

ABSTRACT

PT. Bakrie Telecom, Tbk is cellular operator base on CDMA is new offering ESIA as the service product, what giving comfort communicate through service and interesting feature. Many things to be considering so that the marketing as according to goalless which have been specified, hence market research analysis, market segmentation and also position of required as Service promotion strategy device supporter ESIA.

Research method is descriptive research. Appliance of data collecting is questioners which propagated to Sub-Province resident Sumedang. Measuring instrument which applied is frequency distribution for determining proportion and also cross-tabulation to know the relation of between characteristic and variable every segment. Research done with step, service market segmentation ESIA, chooses of target market, determination of position of service and also formulation of promotion strategy.

Research result yield four segment consisting, segment of 1 (interest and ready) equal to 23,94%, segment of 2 (not interest and ready) equal to 7,98%, segment of 3 (interest and not ready) equal to 26,76%, and also segment of 4 (not interest and not ready) equal to 41,31%. From segment which selected by formed is segment firstly and second as target market gone this by considering that both this segment have had readiness of from side financial where readiness of this can be told to have big share in usage of service ESIA. Hereinafter position of service which specified based on expected by benefit is market in using service ESIA yield jargon " Untung Pake ESIA " that has been taken a fancy by responder and as according to the excellence owned.

Audience target from service ESIA is first segment. Promotion target this time is to know comments in the form of behavior of from audience in the form of purchasing action from service ESIA. Device order for ESIA is by presenting humor sense as fascination contents of the message and also submitted by famous man as source of the message. Media ordered: for television selected by RCTI with event of Sinetron at 7.00-9.00 PM, while for selected radio: Citra FM with event of music at 4.00-6.00 PM, temporary for newspaper selected by Pikiran Rakyat in Sport rubric and Bola magazine at news rubric, and Aneka magazine at rubric gossiped.