

ABSTRACT

IZZIS Pulsa adalah feeder of role of system admission filling of electronic voucher, Supported by peripheral system having nomer purpose of SMS. Or recognized with SMS CENTER. SMS CENTER which IZZIS Pulsa provide wear nomer GSM out of 3 operator sellular that is ProXL Telkomsel and Indosat. Many thingses to be considering so that the marketing as according to goalses which have been specified, hence market research analysis, market segmentation and also position of required as promotion strategy device supporter IZZIS Pulsa.

Research method taken is descriptive research, data collector is questionnaire which propagated to Municipality resident Bandung. Measuring instrument which applied is frequency distribution for determining proportion and also tabulation traversed to know the relation of between characteristic and variable every segment. Research done with step, service market segmentation IZZIS, Pulsa, election of target market, determination of position of service and also formulation of promotion strategy.

Research result yield four segment consisting, segment of 1 (enthusiasm and ready) equal to 25,25%, segment of 2 (not enthusiasm and ready) equal to 7,43%, segment of 3 (enthusiasm and not ready) equal to 26,24%, and also segment of 4 (not enthusiasm and not ready) equal to 41,09%. 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 finansial where readiness of this can be told to have big share in usage of service IZZIS Pulsa. Hereinafter position of service which specified based on expected by benefit is market in using service IZZIS Pulsa yield jargon " Quickly, Economized, Trust" which have been taken a fancy by responder and as according to the owned excellence.

Audiens target from service IZZIS Pulsa is first segment. Purpose of promotion this time is to know comments in the form of behavior of from audiens in the form of purchasing action from service IZZIS Pulsa. Device order for IZZIS Pulsa is by uppermost of excellence and benefit from IZZIS Pulsa as fascination contents of the message. Media ordered: for newspaper is selected Mind Of People at athletic rubric and Voucher magazine at news rubric