

ABSTRACT

Telkom International Call 007 (TIC 007) is the service which was released by PT. Telkom, Tbk as telecommunication service among countries by using International Direct Dialing (IDD) with access code '007' (outgoing from PSTN Telkom). TIC 007 owning some excellences, such as : premium quality with 10% - 20% cheaper price and its services is normally closed. In order that thus services can be accepted well by the market, the company has to able to make the right marketing programs. This problem has encouraged the writer to formulate effective marketing program for TIC 007, so it is hoped that the final result of this research could support the marketing process of TIC 007, especially in Bandung area.

The data collecting process had been done by spreading questioners to the residential segment of PT. Telkom which have used SLI service in Bandung area by using the convenience sampling technique. The measurement tool which was used to find out the quantity of each variable needed is frequency. The research began by deciding the markets characteristics in order to do international communications; deciding the potential market and available market of TIC 007, continued by deciding target market from the biggest potential market, then deciding position of TIC 007 and ending by formulating promotion strategy of marketing.

From the total market, the residential segment potential market is about 140 people from 284 responder or 49.3% from entirety. While the available market for this is about 113 people (39.8%). Segmentation of service market based on IDD line in international communications by responder IDD line TIC 007 (loyalty user of TIC 007) and IDD line 001 & 008 (loyalty user of IDD 001 & 008 to be take by TIC 007. Next, positioning of TIC 007 is "Economize Solution With Quality in IDD" which based on the customer expectation to the excellent of TIC 007.

Strategic marketing promotion of TIC 007 is the following turn: [1] Communication objections for TIC 007 market is purchase stage and for IDD 001 & 008 market is preference stage. [2] Marketing mix for TIC 007 market is direct marketing with sending pos method, and for IDD 001 & 008 is advertising through station television RCTI or newspaper of Pikiran Rakyat, and internal direct marketing. [3] Message design at TIC 007 market is message content talking about using TIC 007 will give any value added to user and the message content for IDD 001 & 008 market is about quality, excellence, and performance of service TIC 007. [4] Channel order / effective communications for market TIC 007 is with word-of-mouth marketing while at market SLI 001 & 008 with channel of communications of personal and non-personal.

By seeing the fact that interest of people for TIC 007 are big enough, where market IDD service giving the cheaper price however remain to take care of its quality so that PT. Telkom own big enough opportunity to marketing this TIC 007 to the customer.

Key Word : Marketing communication, Market characteristic, Segmentation, Targeting, Positioning, Promotion Strategy.