

ABSTRACT

The development of the pay TV industry is getting better every year. This can be seen from the level of customer growth continues to increase every year. Pay TV subscriber growth shows that the television business in Indonesia has good prospects and well received. In addition to customer growth continues to increase, growth in pay TV providers have also increased.

PT. Telkom's as Indonesia's largest telecommunications companies see the business prospects in the market of the Indonesian television industry is getting better. PT. Telkom's new service predicts the future of television in Indonesia is using IP technology (Internet protocol). This is also strengthened by the IPTV business in other countries which have proved very good prospects. To be the market leader and can retain revenue from existing services or new services, IPTV services must have an attractive package both in terms of content and features as well as in accordance with market demand that can be accepted by society.

The service packages design will be offered to customers by using conjoint methods. This method is used to design products based on the preferences of consumers or potential consumers. Respondents will sort the stimuli cards containing the attributes of products from the least preferred to most preferred. Based on the conjoint treatment will be obtained by the proposed package of IPTV services.

Keywords: conjoint, preference, internet protocol television (IPTV).