

ABSTRACT

Development of high speed communication service in Indonesia grows rapidly with the increase of internet access need. APJII (Asosiasi Penyelenggara jasa Internet Indonesia) calculated that total internet consumers about 1.500.000 and internet user about 16.000.000 until the end of 2005. Technology development and internet access for information need growth lead to demand of high capacity and high speed transmission. Cyber Access is a dedicated high speed internet access service for people.

Precise marketing strategy application leads to success of new product launching. This condition forces the company management's carefulness in using every opportunities to become the market leader through an effective marketing program. The coverage of marketing strategy is segmentation, targeting, positioning and promotion strategy.

First of all, we identify the potential market and available market of Cyber Access service, that is the consumers which have interest, capability to buy and access to Speedy service. Then, we segment the available market based on the company type. The segmentation then be analyzed to decide the appropriate target market for the Cyber Access service. Next, to affirm the service in consumers mind, we formulate a positioning statement through offers differentiation. Then, we decide the marketing and promotion strategy for the suitable media used to promote the Cyber Access service.

From data processed, we found that potential market about 82 people with 34 people (32.77%) as available market. Segmentation process is consisted of five company type, which are Warnet, Commerce & Distribution, Manufactur, Publisher, and Banking. Short-period target market Cyber Access WipLL service is Warnet segment, because its vast sales potential which is 18 company (52.94%) and the interest of the service concept offered and also its purchasing capability. Cyber Access service is positioned by its biggest excellence variable which can be fulfilled by service itself, that is the cheap high speed access internet.

Marketing strategy done in the long term period is having differentiation with the positioning statement made, holding technology exhibition and the other promotion in routine, and having free test-drive during specified period. Then, determining promotion strategy for the media selection such as promotion form (advertisement), information source (promotion), electronic media (radio Ardan and Ninety Niners) and non-electronic media (Pikiran Rakyat, Republika, Bola, Otomotif, Femina and Pulsa).