

## ABSTRACT

The rapid development of telecommunication services is getting along with the increasing of public needs with its variation. The principal key in raising the consumer absorption level toward telecommunication service is through increasing the value added for every service. To keep their customer, Telkom is innovating to produce several value added on its fixed phone operator that is appropriate with Indonesian market characteristics. Tele Home Security is one of the new products that are being offered to the market. Sets of equipment for Home Security that are being offered to the market are not identical with the Tele Home Security, because Tele Home Security is offering a total solution not only a set 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 hoped 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 implementation 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 characteristics 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 category, 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 segment 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 principal 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

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