

ABSTRACT

Marketing communication is a technological term which describe how organization, company or government communicate messages to their target people. Marketing communication that rapidly developing through this decade gives new and clearer view for many professionals and academicians. It shows in the renewing concept and implementation, and the extensiveness profession in this field (Alifahmi, Hifni : 2005). One of the pillar from this marketing strategic formulation is promotion, which is very important and must be noticed carefully, because promotion is the company's step to communicate the product's benefit and to convince target market to buy it. No matter how good a product is, if the consumer never heard of the product and not sure its beneficial for them then the consumer will never buy the product. This research's purpose is to know the market characteristic from Xplor PowerPlan services, to estimate potential market and available market, so that in the end this research can give the suggestion concept of promotion strategic for Xplor PowerPlan services.

Descriptive was used in this observation, which is use questioner that was spread to the Bandung citizen whom used Xplor Post-Paid Service. Cluster-Area Sampling method was used in this observation. The parameter which use in this observation are K-Means Cluster Analysis and crosstabs calculation. K-Means Cluster Analysis was used to determine the segment meanwhile crosstabs calculation was used to analyze market variable characteristics, market behaviour, interest level, willingness level and promotion mix. Interest and willingness are the basis segmentation which used in this observation. Both basis was combined to produce four segment are segment I Interest[+]Willingness[+], segment II Interest[+]Willingness[-], segment III Interest[-]Willingness[+], and segment IV Interest[-]Willingness[-]. After it determined how much potential market, offered market, and target market which is the most potential. Positioning steps done by observe characteristic of the Xplor PowerPlan Post Paid Package it self, which is given by the feasibility observations object. At last is to determine the promotion program for the target segment. From the data processing results, concluded that are segment I Interest[+]Willingness[+] is 55,0%, segment II Interest[+]Willingness[-] is 2,9%, segment III Interest[-]Willingness[+] is 20,3%, and segment IV Interest[-]Willingness[-] is 21,8%. Thus resulting 57,9% of market potential, and 55% of offered market.

The last steps is to formulizing the right integrated promotion program according to promotion mix, based on customer expectation, Xplor existing promotion program, and Kartu Halo Telkomsel existing promotion program as the competitor. In a promotion mix, the television commercial program is the most influential factor for purchasing decision. The Integrated Marketing Communication main function is optimizing promotion program can also become an informative and educative function that can be used as an alternative of promotion program formulizing.

Key Word : Marketing communication, market characteristic, segmentation, targetting, positioning, integrated promotion program, Xplor PowerPlan .