

## ABSTRACT

Telkomsel is a leader of cellular operator in Indonesia based on their market share. In the end of 2006, Telkomsel has 34,9 billion customer and based on statistic Telkomsel has market share more than 50% in Indonesia. Telkomsel has been launching a new technology in Indonesia, it was 3G service. The services that based on 3G technology is absolutely new and the public doesn't yet familiar, because of that there must be held a socialization that have an aim to make the public especially for Telkomsel customers more familiar with 3G service. The promotion programs has not been done entirely, billboard and brochures spread only in a small amount, and for education program that is 3G seminar on the university has not yet been done entirely. Telkomsel want to know it is the public understood by the information that has been communicate by promotion programs, this issue based on the fact that the customers of the 3G service doesn't growth significantly on the first periods of the 3G service.

The development of 3G service promotion programs is needed to increasing 3G Telkomsel customers. In this research, the first steps are effectively measurement to identify how far customer responds on the early promotions, and to know the relationship between customer characteristics and promotion programs. The methods it's AIDA (*Attention, Interest, Desire, Action*). This research using questioners as a tool to collecting data, that has been spread to Telkomsel customers who's using 3G support mobile phone (HP) in Kotamadya Semarang. To process the data using Microsoft Excel 2003 and SPSS 13 *for windows* to analyze frequency analysis, Crosstab, and Chi Square.

The result from the data processing give almost 62% respondent *Attention* to 3G service promotion programs, 60% respondent *Interest*, 64.9% respondent *Desire*, and 57% respondent *Action*.

The conclusion from this research it is the 3G Telkomsel promotion programs is effective because attract customer to doing *Action*, but the information's on 3G promotion programs with television (TV) and billboard medium need to be more detailed, it can make respondent more understand about the promotions mean and aim. The promotion programs that will be done by Telkomsel it is university or college seminar and assigning 3G CD tutorial.

Keyword : 3G Telkomsel Service, AIDA (*Attention, Interest, Desire, Action*).