolidation process to increase business capabilities,
 - **PT Telekomunikasi Indonesia (Persero) Tbk's Distribution Channel Strategy** always maintains the tidiness of each of its employees so that consumers feel comfortable with the friendly service provided by each employee of PT Telekomunikasi Indoneisa (Persero) Tbk.
- b) **Inhibiting factors**
1. **Competitor**
Very tight competition causes PT Telekomunikasi to always do its best so as not to lose its customers. Competition is an inhibiting factor which also influences the public's choice of Telkom products. One way for Telkom to keep up with competition is the marketing method and service methods at PT Telekom. In marketing PT Telekom's products, Telkom doesn't just stay silent and wait for PT Telkom to carry out outreach to customers and the public in marketing its products, one of which is that customers will get a telephone call from PT This facility is a breakthrough which makes it

easier for customers who want to pay telephone bills. From the explanation of the observation results, it can be concluded that PT. Telkom does not just remain silent in facing the obstacles that occur, especially competition with other telecommunications companies.

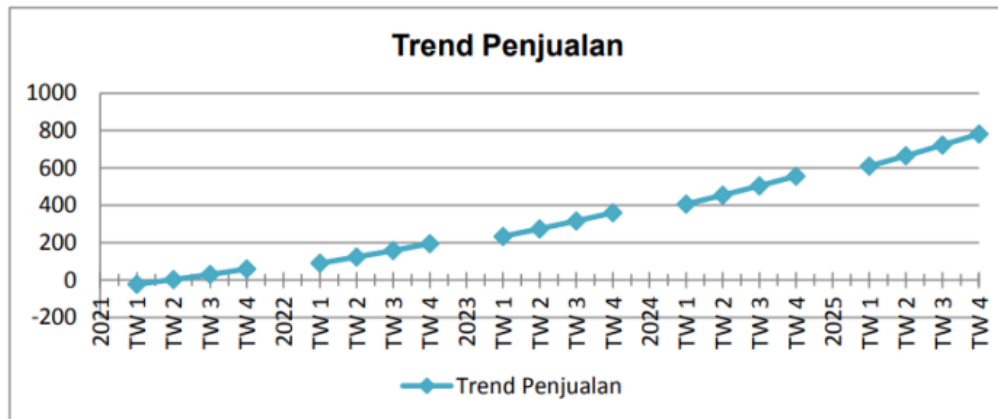
2. Changes in consumer tastes

Changes always occur as time goes by, therefore organizations are always required to innovate in the face of changes that occur, increasingly fierce competition causes PT. Telkom is experiencing demands from customers that must be faced if it does not want to lose its customers, especially now that the telephone is an important means for society which causes people to choose the best service. With very tight competition and increasing demands from society, in answering this question PT .Telkom is making innovations in its telephone products and services as well as its current fixed prices. Currently, many customers prefer to use their cell phones compared to landlines for the reason that the rates are cheaper.

A. Estimated Potential and Real Demand

- Estimated number of potential requests
PT Telkom's potential demand targets around 45 million potential Fixed Mobile Convergence (FMC) customers in the next few years. This potential customer estimate will be achieved after the Spin Off of the Indihome business line, a fixed broadband service provider which is integrated into PT Telkomsel, a mobile cellular service provider, both of which are under the auspices of the Telkom Group.
- Estimated Sales Amount
It can be seen from the sales trend of PT. Telkom in 2021 to 2025 can be depicted in the graph below

Figure 1
Sales table



Based on the graph above, it can be seen that sales will increase according to the trend that occurred over the past 5 years with the highest sales value being IDR 781,411 and the lowest being IDR. 22,856.

