

ABSTRACT

The need for the internet for current human activity cannot be denied its function. Access anywhere, anytime and at high speed into the needs of consumers is seen as a potential market with its products by Telkomsel Telkomsel Flash. Such a potential market has yet to be fully utilized by SingTel and other telecom companies as evidenced by low penetration of broadband Internet market in Indonesia compared to other countries in Asia.

Advertising has an important role in communicating as well as consumer interest in using Telkomsel Flash, should receive more attention in order to attract more consumers using Telkomsel Flash. For that to be seen how the effectiveness of marketing communications programs that have been implemented and development program for the better by using the concept of Integrated Marketing Communication (IMC). A concept (IMC) itself combines the channels of advertising media to the creation of coordination between the marketing communications mix and other marketing mix.

Research using kuisoner to see how the effectiveness of marketing communication programs using a model of the Consumer Decision Model with path analysis how the influence of advertising on purchase intention of consumers. Showed that the existing marketing communications program from Telkomsel Flash has not been quite effective because it can only affect 0.07 percent of each increase of 1% of the advertising effect.

Further research continued to develop existing marketing communications program with the concept of Integrated Marketing Communication. Image analysis and consumer benefits are used to identify the target audience which is the first phase of the IMC. Hierarchy of Effect models as well as demographic data about the audience becomes a reference in determining the purpose of marketing the program as a second step of the IMC. Analysis of the media used to select the proportions of each media used and ending with the decision mix of marketing communications program that made the proposal.

Key words: Integrated Marketing Communication, Telkomsel, The Consumer Decision Model, The effectiveness of advertising