

ABSTRACT

Speedy Home Plug ADSL is a service which is being developed to meet the increasing customer's demand and expectation of internet facilities. Speedy Home Plug ADSL is a product which developed by PT Telkom for Multimendia and Telecommunication application by adopting Power Line Communication technology (PLC) which has promising growth nowadays. PLC is a technology which allow high speed data transmission using electrical network.

In order to make the service accepted by telecommunication market, market recognizing should be conducted deeply for the market of Speedy Home Plug ADSL and its characteristics to give more information about : potential and available market for the Speedy Home Plug ADSL service, its segmentation and characteristics, the target segments for Speedy Home Plug ADSL, and to formulate the commercialization form and also its marketing mix.

The research was using questionnaires as a tool for data collection which are spread to the internet users either SPEEDY or other ISPs in Bandung. Data then were processed using SPSS 12.0 for Windows, using Descriptive Statistics and Cluster Analysis to determine the segmentation.

Results of the research are the size of potential market for Speedy Home Plug ADSL service is 63.5% and available market is 39.4%. From the cluster analysis, two segments were generated, segment which is proactive to the benefits and service represented by 56.7% and segment which is non-proactive to the benefits and service represented by 43.3%. From these two segments, the segment which is proactive to the benefits and service is chosen because besides its huge sales potential, responses in this segment has the appropriate characteristics for the Speedy Home Plug ADSL service. Later, the positioning of the service is conducted based on market preferences for the benefits of services and the importance level for the service. Benefits described in the products are easy to install the equipments, easy in the term of mobility and supporting facilities for LAN, CCTV, IPTV, VOIP, etc.

Based on the high demand of Speedy Home Plug Potential market. PT Telekomunikasi Indonesia, Tbk. Has big chance to earn bigger market share, especially in Bandung. Therefore, appropriate strategies should be formulated by using segmentation, targetting, and positioning which already determined before, which will result in bigger market penetration for Broadband Internet Access in Indonesia.

Keyword (s) : Segmentation, targetting, and positioning Speedy Home Plug ADSL