Table 1
Marketing Aspect Analysis

Marketing aspect	Eligible / Not yet	Information
Positioning	Worthy	PT Telkom is a leading company in Indonesia that provides information technology services, one of its products which is really needed by society in the era of technological development.
Segmentation and Targeting	Worthy	PT Telkom's sales segmentation and targeting are in line with expectations, apart from that the product prices and facilities for installing Indihome products have been adjusted
Sales promotion	Worthy	One of the things PT Telkom does is always introduce new products by providing cheap internet packages for Telkomsel card users and customers can collect points and then exchange them for consumer wishes which are available in the point exchange options, such as points that can be used to watch cinema XXI and can exchange credit.
Location and Business Network	Worthy	The PT Telkom office for the Kediri city area serves various needs of Telkom customers for Telkom products. Some of the services available are internet network applications, Telkom Indihome, cable TV

		networks and telephone network installation.
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2. Operational Aspects

1. Operating Systems and Procedures
 - a. Process and service
Services provided to PT Telkom Access Kediri customers in the Services and Telecommunications business unit:
 1. Local network rental service
 2. Long distance network rental service
 For this type of long-distance network rental service, it is divided into several zones according to distance and transmission speed/capacity.
 - b. Operation scheduling
Operational hours Every Monday to Friday 08:00 – 17:00 and Saturday 08:00 – 16:00
2. Service Capacity
For service capacity, PT Telekom Access Indonesia serves the marketing of 65 Indihome products per day with Indihome installers for several areas such as Blitar, Gurah, Kediri, Mojoroto, Ngadiluwih, Nganjuk, Pare, Trenggalek, Tulungagung, Warujayeng, Wlingi.
3. Production Facilities and Facilities
 - a. employee needs
PT. Telkom's efforts to meet the needs and welfare of its employees are through providing adequate salaries, giving awards, pension benefits and health benefits. Based on the results of observations, the implementation of employee welfare maintenance is in accordance with the guarantees provided by the company and is balanced with the performance provided by employees.
 - b. Operational Time
Every Monday to Friday 08:00 – 17:00 and Saturday 08:00 – 16:00
 - c. Spatial layout and floor plan
The area of the PT Telkom Access Kediri business unit is ± 4 Ha with the land divided into several places, namely Lab, Canteen, Mosque, Sports Field, Multi-purpose Building (Hall), Employee Parking and Customer Parking.

Table 2.
Operational Aspect Analysis

Operational Aspects	Eligible / Not yet	Information
Service capacity	Worthy	The Indihome installation capacity of more than 60 per day is said to be feasible because the target for

		Indihome installations is 60 per day while what is obtained is 65 per day.
Advice and infrastructure facilities	Worthy	Several facilities provided by PT Telkom Access Kediri are enough to provide satisfaction for working employees.
Operating systems and procedures	Worthy	The systems and procedures are considered appropriate because the service system carried out by PT Telkom Access Kediri is in accordance with the SOP and meets service standards. Apart from that, the work schedule is set starting Monday-Friday at 08.00-17.00 and Saturday at 08.00-16.00.

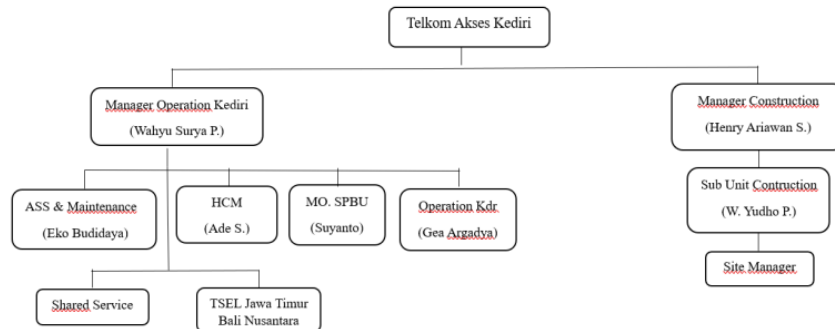
3. Human Resources Aspect

According to Umar (2005), a business feasibility study is research into a business plan that not only analyzes whether or not a business is feasible to build, but also when it is operated routinely in order to achieve maximum profits for an indefinite period of time. According to Kasmir and Jakfar (2003) a business feasibility study is an activity that studies in depth about a business or venture that will be run, in order to determine whether or not the business is worth running.

