

ABSTRACT

The growth of the number of internet user in Indonesia has been significantly increased from time to time. Data from APJII shows that the number of internet user in Indonesia are increased by 30% - 50% annually. PT. Telkom as one of Indonesia's leading telecommunication based company is ready to give their services to fulfill the peoples interest on internet by launching another internet service, besides TelkomNet Instant, which is called Speedy. Speedy is a high speed internet access service which used ADSL (Asynchronous Digital Subscriber Line) technology that enable the customer to use the line for both telephone and internet service at the same time. As to date, Speedy is only available for Jakarta and Surabaya area and will launched for Bandung area in early 2006. In order to market the Speedy service, an effective marketing strategy is needed to ensure that the marketing process are running well, and to expand the Speedy service market. Before we can determine which marketing strategy will be used to market the Speedy service, we need qualified information regarding the condition of the market on both potential and available market. Therefore, we require a tool that can process all field attribute data to provide qualified information regarding the mentioned condition of market.

One of the instrument that can be used to process such data is the Geographic Information System (GIS). GIS is a tool which can be used to collect, stored, intergrate, process and analyze objects and phenomena in which geografic location is the most important / critical characteristics to be analyzed on (Aronof, 1989). Therefore, the objective of this final project is to design a Geographic Information System (GIS) which can visualized the Speedy service market in Bandung area by presenting the map of both potential and available market of the Speedy service that can be used as a qualified information to assist us in the process of determining the best marketing strategy will be implemented in Bandung area.

There are some factors which are being used in determining an area potential market status, such as: (1) The level of people's interest on internet service, (2) The level of people's interest on Speedy internet service, (3) The level of people's interest on other internet service, (4) PDRB per capita, (5) ARPU POTS, and (6) ARPU TENI. Meanwhile, an area available market status, which can be defined as a potential market which have purchasing power and access to Speedy internet service, is being determined using some factors, such as: an area potential market status, the level of readiness, and the Speedy service coverage area. The further process will then present the output in form of area potential status, readiness level, market segment, Speedy service coverage area, area available market status, and attribute data visualization.

The above mentioned Geographic Information System (GIS) can be used as an instrument which can assist us in the process of determining the best marketing strategy by presenting the market condition such as area potential market status, the level of readiness, and the Speedy service coverage area, which is the result of the field attribute data process that can be modified at any time.