

DAFTAR SINGKATAN

SINGKATAN	Nama	Pertama kali digunakan pada halaman
BUMN	Badan Usaha Milik Negara	1
POTS	Plain ordinary telephony service	1
NEB	New Economy Business	1
VAS	Value Added Service	1
FTA	Free to Air	1
ADSL	Assymetric Digital Subscriber Line	4
ISP	Internet Service Provider	7
CRM	Customer Relationship Management	8
STP	Segmenting, Targeting, & Positioning	14
3C	Customer, Competitor, & Company	14
SDL	Service Dominant Logic	19
GDL	Goods Dominant Logic	19
SWOT	Strength, Weakness, Opportunity, Threat	28