

ABSTRACT

Telkom Professional Certification Center (Telkom PCC) is a professional certification agency established by PT. Telekomunikasi Indonesia, Tbk (PT. TELKOM) as a manifestation of dedication to education. Through Telkom Education Foundation (YPT), then on August 15, 2008 established Telkom Professional Development Center (Telkom PDC) and Telkom Professional Certification Center (TelkomPCC) on August 24, 2012, and on March 1, 2015 merger between Telkom PDC and Telkom PCC became Telkom Professional Certification Center. As time goes discovered one of the programs has decreased the number of participants and did not achieve the sales target, the program is Network Administration Professional (NAP). Therefore, the author felt the need to analyze several important aspects of a marketing strategy by leveraging the power and opportunity to minimize and overcome weaknesses and threats that exist today.

This research using SWOT analysis and IE Matrix. The analysis is used to identify the internal factors are strengths and weaknesses, and external factors are opportunities and threats. Data collection methods include interviews, questionnaires, observations and data such as books, literature which is then processed by several approaches 7P marketing mix analysis, macro environment and 5 Force Porter.

Results of research by the author is it can be concluded that the appropriate marketing strategy for Telkom PCC is a marketing strategy that emphasizes market penetration, market development and product development.

Keywords: Marketing Strategy, LSP, SWOT