- Organizational structure

In an organization or company, an organizational structure is needed to make it easier to distribute tasks and responsibilities to each member of the organization or workforce. To provide a clearer and more detailed picture of the distribution of duties, authority and responsibilities in each section, a description of organizational structure at PT Telkom Access Kediri. In carrying out operational activities, PT Telkom Access Kediri requires workers. So PT Telkom Access Kediri provides an overview of the Organizational Structure of PT Telkom Access Kediri.

Figure 2
Organizational Structure of PT. Telkom Access Kediri



1. Human Resources Recruitment

Human Resources (HR) Needs

To meet human resource needs, PT Telkom Access Kediri requires several workers for its operational activities. Human resource needs are adjusted to the type of work needed to carry out operations. Employee Recruitment There are several principles that are used as a reference in conducting employee recruitment and selection at PT Telkom, namely as follows:

- Objective, meaning according to ability
- Through the recruitment and selection stages
- Pay attention to company needs based on position and available information

a. Stop System

PT Telkom in its efforts to achieve its goals will require the support of Human Resources who are responsible, dedicated and have high integrity and professionalism from each personnel. Apart from that, it is also supported by the existence of Human Resources Management, to manage all human resources in the company. PT Telkom has a policy of reducing or adding employees. The assessment of employee performance is carried out by applying several criteria that must be met by each employee. This performance assessment is used as a reference by PT Telkom to terminate employment when employees no longer meet the assessment criteria for existing employees. carried out by PT Telkom.

2. Patterns of Human Resources (HR) empowerment

a. Position Promotion or Career Planning Program

PT Telkom Access Kediri implements position promotion and career planning programs such as open offers for a position (Job posting programs). The implementation of this position promotion and career planning program aims to strengthen the competency base of employees so that they are able and sensitive in responding to various kinds of changes related to development of telecommunications systems.

b. Payroll System

In carrying out the operational activities of PT Telkom Access Kediri, for PT Telkom employees themselves, the nominal salary given will be adjusted to the position and also the final level of education and length of work completed. PT Telkom's employees consist of contract or outsourced employees and also permanent employees. Differences in employee status can certainly also affect the amount of salary they receive.

3. Occupational Health and Safety

Occupational Health and Safety is a program system created for workers and employers as an effort to prevent work accidents and diseases resulting from work relations in the work environment by identifying things that have the potential to cause work accidents and diseases resulting from work relations, and taking action anticipatory if something like that happens.

Table 3.

Analysis of Human Resources Aspects

Human resources aspect	Worth it/not	Information
job description	Worthy	The job description is in accordance with the operational needs of PT Telkom Access Kediri
Organizational structure	Worthy	The Operations Manager of PT Telkom Access Kediri can coordinate well with its members as managers at PT Telkom Access Kediri in accordance with the provisions set by PT Telkom Access Kediri.
Distribution of working hours	Worthy	Employee working hours are in accordance with operational hours at PT Telkom Access Kediri.
Payroll system	Worthy	The salary system is provided in accordance with the position and length of service undertaken and also differences in employee status which of course can also influence the amount of salary earned.
Occupational safety and health	Worthy	The K3 implemented is good by paying attention to worker safety and also paying attention to worker health.

4. Financial aspect

1. Amount of Funding Requirements

a. Investment Costs

Figure 3

Investment costs

Biaya Investasi		
No.	Keterangan	Biaya
Biaya Investasi (Pembelian Aktiva Tetap)		
1	Pembelian Aset Tetap	Rp150.000.000,00
2	Pembelian Aset tal berwujud	Rp13.390.000,00
3	Pembelian Peralatan Teknis	Rp3.000.000,00
4	Pembelian Kabel	Rp1.500.000,00
5	Bahan dan Ongkos Kerja	Rp500.000,00
6	Jasa Teknisi	Rp350.000,00
Total Biaya Investasi		Rp168.740.000,00

