

ABSTRACT

Over the past decade, fixed phone operator face the reality from the decrease of revenue from PSTN sector, the cellular growth, and the increase of competition. The competition makes telcos must push the price to its limit. The development of IPTV is consider as opportunity to increase the revenue also to improve the service quality to existing subscriber. To enter the new market is not easy, telcos need to know how is the market characteristic. Then this research need to be done. Research market process including the market segmentation, market target for IPTV service, position for IPTV service, and the right promotion diffusion.

In this research, the method used is description research, by the means of questionnaires spread through the fixed phone users in Jakarta Barat telecommunication area. Sample method used is non probability sampling and convenience. The measurement used is the Crosstab calculation. The Crosstab calculation is used to analyze the market characteristic, market behavior, interest levels, and the promotion program. The segmentation bases are customers' interests and willingness. Both bases are combined into four segments, which is: segment I Interested (+) Willingness (+), segment II Interested (+) Willingness (-), segment III Interested (-) Willingness (+) and segment IV Interested (-) Willingness (-). Afterwards, the value of the potential market, offered market and most potential market objective is calculated. The market positioning is done by foreseeing the use and characteristic of the IPTV service, which is obtained through pre-research. Last in line is the promotion program.

Through data processing, it is known that the population of the segment I is 31.3%, the population of the segment II is 38.3%, the population of the segment III is 0,9% and the population of the segment IV is 29,4%. Based on the market analysis, researchers claim that the target market on the segment where Interested (+) Willingness (+). Furthermore, the service positioning of the IPTV will be 'Interactive TV Service; watch whatever and whenever'. The proceeding action is to formulate the promotion program (from the promotion diffusion). For promotion, television commercials turned out to be a highly influential tool to affect buyers.

Keyword : IPTV service, segmentation, targeting, positioning, promotion difussion.

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