

ABSTRACT

A New product which will come out need a good research about market compartment and also effective marketing strategy for getting many market, Telkom Flexi Home is newest product from Telkom Flexi which used Fixed Wireless Terminal (FWT) based on ESN (Non Sim Card) as terminal at home. Analyse market research, market segmentation and position and also formulate marketing mix needed as supporter of marketing strategy planning of Telkom Flexi Home.

Appliance of Data collecting is questioners which spread to society of Kotamadya Palembang. Used by measuring instrument is frequency distribution to determine proportion and cross tabulation to know relation usher variable and characteristic every segment. The research is done by following this stages potential market estimation, knowing market characteristic, market segmentation, targeting, determination of service position, and formulation of marketing mix. Segmentation is done based on willingness and responder readiness to use service of Telkom Flexi Home while the target market is stated based on the interest of each other segment. Then, service position is stated based on utility that is required by available market in using service of Telkom Flexi Home and also position of Telkom Flexi Home with mobile phone.

From this research is divided become four segments which are consist of segment 1 “enthuasiasm and readiness” (9.6 %), segment 2 “not enthuasiasm and readiness” (0 %), segment 3 “enthuasiasm and not readiness” (41.1 %), and segment 4 “not enthuasiasm and not readiness” (49.2 %). From obtained segment, first segment choose as target market. First segment election as target market by considering that two of segment is have had readiness from finansial side, where this readiness of earn told to own big share in use of Telkom Flexi Home service, while segment 2 ini this research is 0 %. Then, service position is stated based on utility that is required by available market in using this Telkom Flexi Home service yield jargon " Bukan Telepon Biasa". Then formulated marketing mix of Telkom Flexi Home service which is relied on 4P (Product, Price, Place, Promotion).

Potential market of Telkom Flexi Home in region Kotamadya Palembang only a half, it maybe can say enough, that is 50.7 % while available market of equal to 10.2 %. Difference of potential market percentage with market available is enough far, this matter prove that in fact a half of market accept attendance of Telkom Flexi Home, but factor finansial still influence responder to subscribe to. Considering terminal price for service of Telkom Flexi Home which still be costly relative, that is about Rp. 800.000 until Rp 1.100.000. To more improve again the level of market available PT. Telkom use credit system which is cooperated via Bank, but for now Telkom doesn't use credit system. Because of that, for getting a big market of Telkom Flexi Home, then Telkom should decrease a price of terminal phone.

Keywords : Market Research, Telkom Flexi Home