

ABSTRACT

The telecommunications industry is currently faced with declining voice and SMS revenue which to be the main income of the cellular operator, on the other hand, the high increase in traffic and data needs are demanding mobile operators to provide high-speed data services to compete in the market, although the contribution of data revenue hasn't been able to significantly contribute because market price war of data packet. The area of West Java which is a region of low penetration compared Indosat product sales in other provinces Java Island, the large number of products to be sold and the development of 4G network, Winning area and product focus to be priority campaign and selling. "Segmentation and Targeting Prepaid Customer of Micro Cluster PT Indosat in West Java Province" is research to find out what variable and indicator into consideration of the selection of the winning territory base on studies literature and Expert opinions, find out what products will be the focus of sales and mazimize marketing activity for the winning area.

This research is exploratory research by using mix methods analysis which the combination between qualitative and qualitative method. The qualitative method's used to determine the variables, indicator and weights by getting data from the Expert through Focus Group Discussion activity. Quantitative method's used for processing of primary data such as market share of Facebook, Distributor infrastructure, Demography, and Call Data Records to get the data transaction data products, revenue, network occupancy, coverage, capacity and traffic.

There are six Varibel considerations that consider determining the priority area of a micro cluster in this research, namely Market Share, Revenue, Network, Traffic, Distributor Infrastructure and demographics. The weights of each variable and the indicator are obtained from the expert through FGD. Obtained 6 types of cluster endpoint through processing clusterization K-means namely Grow, Grow +, Maximize, Maximize +, Extend and Defend

With the findings of the 6 type clusters are expected to be useful for academics in developing research on the segmentation of the clusters through clusterization and useful for the practitioners telecommunication industry in determining priority clusters and products

Keywords: Segmentation, Targeting, Micro Cluster, Telecommunication,