

ABSTRACTION

Telecommunication technology growing rapidly along with the time, which people communication needs become easier and more sophisticated. The competition of cellular telecommunication business which enough tighten, from the technology, the ease of service, feature and also price with total amount of cellular customer which increasing each years, and this year it more than 20 million. Sending message technology via SMS (Short Message Service) certainly have special selling value as big as 20% of income (beside voice communication in the amount of 80%). For that reason 2,5G technology which integrated on cellular phone feature of MMS (Multimedia Messaging Service) is one of nowadays breakthrough especially on GSM technology. As the most sophisticated feature on sending a photo messages, motion picture, and also more complex ring tone, MMS will become a market with special value especially in the early of 2006, the same condition with the jump up of handphone selling on 2000. Thus, no longer anymore, MMS will be able to replace SMS as the biggest revenue producer for operator after the voice service. But the consumer tendency in cellular communication behavior is having different preference. This matter push the writer to conduct the research in formulating the marketing development strategy of MMS feature of PT Indosat who were the first who introduce MMS through the product of IM3. IM3 is the owner of the best quality of MMS among the other operators on reference with the various content and inovative MMS service which proved by becoming the champion for the best GPRS and MMS from the result of poling which conducted by Selular Magazine on 2004 for adding the intensity of using MMS feature based on consumer behavior.

This research use descriptive method. Data collecting had been done by distributing questionnaire to consumer who lived in municipality of Bandung and its surroundings using convenience technique. The measuring instrument which used is descriptive frequency to know the quantity of each required variables. The research begin by determining the amount of the sample, question type, sampling technique, behavior and preference identification, and closing by formulating the marketing strategy which consist of segmentation, targeting and positioning.

From the result of processing data it could attain potential market about 170 people (84.15%) and the available market about 117 people (57.92%). Segmentation process which using cluster analysis give the result on 2 segments that are the more critical segment (33.33%) and the less critical segment (66.67%). The variables which significantly differentiate those two segments are increasing reliability, increasing of sending result quality, reduction of failed possibility, extension of coverage area, increasing of speed, the cost for once send and 25 other differentiate variables. Segment characteristic which associated with the formed segment are the frequency of using GPRS, usage MMS for sending photo, MP3 songs, cost expectation and the interest level. The characteristic of those two segments are used as the reference to decide the target market.

The segment that choosen as target market is segment 2 (the less critical segment) as the long period single segment concentration by the consideration of segment size about 66.67% which still have an interest toward the MMS feature. While positioning formulated by consider competitive superiority and the other superiority of MMS service. The statement which used for positioning the service to the target market is **More Reliable with Good Quality**. The next is deciding promotion strategy for choosing the media as the form of promotion (direct promotion), the source of information (advertisement), electronic media (television and radio), printing media (Kompas, Pikiran Rakyat, Bola, PC Plus, Pulsa etc.).