

## ABSTRACT

In maintaining the cellular services market, Indosat not only faced competition of the main product. Services such as VAS, remains bid for Indosat as a primary service. Indosat has not really been doing research on the promotion program, especially the I-Ring service which is one of the services offered by Indosat VAS. Research on this service is important because the service contribution to the overall income both the National and West Java is high enough. Research approach to conduct this aspect of marketing communications or advertising, because I-Ring is very closely related to advertising. On Integrated Marketing Communication (IMC) concept approach, stages of the customer purchasing can be mapped, which later measurements can be done by the program during this marketing communications made by Indosat superbly effective or not. Besides, in this concept there is also a perception mapping of image product from Indosat as a provider and received by the customer, so that later attributes enjoyed by customers can be seen the gap between image made between both parties. Later all the above activities as feedback for the development of the service I-Ring Indosat.

Collecting data is done in several stages, first questionnaire was divided into two parts, that is internal questionnaire distributed to VAS Indosat and external questionnaire distributed respondents. External questionnaire itself is divided into two parts, namely the questionnaire for respondents existings and potential. The sample used was is quota sampling in the population in the municipality of Bandung, and judgment sampling in implementation.

Results of data processing showed that the existing respondents consider the programs have been effective, with a value of 75% is considered good. Only on the 25% loss of communication has lost the majority of customers not interested in marketing communications program for the Indosat. Most of potential respondents, did not use the I-Ring because it does not need, and the rest is stop because the price of the services expensive. On image of Indosat service is also not much different result, tariffs, and clarity of information are attribute of perception that showing a far gap. Viewed in quadrant map the result not much different, problem of tariff is that the main problem that has to be fixed by Indosat.

Development of marketing communications programs based on the evaluation of all components IMC, the development follow the phases of IMC. Majority of the target audience is among students and college students, people said this area is sensitive to price that should make Indosat think about re-release price of the service. Determination of communication goals to see that the average respondent is not affected by advertising that is done because there Indosat influence from other parties. Designing a message to see that the majority of customers select the message, the message brought by the moral and artists. While the line of communication with the majority view of the election mediagraph behavior. Decision on the mixture of marketing communications to share the four groups, advertising, promotions, public relations and personal selling.

Proposal given to the marketing communications program I-Ring is segmenting the market into several segment, also from potential customers. In each segment Indosat can make a communication program for making of the consumer loyalty, and increased use.

Keywords : marketing communication program, marketing communication, marketing, Integrated Marketing Communication, IMC, I-Ring, CRI.