

ABSTRACT

The more growing need of society in telecommunication technology day by day has born demand of variety system StarOne represent newest product of PT INDOSAT base on wireless access with CDMA (Code Division Multiple Access) technology where the client can call and accept call during residing in area..With very economize tariff. Within reason a new product to access to market, hence need a more circumstantial recognition hit market to be entered by before product really on the market to society. This matter become base intention of this research, that is for segmented the market of StarOne, targeting and positioning and also formulate a strategy of marketing mix that will be useful in giving input for marketing development.

Used by research method is descriptive research. Appliance of data collecting is quetionnairy to client and non-client of PT Indosat. Used by measuring instrument is frequency distribution to determine determining proportion and characteristic every segment and cross tabulation to know relation usher variable . Research done with step, segmentation of market of StarOne, targeting, determination position of service and formulation strategy of marketing mix.

The market segmentation used is based on the financial readiness and willingness to use this product. This segmentation results in 4 market segments. Segment 1 (enthusiasm And readiness) equal to 39,23 %, segment 2 (not Enthusiasm and readiness) equal to 10,05 %, segment 3 (Enthusiasm and not readiness) equal to 26,79 % and segment 4 (not Enthusiasm and not readsiness) equal to 23,92 %. From fourth of the segment, segment 1 and segment 2 selected as target market for this service. This election relied on readiness of responder for budget expense of use StarOne where mentioned of vital importance in deciding whether competent the responder or not to use StarOne. Then, service position which is relied on excellence and feebleness of StarOne compared to seluller phone and fix phone and also preferensi of consumer to excellence StarOne Service position formulated with Telepon Untuk Semua. Then formulated strategy of Marketing mix which is relied on 4P (product, price, place, promotion).

With target market equal to 49,28 % indicating that PT Indosat own opportunity in marketing StarOne. While the rest that is segment 3 and 4 leaving open the opportunity to be entered through product development which as according to characteristic of both segment.

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