b. Operating costs

Figure 4

Operating costs

Biaya Operasional PT Telkom Akses Kediri		
No.	Keterangan	Biaya
1	Gaji	Rp. 2.258.000
2	Tunjangan Lainnya	Rp. 1.106.000
3	Pensiun	Rp. 440.000
4	Operasi dan pemeliharaan	Rp. 5.321.000
5	Pemakaian Frekuensi radio	Rp. 1.849.000
6	Listrik, Gas, Air	Rp. 227.000
7	Penjualan kartu SIM, Voucher	Rp. 178.000
8	Jasa profesional	Rp. 191.000
9	Perjalanan	Rp. 102.000
10	Manajemen proyek	Rp. 114.000

2. Funding sources and investment options

The funding sources provided by PT Telkom Access Kediri can be seen in the financial report prepared, in the third quarter of PT Telkom's 2019 financial report, the assets owned increased clearly due to new assets purchased to improve quality, or it could also increase because cash increased due to increased sales at that time. PT Telkom Access Kediri's obligations have also increased, this means that PT Telkom Access Kediri finances this investment, one of which is by asking for a loan from a bank or other third party, the

amount of collateral obtained from the party depends on the guarantee provided by PT Telkom. PT Telkom Access Kediri has many assets and this will definitely convince third parties to lend their money to PT Telkom. The equity it has also increases. This means that PT Telkom also sells some of its shares in the capital market so that PT Telkom Access Kediri gets money that can be used for investment

3. Projected changes in Capital and Profit and Loss and Cash Flow
 - a. Statement of changes in capital

Figure 5
Statement of changes in capital

Laporan Perubahan Modal	
PT Telkom Akses Kediri	
Modal (Dalam Miliar Rupiah)	Rp. 34.156
Laba Bersih Setelah Pajak	Rp. 63.425
	Rp. 63.425
Jasa Produksi	Rp. 31.927
Modal Akhir	Rp. 31.498

- b. Income statement

An income statement is a report that contains a systematic report on the company's revenues and costs during a certain period. Income in the profit and loss statement is in the form of company income which is broadly classified into two groups, namely: business income and non-business income.

Figure 6
Income statement

Laporan Laba Rugi				
PT Telkom Akses Kediri				
Untuk Periode 2019-2020				
	2019	2020	2021	2022
PENDAPATAN PERUSAHAAN	Rp. 34.840.000	Rp. 34.194.000	Rp. 33.945.000	Rp. 35.208.000
BEBAN USAHA	Rp. 22.811.000	Rp. 22.265.000	Rp. 22.246.000	Rp. 24.547.000
LABA USAHA	Rp. 12.029.000	Rp. 11.929.000	Rp. 11.699.000	Rp. 10.611.000
Penghasilan (beban) lain-lain	Rp. 186.000.000	Rp. 186.000.000	Rp. 47.000.000	Rp. 84.000.000
Keuntungan (Kerugian)				
Laba selisih Kurs - bersih	(Rp. 45.000.000)	(Rp. 205.000.000)	(Rp. 78.000.000)	(Rp. 45.000.000)
Penghasilan Pendanaan	Rp. 276.000.000	Rp. 219.000.000	Rp. 200.000.000	Rp. 154.000.000
Beban Pendanaan	Rp. 996.000.000	(Rp. 1.215.000.000)	Rp. 982.000.000	Rp. 945.000.000
LABA SEBELUM PAJAK PENGHASILAN	Rp. 11.329.000	Rp. 10.924.000.000	Rp. 10.816.000	Rp. 9.862.000
Pajak Kini	(Rp. 2.849.000)	(Rp. 2.831.000)	Rp. 2.243.000)	(Rp. 2.832.000)
Pajak Tanggahan	Rp. 24.000	Rp. 208.000	Rp. 186.000	Rp. 826.000
BEBAN PAJAK PENGHASILAN	Rp. 2.824.000	Rp. 2.632.000	Rp. 2.429.000	Rp. 2.006.000
LABA PERIODE BERJALAN	Rp. 8.504.000	Rp. 8.301.000	Rp. 8.387.000	Rp. 7.856.000
Jumlah Penghasilan (Rugi) Komprehensif Lain	Rp. 27.000	Rp. 423.000	Rp. 92.000	Rp. 30.000
JUMLAH LABA KOMPREHENSIF PERIODE BERJALAN	Rp. 8.477.000	Rp. 8.724.000	Rp. 8.387.000	Rp. 7.856.000

