ABSTRACT

The rapid development of telecomunication services is get along with the increasing of public needs with it variation. The principal key in raising the consumer absorbment level toward telecomunication service is through increasing the value added for every services. To keep their customer, Telkom were inovating to produce several value added on its fixed phone operator that appropriate with Indonesian market characteristic. Tele home security is one of the new product that being offered to market. Sets of equipment of Home Security that being offered to market is not identical with the Tele Home Security, because Tele Home Security is offering a total solution not only a sets of security equipment. At the beginning the basic idea of this service is to simplify the Telkom customer to monitor their home or office situation when they are out of some where. Through this service it is hope could strengthen the competitive power of TELKOM.

On their effort in launching the Tele Home Security service, TELKOM needs an appropriate marketing strategy planning to get a large number of market share. Through comparing process with other Home Security product which is most of them were offering new technology features, showing there is a promising development of market section for the impleentation of Tele Home Security service.

Objectives of this research is to identify the market segmentation, market target, market positioning, and defining an appropriate marketing strategy based on the Tele Home Security service characteristic and customer desire. This research is using a descriptive method, where data were collected from identifying the PSTN PT TELKOM customer through questionnaire with random sampling method. Measurement tools that used in this research are descriptive frequency to identify the quantity of each variable, cross tabulation to identify the relation between each variable. Segmentation basis that being used is based on residential and business cateogry, where each category has a different segment variable. For residential category were divided into A class and B class based on economy condition. While for business category were divided into three segmet category consist of Finance and banking segment, trading and services segment, and trading and industrial park segment.

From this research can be conclude there is four basic proncipal of Marketing in venus that appropriate with Tele Home Security service and customer desire, there are pricing, promotion, brand and selling principal.

Key words: Marketing in Venus, Tele Home Security