

## ABSTRACT

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*Telkom Indonesia's business development of Level Up is crucial for the company's sustainability and growth. In practice, Level Up's business development covers various aspects such as partnership management, pricing strategy, program development, and continuous innovation for long-term growth. Business development is different from sales development, though both aim to expand the market. As a new company, Level Up focuses on partnership management and pricing strategies. This is important to expand its partnership network and increase market visibility, which in turn makes it easier to penetrate the market and reach more clients. Understanding market pricing dynamics for each program offered is essential to stay competitive. A competitive pricing strategy helps Level Up attract more partners and customers. Effective partnership management allows the company to build long-term, mutually beneficial relationships and strengthen its position in the industry. By focusing on innovation and relevant program development, Level Up can offer significant value to customers. Through this approach, Level Up can not only survive in the market but also grow and become a leader in the service sector, assisting both academic and industry partners.*

*Keywords: Business development, innovation, partnerships, pricing strategy, programs.*