

Abstract

In today's digital era, technological developments greatly affect all lines of human life, including in terms of business and company development. The development of technology creates a culture and conditions for a technology-oriented society. According to David (2015), strategic management is all about gaining and maintaining a competitive advantage. The term can be defined as any activity that a firm performs very well in comparison to the activities of a firm's competitors, or any resource the firm possesses that competitors desire. Owning fewer fixed assets than competing firms can provide a major competitive advantage. This study used qualitative research methods. The approach process that will be carried out in this research is to conduct in-depth interviews about telcomaterials. In the product development strategy, it is necessary to prepare qualified human resources in order to create quality products to face market conditions. In addition, in the product development strategy, more product variants are needed to reach a wider community. The business strategy formulation design is sought to determine the internal and external aspects of the company. In the internal aspects of the company, it can be seen what is owned by Telkomaterials and what conditions are currently being experienced.

Keywords: Business strategy formulation, Telecommunication, Digital Business Strategy, Business Model Canvas