

ABSTRACT

The growth of internet users globally shows a significant increase. The growth of internet users is also affecting the growth of social and mobile media users. Related to the need and demand for the internet is getting higher in Indonesia, it is needed a network that has a wide bandwidth and has high network access to maximize the fulfillment of internet needs. PT. Telekomunikasi Indonesia as one of the largest telecommunication operators in Indonesia wants to improve the quality of service according to its vision and mission with infrastructure using media as its transmission media. Products PT. Telekomunikasi Indonesia one of them is IndiHome. This study aims to formulate a blue ocean strategy that can be an alternative to the development of Indihome Marketing at PT Telekomunikasi Indonesia Witel Bandung.

This research includes descriptive explorative research with expose facto approach, because of disease condition above. Data completion technique using interviews conducted on the management of PT Telekomunikasi Indonesia Witel Bandung. The data analysis technique is performed using the six step example work and the four strategy actions that exist in the blue ocean strategy.

The results show that the blue ocean strategy can be an alternative formulation for the development of Indihome Marketing at PT Telekomunikasi Indonesia Witel Bandung based on a six-step work example consisting of looking at alternative industries; Look at the strategic groups in the industry; Pay close attention to the buyer's chain; Pay close attention to the offer of complementary products and services; Look at the emotional or functional appeal to buyers; And look at time; And blue ocean strategy can be an alternative formulation for the development of Indihome Marketing at PT Telekomunikasi Indonesia Witel Bandung based on four-step work consisting of eliminating; Reduce (reduce); Increase (increase); And search (create).

Keywords: Service Quality and Customer Satisfaction