

ABSTRACTION

High-Fast Developing Information Technology brings useful capability and new features for business environment. In internet field, Connectivity or internet access is not the only problem, but also the solution of technology, hardware, also an effective and efficient system which can minimize the cost but stimulates productivity. For those reasons, The company of Indosat Mega Media (IndosatM2), famous internet, multimedia, and data communication provider whose basis in IP Technology will start to develop brand new technology namely A broadband wireless networking service. After developing wireless fidelity service (known as Wi-Fi) enabling wireless internet access in public places, IM2 will increase Networking velocity by implementing WIMAX Technology.

In the efforts of launching WIMAX Technology, The company of Indosat Mega Media (IndosatM2) needs a starting point to determine appropriate marketing strategy. The purpose of making this research is to determine market segmentation, market target, market position, and promotion program of Wimax Technology (WIMAX) for The company of Indosat Mega Media (IndosatM2).

The research method is descriptive research. Primary data tool used is questionnaire gathered from notebook, PDA, Handphone user in Bandung. The calculation method uses cluster analysis, descriptive frequency, and crosstab. Cluster analysis used to make analysis in market characteristic, market behaviour, the level of attitude and enthusiasm from each segment. Basis of segmentation is attitude and enthusiasm. Both Basis are combined so that result in 4 segments, namely Kedua basis segmentasi ini dikombinasikan sehingga menghasilkan empat segment yaitu Segment I (Positive attitude and positive enthusiasm), segment II (Negative attitude and positive enthusiasm), segment III (Positive attitude and Negative enthusiasm), dan segment IV (Negative enthusiasm and Negative attitude). Afterwards, it can be determined how many potential market, available market, and target market. Positioning is accomplished to identify useful benefits expected by customers and observe the characteristics of Wimax technology obtained from research object preliminary study. The last one is the determination of promotion program for target segment.

From the calculation of data, it can be concluded that population of segment 1 is 67,2%; segment 2 is 22,5%; segment III is 0,5%; and segment IV is 9,8%. Based on the analysis of segmentation result, researcher concludes that the target of market is segment 1 (Positive attitude and positive enthusiasm). Besides that, it can be obtained that the formulation of positioning of Wimax Technology is as Technology with high Velocity and wide Coverage, so that the positioning statement will be "High Speed Mobile Access". The next step is to formulate promotion program. For the promotion, advertising in internet and television has a big effect on buyer's decision in using Technology Wimax.