

ABSTRACTION

Along with its growth, television business defines term of Pay TV or televisions pay which expanding in this time. With the number of Pay TV services firm, hence make the competition to grab consumer market of Pay TV progressively tighten. TELKOMVision as part of Telkomgroup ought to have value bargain which strong enough from consumer, but good brand name of Telkom do not make TELKOMVision predominate television pay market. This research is expected to formulate competitive strategy for TELKOMVision to assist its effort in improving market share.

In this research, data collecting of market research questionnaires have conducted with purposive sampling method spread through responder who lives in residential area in Bandung city. Question variable in market research questionnaires consists of responder characteristic variable, segmentation, positioning, and marketing mix. While data of ANP questionnaires have collected from TELKOMVision expert, that is division of TELKOMVision Sales and Marketing.

Based on strategic situation analyses which have conducted through market research, hence is made competitive strategy formula for the service product of Pay TV TELKOMVision. Competitive strategy which proposed are strategy of differentiation product bundling of TV Analogous Cable with internet, strategy focus product to TV Satellite, purchasing prepaid voucher by ATM, and mass selling through television. Where strategy focus product of TV Satellite become especial priority to company to be applied in their competitive strategy. This competitive strategy formula is expected can assist company in improving market share and competitiveness to kompetitor.

Keywords : Analytic Network Process, Segmentation, Targetting, Positioning, Marketing mix