- c. Cash flow statement

Figure 6
Income statement

Laporan Arus Kas PT Telkom Akses Kediri Untuk Periode 2019 - 2022				
	2019	2020	2021	2022
JUMLAH ARUS KAS DARI AKTIVITAS OPERASI	Rp. 13.055.000	Rp. 17.603.000	Rp. 17.433.000	Rp. 18.617.000
JUMLAH ARUS KAS DARI AKTIVITAS INVESTASI	Rp. 6.208.000	Rp. 6.089.000	Rp. 6.763.000	Rp. 8.959.000
JUMLAH ARUS KAS DARI AKTIVITAS PENDANAAN	(Rp. 898.000)	(Rp. 6.850.000)	(Rp. 367.000)	(Rp. 6.366.000)
KENAIKAN (PENURUNAN) BERSIH KAS DAN SETARA KAS	Rp. 5.949.000	Rp. 5.664.000	Rp. 11.037.000	Rp. 3.292.000
Pengaruh perubahan kurs terhadap kas dan setara kas	Rp. 459.000	(Rp. 800.000)	Rp. 260.000	Rp. 103.000
Cadangan kerugian kredit ekpeastian	(0)	-	(0)	(0)
KAS DAN SETARA KAS PADA AWAL TAHUN	Rp. 17.439.000	Rp. 18.242.000	Rp. 20.589.000	Rp. 38.311.000
KAS DAN STARA KAS PADA AKHIR TAHUN	Rp. 23.380.000	Rp. 24.365.000	Rp. 31.729.000	Rp. 41.629.000

Table 4
Financial Aspect Analysis

Financial aspect	Eligible/Not yet	Information
Sources of Financing and investment options	Worthy	The funding sources provided by PT Telkom Access Kediri can be seen in the financial report prepared, in the third quarter of PT Telkom's 2019 financial report, the assets owned increased clearly due to new assets purchased to improve quality, or it could also increase because cash increased due to increased sales at that time.
Profit and Loss Projections	Worthy	Projected profit and loss at PT Telkom Access Kediri. It is considered feasible because there was no decline in income during the 2019 to 2022 period.
Investment Needs Analysis	Worthy	All investment analyzes that have been calculated are considered feasible because they do not cause losses for the company

5. Supporting Aspects

1. Law

- Legal entity form

TELKOM's legal entity is a Limited Liability Company (PT), formerly also called Naamloze Vennootschaap (NV), which is an association for running a business which has capital consisting of shares, the owner of which has as many shares as the shares he owns. PT Telkom Access (PTTA) is a state-owned enterprise (BUMN) whose shares are listed on the Indonesian and American stock exchanges. PTTA is a subsidiary of PT Telekomunikasi Indonesia Tbk. A limited liability company is a business entity and the amount of the company's capital is stated in its articles of association. The company's assets are separate from the personal assets of the company owner so that they have their own assets. The articles of association of the company (Persero) PT Telkom Access which have been received and recorded in the Legal Entity Administration System database of the Ministry of Law and Human Rights through letter No. AHU-AH.01.03-0289820 dated 24 June 2019 concerning receipt of notification of changes to the Articles of Association of the Company (Persero). PT Telkom Access and decision of the Minister of Law and Human Rights of the Republic of Indonesia No. AHU-0032595.AH.01.02.TAHUN 2019 dated 24 June 2019 concerning Approval of Amendments to the Articles of Association of the Limited Liability Company (Persero) PT Telkom Access

2. Environment

The environment is a very important aspect to review before running a business to find out the impact of the business that will be run, both positive and negative impacts. A business can give rise to various activities that have an impact on the environment around the business location. A business is declared feasible based on this environmental aspect if it meets the needs of the business, which is capable of providing a positive impact that is greater than the negative impact.

