

ABSTRACT

Nowadays, Short Message Service is very likely because its simple to use and have a cheap tariff but with technology development, User of telecommunication tool not satisfied with SMS. Short message service not able to express the message. Because of this reason, MMS develop by telecommunication provider. In the future, MMS will have big market penetration. This opportunity make most of telecommunication provider start to develop their own MMS. Goals of Telkomflexi in developing MMS to increase customer value added and benefit of the company. To win the competition with the other provider, Telkomflexi need marketing mix strategy to launch MMSFlexi

In this research exceedingly we make strategy using AHP method. The result of the strategy is using as input for second questionnaire that spread to the cellular consumer in Bandung. After that do identification of potential market and available market of MMSFlexi. Segmentation process has done to the available market based on psychografi. The result of segment is analyzed to determine target market of MMSFlexi, then to affirm the service in the customer mind, We formulated a positioning statement and the end of step we determine marketing mix strategy to create complete marketing strategy.

Data collection for segmentation has done with survey method by spreading questionnaire to the cellular customer in Bandung. From data processing, found potential market about 178 people (78.76%) available market about 50 people (31.06%), Segmentation base on psychografi result 3 segment, then do discriminant test to know there are significant distinguish or not about the variables. Variable with strong influence. The biggest influence is used to determine target market that will served by MMSFlexi and after that we make Marketing Mix strategy of MMSFlexi.

Market segment will choose as a target market is Segment 'Will use MMSFlexi as exchanger of the others MMS'. Positioning statement is used to positioning this service to the market is 'MMSFlexi, Amazing MMS without Amazing price and then we will formulate marketing mix strategy that consist of Product, Place, Price, Promotion, People, Physical evidence and process.

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