

ABSTRACT

CDMA (code division multiple access) is a technology plural access in which each user was given unique code in canal access that exist in system. Technology of CDMA allowed voice capacity and data communication, enabling many user connection at a same time, as well as allowed multimedia connection. StarOne is a CDMA-based fixed wireless service launched by PT.Indosat Tbk. In order to be accepted by market, it needs marketing strategy that appropriate in order to penetrate the market surely. This should be done in order to give information to support decision making process in marketing management, such as what are the segments and their characteristics, how big is the potential market, etc. So the decision made is efficient and effective.

This is a descriptive research. It uses questionnaires as data collection tool. These questionnaires are distributed to all part of community in Semarang city. The Data processing is using descriptive statistic to determine segment market, to determine target market, positioning, and StarOne promotion media.

The research result shows that the market segmentation that is done forms 4 market segments: ready and will segment (18,36 %) , ready and won't segment (5,31 %), not ready and will segment (36,23%), and not ready and won't segment (40,1 %). Out of these 4 segments, the target markets are ready and will segment. Then, positioning is done based on market preference towards benefits and superiority of StarOne service. Benefits and superiority presented in the questionnaires are quality of voice to be clearer, flexible, cheaper tariff, can be used to communicate data, existence added of features, existence to choice customer terminal, existence to choice system of payment and service delivery. The most desirable benefits and superiority are cheaper tariff, quality of voice more clear, flexible, can used to communication of data and existence added of feature. The positioning statement, formulated by mixing these 5 benefits, is "Telephone for All". The initial promotion media determination is based on media rating and market behavior. Recommended promotion medias are advertisement at news column on Suara Merdeka Rakyat newspaper; advertisement on news column on Pulsa magazine; TV advertisement in film/drama serial segment on Indosiar, Trans TV or RCTI showed between 7 p.m. to 9 p.m.; advertisement on Gajah Mada FM, Prambors FM or RCT FM radio station presented after 9 p.m.; and involvement in trade of exhibitions and doing sales promotion with give free sample and discount.

Target markets of service StarOne for short term is target market that focus to ready and will segment because that have to ready and will to using service StarOne. While target market for long term to ready and won't segment.