

ABSTRACT

The telecommunication industry in Indonesia is experiencing dynamic changes with the emergence of innovative digital telco services. Indosat, as one of the leading telecommunications operators in Indonesia, needs to adapt to these changes and develop better digital telco services to meet customer needs and desires.

This research aims to develop new digital telco services for Indosat using Design Thinking approaches. The design thinking approach is a user-oriented and solution-oriented method that helps in understanding user needs and developing effective and innovative solutions.

Descriptive qualitative research methodology was employed in the study, which included a case study centered on the development of a new digital telco service for Indosat as a replacement for "MPWR" (pronounced empower). MPWR is an application-based service for mobile prepaid cards that allows users to purchase various digital products and services, such as credit balance, data packages and other digital products.

This research uses a variety of research techniques, such as interviews, observation, and brainstorming, to gather data and insights into the needs and preferences of users. This data and information are then analyzed and used to develop a prototype of new digital telco services. Utilizing user testing techniques, this new digital telco service prototype was assessed. Test results indicate that this prototype is well received by users and has the potential to develop into a profitable digital telco service.

This research demonstrates how Indosat may better address customer needs and offer digital telco service by implementing a Design Thinking methodology. The new digital telco service prototype developed in this research can be a good example for Indosat in developing innovative and competitive digital telco services.

Keywords: Design Thinking, Digital Telco Service, Indosat, MPWR, Prototype