

## **ABSTRACT**

*Fixed Mobile Convergence Services is one of some services that planned by Telkom to be given to the market after the development of Next Generation Network. Next Generation Network is a new network based on Internet Protocol which can support a lot of telecommunication service, such as voice, data, games, video, etc. In the development, NGN technology is moving out to the convergences between fixed and mobile network. FMC Services is the convergence between fixed and mobile services.*

*Before given the FMC services to the telecommunication market, Telkom needs to know the needs and the preferences of the market about FMC services by given the concept of FMC to the market. After all the information is being collected then the strategic can be concluded to support the launch and the development of FMC services in the future. Market research is the tool that can full fill the information needs of company about the preferences of the telecommunication market in Bandung City.*

*The research is using questionnaire as a tool to collect the data. The questionnaire is spread to the consumer of telecommunication in Bandung city. The data were processed using SPSS 12 for Windows, using Descriptif Statistic, Regressions Analysis, and Interest Preferences Chart.*

*The result of this research is that mobile phone communication right now is dominated the telecommunication in Bandung City. Beside that, the internet has been used by more than 50% population of telecommunication user with the most user come from student and worker. The market perception that been seen from the prepared and the interested is showing a positive result for the company. About 70% of the market said that they are ready to the launch of FMC services and the launch time for each service is between 3-6 month for Price Bundling services, between 3-12 month for Service Convergence, between 6-12 month for Device Convergence, between and 6-12 month for Single Number Identification Convergence . There are two services that interested and make the market prefer to use this product. The services are Device Convergence and Single Number Identification. There are also two services that not interested and make the market not prefer to use this product. The services are Price Bundling and Service Convergence. Based on this information, then the strategic that can be provided by Telkom is to change the concept of FMC services and also change the launch of each services based on the needs of the market.*

*Based on the high level of the interest and the prepared of the market to the launch of FMC services, PT Telekomunikasi Indonesia, Tbk has a big chance to earn bigger market share, especially in Bandung City.*

*Keyword: Preference, Fixed, Mobile, Fixed Mobile Convergence.*