

ABSTRACT

In this modern era, there have been many internet and telecommunications networks provider in Indonesia. PT Telekomunikasi Indonesia is a communication company and telecommunications service and network provider in Indonesia. The product of the company are IndiHome, Triple Play Service (3P) and consists of home telephone, internet and TV cable using fiber optic and UseeTV. The purpose of this research are to find out the marketing mix and to find out the strategies that will be carried out by the company in the future by using the SWOT analysis method. This type of research is descriptive with a qualitative method. By using data collection techniques for interviews, observations, and documentation. There are 3 stages in the qualitative research, namely On the first phase is called phase orientation or description, with the grand tour question. At this stage the researcher describes what is seen, heard, felt and asked. The qualitative research process of the second phase is called phase reduction/focus. At this stage the researcher is the reduction of any information that has been obtained in the first stage. On the process of this reduction, reduction of data that researchers discovered in phase one to focus on a specific problem.

The results of the SWOT Analysis obtained from the SWOT matrix generate the SO A1 = (sDxoC) strategy. Give a special price to Café or resto, A2 = (sCxoB + oC). Giving lottery coupons to new customers. WO B1 Strategy = (wAxoB) Creating a price package by reducing the number of TV channels, B2 = (wBxoA) Working with the provider that automatically gives sms blasts. Strategy ST C1 = (sDxtC) Make a pay program 10 months get 12 months, C2 = (sAxtA + tC) Giving Merchandise such as wall clocks, glasses, etc., C3 = (sAxtC) Free upgrade speed 2 months usage. WT Strategy D1 = (wAxtA + tC) Free admin fees for customers who pay bill payments on Indomaret & Alfamart, D2 = (wCxtC) Provides a grace period of payment for 3 days.

Keywords: IndiHome, Marketing Mix, SWOT Analysis.