

ABSTRACT

FlexiCOMBO is one of services provided which allows the customers of Flexi Classy and Flexi Trendy to be able to communicate using voice, SMS, or data in any city throughout using such temporary number called R-UIM. This feature obviously has offered flexibility for customers when they are outside the origin coverage area. Even this service has been launched for a while, but it's still considered as a new product so that currently the competitors of FlexiCOMBO is still less in numbers. Definitely it becomes an opportunity for PT. TELKOM to create a strong position within the market. Thus, PT. TELKOM needs to formulate a precise marketing strategy so that FlexiCOMBO would be able to compete in the market. PT. TELKOM itself has begun formulating marketing strategy of FlexiCOMBO services. But, the result of segmentation strategy is still different compared to the reality in the field. It caused by the dynamic of the market itself. That is why it requires another brand new marketing strategy of FlexiCOMBO services. Based on those reasons, it aims to discover the market characteristic, potential market, available market, segmentation, targetting, and positioning to assist in giving proposed marketing program of FlexiCOMBO services.

Data gathering was conducted by questionnaire towards TELKOMFlexi customers and non-TELKOMFlexi customers. The method of data gathering is Simple Random Sampling for TELKOMFlexi customers and Convenience Sampling for non-TELKOMFlexi users. Stages in this research are conducting market segmentation, targetting, positioning, and formulating proposed marketing program of FlexiCOMBO services. It also uses cluster analysis to have segmentation done, meanwhile association test, cross tabulation, and frequency distribution are used to determine the characteristic of each formed segment.

Based on processing data, it has resulted that the potential market of FlexiCOMBO is 84.2 %, available market of FlexiCOMBO is 70.29 %. Meanwhile from the segmentation, we have two formed segments, which the 1st segment as much as 64 % and the second one is as 36 %. Segmentation was based on customers behaviors particularly the variable of customer motivation in consuming a product, specifically in hand phone usage and the rate of customer mobility. Upon on those two segments, the targeted segment of FlexiCOMBO services is the first segment. The reason of choosing is due to the amount of first segment customers are outnumbering the second one as well as the first segment has higher mobility which meets the criteria of FlexiCOMBO services which demands customers movement out of the origin coverage area. While, the positioning statement of this services in this research is "FlexiCOMBO, komunikasi mudah dengan jangkauan luas".

Upon those results gathered by potential market of FlexiCOMBO services, thus PT. TELKOM has such broad opportunity to enhance its market share. Nevertheless, PT. TELKOM needs to find out needs and wants of its customers and the market movement, regarding the market characteristic itself which is dynamic along with the technology development.

Key Words : FlexiCOMBO, segmentation, targetting, positioning, marketing program.