

## ABSTRACT

Marketing is one of effort done by a company to raise the demand from the customer to be able to increase the company profit. Telkom nowadays tries to raise the revenue by launchin a new product called speedy.By launching speedy the company will be able to increase the services to the customeror internet user and also to increase the revenue got from data business and internet. It's done because the user of internet increased rapidly in the 2000's. In the year of 2005 in Indonesia the amount of the internet customers was 1.500.000 with 16.000.000 user. With the existence of service internet speedy hence we need effective market research to the best marketing decision.

In this research, exceedingly we identified the potential market and available market of Speedy service, that is the consumers which have interest, capability to buy and access to Speedy service. Then form this available market we have segmented using cluster analysis. The segment that resulted by segmentation was analyzed to decide target market which appropriate with Speedy service. Next , to affirm the service in consumers mind, we formulate a positioning statement based on the service attributes wanted by the customer and company strength to fullfil the customer hope.

Data collection for segmentation has done with survey method by spreading out the questionnaire to Medan zone. From data processing, found potential market about 157 people with 94 people (44.98%) as available market. Segmentation process using cluster analysis result 2 segments. Those are critical segment(79.79%) and low critical segment(20.21%). The variables that significantly appeared are access speed, registration procedure, infrastructure accountability, easy instalation, access technology used, speed of handling of trouble or consumer sigh, product guarantee, the clarity of information, productif work, to fluent business, family entertainment, child education, for entertaining, and chat online. The segment characteristic that significantly associated with the appeared segment are home internet access, dial up technology, the usefull of speed internet connection, the knowledge of speedy service, and to find out about speedy from friends or relatives. Both segment characteristic used as a standard to determine the target market.

Segment that choise as target market is first segment (critical segment) as a single segment short period target market (single segment concentration) with consider the great of segment about 79.79% have the access, high attractiveness and buying power conserning service. Statement that was used to positioning this service to the market is explore the world with the high speed internet connectivity.

*Key words : Marketing Strategy, Speedy, Internet*