

ABSTRACT

3G is one of technology that is growing up to realize customer expectations for mobile services. This service has high speed data transfer which is up to 2 *Mbps*, so the customer will be satisfied by this service

This matter done as a mean to give information hit: how market made available and the potential market of 3G , how segmentation of 3G and characteristic, how segment of target of 3G, how positioning for product of 3G, and the promotion strategy.

This research use questioner as a means of the data collecting propagated to all consumer of selluler/ mobilephone services which in Bandung. Data processing done by using SPSS 12.00 for window that is by descriptive method statistic and cluster analyze for segmentation determination.

Result obtained from this research that is the level of potential market for service 3G that is equal to 86.6 % and available market of equal to 44 %. From cluster analyze obtained by 2 segment that is segment which proactive to service and benefit selluler of equal to 61 % and the segment which non proactive to service and benefit service of equal to 39 %. From this segment two selected a segment which proactive to service and benefit selluler services as target market of since besides its sales potential is wide, responder which reside in this segment have characteristic matching with service. Next, positioning service done pursuant to preference market to benefit of service 3G. Benefit proposed in questioner is high speed of data transfer, video streaming, multimedia services. Benefit which at most becoming preferences market is high speed of data transfer and multimedia services.

Potential market equal to 86.6% indicating that service 3G a lot of enthused by society, but available market is 44%,so the company has to make efforts to rise up the available market.