

ABSTRACT

The requisites of information technology are more and more being enjoyed by many people. It's background by the plant of PT. Telekomunikasi Indonesia, Tbk. To expand its business to global level. So PT. Telekomunikasi Indonesia, Tbk. Have a project to improve many possibilities of non POTS services. The non POTS services include services which based high speed network multimedia, VoIP for corporate customer, and also view services. The view services are the broadband services which disentangle many communication complications. The services in clued pay TV services, interactive TV, home shopping, pay per view, video on demand, and high speed internet access. The view service which has carried out by PT. Telekomunikasi Indonesia, Tbk. Is TelkomVision. Because of the fund that would by invested on this product is massive. So, anything which can give any illustration about the prospect of the product needs a serious attention. This aspect has urge the writer to make some formulation of TelkomVision marketing strategy, to know about the profile and the type of the company, SWOT TelkomVision, market segmentation, customer target, and also product positioning, so it's expected that the final result of research will help marketing of TelkomVision in Bandung.

The research use descriptive method whit approximation of marketing audit from MarkPlus&Co. the data collecting was done by spread some questioner which consist 3 type of questioner. Customer questioner, internal questioner, and external questioner. By proportional random sampling method, the size of representative sample has done by rule's of thumb method. The research has started by the characteristic identification from the company type, competition condition, and market condition. The determination of TelkomVision services potential market is the first step to the determination and formulation of marketing strategy, consist of segmentation, targeting, and positioning.

The result of the research shows that the type of company is marketing oriented, whit potential market of TelkomVision as much as 61, 8%. The segmentation of the view services customer was psychographic, divided into 4 segment, they are (1) will use TelkomVision services, (2) will use view services from another provider/operator, (3) don't know will use view services from what provider/operator, (4) will not use and change to another view services. Based on marketing audit, the target of TelkomVision is to choose companies in the most effective customer segment (Choose One) that is segment 1 with percentage of 13%. While positioning that was done was One Statement that is marketing strategy by count heavily on services in the form of picture quality and voice quality to differentiation TelkomVision whit another provider/operator to get the trust from customer.

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