

## ABSTRACT

Marketing is a managerial process by which individual and groups obtain what they need and want through creating, offering, and exchanging products of value with others. Place, one of Marketing Mix tools, shows that marketing is very much related to its geographical condition. Therefore, marketers need to analyze efficiently geographical information in order to gain competitive advantage and effectiveness in business. TELKOMVISION, a newcomer in Pay TV business, needs an information system to visualize the potential market, for the management to make the precise marketing strategy to certain areas.

Geographic Information System has the ability to visualize both spatial and non-spatial data. Combined with the principles of Marketing, the system is able to represent existing spatial relations between market components. With thematic map provided by GIS, the decision makers are then able to see the results of the formulation and to analyze that information as a support in making marketing decision by identifying the areas of high market potential and prioritizing those areas. These considerations thus are used as a reference in developing marketing strategies.

The potential market is analyzed from two types of customers – corporate customer and retail customer – for there is a possibility of different marketing strategies applied to either type. The following are factors to determine potential market of TELKOMVISION: (1) Interest level of using Pay TV, (2) Interest level of using internet, (3) ratio of existing customer and total population, (4) duration of using Pay TV, (5) duration of using internet, (6) field of work, (7) education, (8) age, and (9) GRDP – Gross Regional Domestic Product. Note that education, age, and GRDP are potential factors for retail customer only. The system calculates potential value of each area based on given formulation, and then determines potential rank and potential status of each area. The final results are the visualizations of thematic map indicating potential rank and potential status for each area (*kecamatan*).

The outputs of this system are of 3 forms, they are: (1) tabular data of potential value, potential rank, and potential status; (2) graph data of potential value; and (3) visualization of thematic map for potential status and potential rank. The results above can be used to support marketing decision making of TELKOMVISION and as a reference in developing marketing strategies of TELKOMVISION.

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