

ABSTRACT

Company desire to give services is related with the customer satisfaction can be realized by through various means. Telkom.Inc as telecommunication operator offer the Freecall service which capable to attend the value added, either in side for company and also for customers. Freecall is one services in the form of toll free which technically represent the most beneficial service all party for network operators and customers. Implementation of IN technology in other country indicates that this service take first position in generating company revenue. Beside that, customer don't need special terminal to use this service. With this services, company expect can strengthen the competitiveness of Telkom,Inc itself.

In order to offer this Freecall service, Telkom,Inc surely need marketing strategy planning that can reach the high market compartment. Supported by benefit if company subscribing to this service, specially to improve customer care service and to the number of company which not yet known (exploiting and using), indicating that opportunity of growth market compartment forwards for the implementation of Freecall service yet outspread.

Intention of this research is determining the potential market characteristic and available market made, market segmentation, market goals, market position, and also determine the marketing mix which agree with Freecall service and customer desire. This research use the descriptive method where data collecting conducted by spreating questionare to PSTN customer Bandung. Measuring instrument using descriptive of frequency to know the weight for each variable required and cross tabulation to know relation of interrvariabel examined. Segment bases used is company. Potential market formed for the service of Freecall that is as much 64% and available market equal to 22%. Segment formed involving the segment trading & servicing, service segment, and transportation segment. Then, service positioning conducted by market preference to benefit Freecall service. Benefit of this research is to maximize service for customer or prospecting customers and for sale. Other benefit is ease communication for branch office with head office and promotion tools benefit. Benefit which is at most becoming market preference is benefit to maximize service for prospecting customers and for sale. Market positioning for this service is "Services which giving ease interaction to customers with cheap tariff “.

Conclusion of this research about marketing mix using 7P there is : brand name is Telkomfree, tariff imposed is normal tariff and accompanied with discount programs also flat tariff system, places (registration, information acquirement) at call center and also at pusyantel, promotion through advertisement and exhibition, employees capability, good attitudes, physical place with special characteristic differentiating with the other services.