

ABSTRACT

PT Telekomunikasi Indonesia Tbk (TELKOM) as one of the biggest telecommunication company in Indonesia, having a vision of "To Become a Leading InfoCom Player in the Region", always tried to give the best service to their customer, especially for the internet services. And know Telkom has launch their newest product for internet service which called as Internet Speedy. By the launch of this product, it need an effective market research that consider the best market strategy to avoid the failure and winning the competition among others.

This research is using a quisioner as a tools to collect data, it is spread to a respondence that use TelkomNet Instant and non TelkomNet Instant at Semarang. The data processing are done with the help of SPSS 14.00 for windows (Statistical Software) using cluster analysis to determine the segmentation.

In this research, firstly we should identify the potential and the available market for the service. This market could be define as the market that has a desire, an ability and an acces to reach and buy the product. And then from the available market we could do the segmentation process using cluster analysis. The result from segmentation then being analyzed to determined the target market. Then we take the positioning statement based on service attribute that wanted by consumer to reposition the product on customer mind.

From the data processing, we get the result of 171 people as a potential market (82.20%), 153 people as available market (89.5%) from the potential market. Segmentation process using cluster analysis resultingtwo kind of segmen, which are : "great amount" user (57%) and "sometime" user (43%). Variables that significancy build is the acces's fast, registrating procedure, the reliability of infrastructure, the easy instalation, acces technology, how fast the company could handle a complains, product assurance, how to offering the information to customer, productivity, family recreation, child education, and chat on-line.Segmen characteristic that has signifikan asosiasi is home internet acces, dial-up technology, faster internet acces, the knowledge of speedy service and the resource of getting those knowledge. The characteristic of both segmentation result are use as to determine the target market.

Segmen that choose as target market ia 1st segmen ("great amount" user) as Segmen yang dipilih sebagai pasar sasaran adalah segmen 1 (segmen pengguna berat) sebagai pasar a single segment concentration, the decision based on the amount of sample which is 57% has an acces, a desire and an ability to buy the service. While positioning decided based on the result analysis in the weaknessess and the benefit map. The statement to positioning this service to the customer is "**Akses Internet Cepat**".

Key Word : Strategy of marketing, Speedy, Internet.