

## ABSTRAK

Layanan mobile advertising terus mengalami perkembangan seiring dengan perkembangan sarana telekomunikasi mobile. Peluang mobile advertising ini sangat besar, akan tetapi peluang tersebut belum dimanfaatkan dengan maksimal. *Mobil advertising* terdiri dari beragam tipe, seperti SMS, MMS, E-mail, Search, Banner Display, Content Sponsorship dan Video. Sementara itu model *Mobile advertising* terdiri dari pull advertising dan push advertising. Di penelitian ini diteliti tentang pengaruh mobile advertising terhadap pada industri telekomunikasi. Terdapat tiga pemain utama dalam bisnis mobile advertising di Indonesia, yaitu Telkomsel, Indosat, dan XL. Pada tahun 2013, dilihat dari sisi pendapatan mobile advertising, Telkomsel memperoleh pendapatan paling tinggi, kemudian Indosat, dan terakhir adalah Telkomsel. Pengaruh mobile advertising terhadap industri telekomunikasi semakin besar setiap tahunnya. Tahun 2013 kontribusinya adalah sebesar 5% dari digital service, sementara itu digital service sendiri kontribusinya adalah sebesar 20% dari total pendapatan industri telekomunikasi. Pada tahun 2015 ditargetkan kontribusi mobile advertising terhadap digital service adalah sebesar 20-30%. Strategi yang tepat yang dapat dikembangkan oleh Telkomsel dalam bisnis mobile advertising adalah *growth strategy* yang meliputi pengembangan pasar dan pengembangan produk. Pengaruh mobile advertising terhadap bisnis Telkomsel adalah bisnis *mobile advertising* dapat memberikan kontribusi signifikan pada bisnis Telkomsel. Pada tahun 2012, besar kontribusi pendapatan *mobile advertising* terhadap pendapatan Telkomsel hanyalah 1 %, akan tetapi pada tahun 2015 diproyeksikan terjadi peningkatan kontribusi pendapatan *mobile advertising* pada Telkomsel menjadi 2,0% atau setara dengan 1,76 Trilyun Rupiah

**Keyword: Mobile Advertising, Strategi, BUMN**

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Mobile advertising services had been developed along with the development of mobile telecommunication means. Mobile advertising opportunity is very large, but the opportunity has not been exploited to the maximum. Car advertising is composed of various types, such as SMS, MMS, E - mail, Search, Banner Display, Content Links and Video. Meanwhile Mobile advertising models consisting of pull advertising and advertising push. This study aims to determine the condition of mobile advertising that has been run by selelur operator in Indonesia and determine the effect on the telecommunications industry, determine appropriate strategies used by mobile operators to capitalize on the business potential of mobile advertising, mobile advertising determine the effect on the business of Telkomsel. In this research study on the effect of advertising on the mobile telecommunications industry. There are three major players in the mobile advertising business in Indonesia, Telkomsel, Indosat, and XL. In 2013, in terms of mobile advertising revenue, the highest earning Telkomsel, and Indosat, Telkomsel and the last is. Effect of mobile advertising on the telecommunications industry is getting bigger every year. In 2013 the contribution is equal to 5% of the digital service, digital services while it itself is its contribution by 20% of the total revenue of the telecommunications industry. In 2015 the contribution of targeted mobile advertising to digital service amounted to 20-30%. Appropriate strategies can be developed by Telkomsel in the mobile advertising business is a growth strategy that includes the development of market and product development. Effect of Telkomsel's mobile advertising business is the business of mobile advertising can provide a significant contribution to the business of Telkomsel. In 2012, a large contribution to the revenue of mobile advertising revenue Telkomsel is only 1%, but in 2015 projected an increase in the contribution to Telkomsel's mobile advertising revenue to 2.0%, equivalent to 1.76 trillion rupiah

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