

ABSTRACT

Marketing Community is a strategy of PT. Telkom in an effort to compete as an Internet service provider company. The clarity of the information to the community and eventually make a purchase can be measured by using the Consumer Decision Model (CDM). In the Consumer Decision Model (CDM) described how consumers receive information, then finally seek and consider a decision to purchase the product, where one and the other variables support each other that ended with the purchase.

Development of marketing communications that do lead to the concept of IMC with the target audience of distinguished community members based on demographic and economic factors. Communication goals into focus was how to communicate Speedy service with a good download quota, handling customer complaints is good and friendly staff in serving customers. Audiences who have not reached the point of conviction and purchase less than 50% of the messages conveyed should be designed using the TV media, print media, and pursue the promotion of mouth. Decisions on the mixed marketing communication shows that advertising should be using the TV media, sales promotion is a division of the modem for free, relationship with the customer gathering, and direct marketing with direct mail.

The effectiveness of marketing communications may be assessed according to a hierarchy of responses, which are used in this study Hierarchy of effects models, and by analyzing the image. The results of these measurements serve as an objective to make the creation of the inter-relationship marketing communications as an effort to create the concept of Integrated Marketing Communication. The data was collected by questionnaire to the 2 parties, where the first party is the employee of PT. Telkom who created the image of Speedy service, the second is the existing community members who entered Speedy, where the distribution of questionnaires using Non-Probability techniques (quote and purposive sampling). Processing data using descriptive statistics, linear regression, snake diagrams, maps and Consumer response quadrant index to see every stage of the Hierarchy of effects model.

Based on the results of data processing, obtained the results that the speedy marketing community has not effective because less than 50% of reached the point of purchase, the image you want to create by PT.TELKOM of Speedy service still does not have in common with the captured image of the community members, and also some communities that entered by Speedy was led into a community that is not loyal to Speedy service. Categories loyal to the service were members of the community including committed buyers, Satisfied buyers and respondents who did not enter the switcher category. And existing communities are in this category is the most loyal are high school and banjar community.

Keyword : CDM, IMC, Community Marketing Speedy