

ABSTRACT

Telkom International Call 007 (TIC 007) is International Direct Dialling (IDD) service based on technology of circuit switching (Non VoIP). IDD is an interesting business seen from its market which is estimated will still be growing about 20-25%. Seeing this opportunity, PT. Telkom is pursuing position of market leader in three until four years forwards along with launching of TIC 007. To reach that goal, Telkom have to pay attention to things which can improve volume of sales. Sales volume is a consequence of some factors such as economic condition, competition activity, variables of marketing mix that are: product, price, distribution channel, promotion, and so on. Company have to communicate product which they offer to market to influence end decision of customer so it can push the increasing of product user and usage. Telkom during the time have done various activities of marketing communication for TIC 007 but need to be seen whether those activities have already been effective i.e. reaching target desired by Telkom. So the result can become an input for planning of the next communication program.

Data collection done by distributing customer questionnaire with technique of proportional stratified random sampling and internal questionnaire. Data tabulated by method of Customer Response Index (CRI), snake diagram, perception–importance diagram, and descriptive statistics. From data-tabulation result obtained analysis of hierarchy of effects and image to see effectiveness of existing marketing communication program, continued with TIC 007 marketing communication program planning covering: identifying target audience, determining aims of marketing communication, designing message, and making decision of marketing communication mix.

Result of tabulation indicate that TIC 007 marketing communication program still less effective based on value of Customer Response Index (CRI) equal to 43,28% especially as effect of the lack of awareness which causing loss of purchase potency equal to 19,40%. The lack of effectiveness of the program can also be seen from image research where found that there are negative gaps which meaning desired image to be created by Telkom to TIC 007 is still perceived lower by respondent, at attribute of activation procedure, coverage, tariff, billing transparency, billing payment process, value for customer, and life style. Known also, there is no opinion uniformity of desired image to be created by Telkom for TIC 007 among TIC 007's marketing officers itself.

Compilation of effective TIC 007 marketing communication program is by target audience: business segment; excellence messages: real sound, real value, real coverage, real time and price, real simple, real expert, and real care; aims of the program are to increase purchase by increasing awareness first and market that already aware or reach other step must be maintained and guided to higher response level; message content is in the form of rational appeal by signaling excellence, message style is in the form of brief message, and as message source is celebrity; marketing communication mix used is in the form of TV commercial, printed-media advertisement at newspaper, billboard, discount at certain time, discount pursuant to usage amount, customer gathering, sponsorship, exhibition, direct visit, direct mail.