Table 5

Supporting Aspect Analysis

Supporting Aspects	Eligible/Not yet	Information
Law	Worthy	TELKOM's legal entity is a Limited Liability Company (PT), formerly also called Naamloze Vennootschaap (NV), which is an association to run a business which

		has capital consisting of shares, the owner of which has as many shares as the shares he owns.
Environment	Worthy	PT Telkom Access Kediri has had a positive impact by carrying out Corporate Social Responsibility (CSR) programs, such as helping to overcome some of the most challenging socio-economic problems and creating added value for society.

Conclusion

PT. Telkom Access (PTTA) is a Telkom subsidiary which is engaged in the construction and management of network infrastructure services. PT. Telkom Access (PTTA) was founded on December 12 2012. The conclusions that can be drawn are:

Marketing Aspect: Telkom's product for broadband internet services is Wiewline-based Telkom Speedy. Telkomsel is the largest cellular operator in Indonesia with a 65% ownership composition of PT. Telkom Indonesia, Tbk and 35% SingTel, Singapore, currently Telkomsel has three types of SIM card products, namely the HALO Card, simPATI Card, and AS Card, based on this analysis it can be concluded that the marketing aspect of PT Telkom Access Kediri's business is considered worthy.

Operational Aspects: PT. Telkom Access Kediri has operating systems and procedures where operational hours are every Monday to Friday at 08:00 – 17:00 and Saturdays at 08:00 – 16:00, as well as the service capacity of PT Telekom Access Indonesia to serve the marketing of Indihome products as much as 65 per day with indihome installers for several areas such as Blitar, Gurah, Kediri, Mojoroto, Ngadiluwih, Nganjuk, Pare, Trenggalek, Tulungagung, Warujayeng, Wlingi, for production facilities and means such as there are employee needs through providing adequate salaries, providing awards, pension benefits and health benefits, based on this analysis it can be concluded that the operational aspects of PT Telkom Access Kediri are considered feasible.

Resource Aspect: in this aspect for production facilities and facilities such as employee needs through providing adequate salaries, giving awards, retirement benefits and health benefits. The salary system is provided in accordance with the position and length of service undertaken and also differences in employee status which of course can also influence the amount of salary earned. The K3 implemented is good by paying attention to worker safety and also paying attention to worker health. Based on this analysis, it can be concluded It was concluded that the Human Resources aspect of the PT. Telkom Access Kediri business was considered feasible.

Financial aspect : The funding sources provided by PT Telkom Access Kediri can be seen in the financial report prepared, in the third quarter of PT Telkom's 2019 financial report, the assets owned increased clearly due to new assets

purchased to improve quality, or it could also increase because cash increased due to increased sales at that time. Access Kediri has many assets and this will definitely convince third parties to lend their money to PT Telkom. The equity it has also increases. This means that PT Telkom also sells some of its shares in the capital market so that PT Telkom Access Kediri gets money that can be used for investment. Based on this analysis, it can be concluded that the financial aspects of PT Telkom Access Kediri's business are considered feasible.

Supporting Aspects: based on a review from a legal perspective, TELKOM's legal entity is a Limited Liability Company (PT), formerly also called Naamloze Vennootschaap (NV), which is an association to run a business which has capital consisting of shares, the owner of which has as many shares as the shares he owns, PT Telkom Access Kediri has had a positive impact by carrying out Corporate Social Responsibility (CSR) programs, such as helping to overcome some of the most challenging socio-economic problems and creating added value for society. Based on this analysis, it can be concluded that the supporting aspects of PT Telkom Access Kediri's business are considered feasible.

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