

Abstraction

The development of Technology in the field of information and telecommunication finally can born VoIP (Voice Over Internet Protocol). VoIP is a process of transmittion of voice communication like chat via ordinary phone with network based on IP (Internet Protocol)like internet. This technology gives benefit to increase efficiency application of telecommunication facility. Increasing efficiency of this Telecommunication facility furthermore, makes the consument be able to use this service with more cheaper cost.

As a provider of network and organizer of telecommunication service, PT Telkom always prepare with all of the possibilities that can happen and considering it's needed to increasing ability to create new services and fixed the services that exist, PT Telkom always trying to introducing and informing all of their services product to consuments. One of new product of PT Telkom that running on international connection is TelkomSave Prepaid, new product of SLI launched to the publics.

In order for this service can be accepted with telecommunication market, it needs deep public introduce about TelkomSave Prepaid and the characteristics. This activity with with purpose to give information about: How potential market and other market is available with TelkomSave Prepaid, How the segmentation and the characteristic, How the target TelkomSave Prepaid, How the positionning TelkomSave Prepaid, and also formulate the way to promotion the product.

This research use kuesioner as instrument that gather data, the data spread to the customers of SLI PT Telkom that exist in Jakarta's area. The data cultivation was done with SPSS 12.00 for window with Discriminant methods and Crosstabulation to determine the segmentation.

The result obtained from research, that is potential market for TelkomSAve Prepaid services are 75.85% and available markat 70.53%. From crosstab obtained three segment that is Economy segment (76.12%), security segmen (1.37%), and plesant segment (31.15%). From this three segment, economy and plesant segment selected to the target for short term markek. It's reasonable because they feeling the benefit of TelkomSave Prepaid that offer. Services positioning is done depended on merket preferencea about benefit of TelkomSave Prepaid. Positioning statment for SLI services TelkomSave Prepaid is "Kartu Panggil International Hemat".

Key word : 7P, TelkomSave Prepaid