

ABSTRACT

Following the transformation step of TELKOM since October 2009 and caring people's need internet access service is increasingly large, varied and need infrastructure support for service development plan SPEEDY content that is associated with the transformation program to Telkom ICT (Infocom) based on NGN (Next Generation Network), then in January 2010 TELKOM launched new package product of SPEEDY, namely SPEEDY Multispeed to replace the existing package that had been used by the customer. Kandatel Riau (Ridar) has launched SPEEDY Multispeed service on March 20, 2010 that then. Based on the data migration in West Jakarta, an estimated Ridar SPEEDY customers will migrate approximately 60% until the end of 2010. Given the impact of this migration on the SPEEDY existing revenue decline, then TELKOM shall reach a new market for this Multispeed SPEEDY service and have the right marketing strategies to the community to make it happen in the middle of Internet access service business competition is increasingly tight. In this research, marketing analysis will be conducted audits of TELKOM, both internally and externally, with competitive audit approach of MarkPlus & Co., so we will know where TELKOM profile (company) is currently located, and the market situation of the service industry the days of dial up internet access which will (competitors) that difference in value of the index later (GAP) will be used for a SWOT analysis of Telkom, and through analysis of target customer (customer) and the market environment (change) will get all of these market characteristics will be used to formulate new marketing strategies SPEEDY Multispeed, include of segmentation, targeting, and positioning.

Keyword : marketing, audit