

ABSTRACT

Advertising is one of promotion strategy that's done by TELKOMFlexi to give information about TELKOMFlexi and persuade many people, target market, distribution channel, and public to use TELKOMFlexi. To measure effective of advertising can use *Consumer Decision Model* (CDM). *Consumer Decision Model* (CDM) describe of how customer consider decision to purchase product. CDM consist of six interrelated variables.

The improvements of TELKOMFlexi's marketing communication program done by concept of IMC (Integrated Marketing Communication) with audience are people in Padang. The characteristic of the society divided into two factors, demography and economic. The goal that marketing communication of TELKOM want to reach is keeping the potential customers who move to its competitor. It will be done by give more bonus and competitive tariff as one of the program that have a significant correlation with the purchase stage. The message that have been compiled is the short message that shows the excellence of TELKOMFlexi, such as tariff and TELKOMFlexi's coverage area, and promotes by famous people. Promotion mix that is chosen from the result of the tabulations is: TV advertisement, print media advertisement at newspaper, lottery, bonus, poster, billboard, exhibition, "flexi ke sekolah" and sales door to door.

The effectiveness of the program can be looked from two categories. First, the Hierarchy of effect Model and the second one is using image analysis. The report can be used as a goal to make the integrated system in marketing communication which adopts the Integrated Marketing Communication (IMC) concept. Data collection done by distributing two type s of questionnaire. The first one called external questionnaire, which is distributed to middle-low society, the second one called internal questionnaire, which is distributed to TELKOMFlexi's sales forces who usually sells TELKOMFlexi. External questionnaire is distributed by non probability sampling technique. The data is tabulated by Customer Response Index (CRI), snake diagram, statistic descriptive, linier regression and quadrant analysis. The result of the tabulation, indicates that TELKOMFlexi's marketing communication program still less effective, based on the value of CRI=51%.

The factor that makes TELKOMFlexi loss potential purchase is the churn that the customers stop when they get the conviction stage. Globally, the correlation coefficient shows the positive correlation. The TELKOMFlexi's marketing communication programs that aren't have correlation with Innovation adoption model are "Flexi ke sekolah" and sales door to door. The lack of effectiveness of the program can also be seen from image analysis. The image that the audience feel is lower then the image that TELKOM want to create in their customer's mind.