

ABSTRACT

To increase market penetration of UseeTV, it is needed to make marketing communications effective to prospect customers so that the positioning of UseeTV will get stronger and increase, at the end will be able to increase sales volume and achieve the targets which is set by the management of Telkom. To determine the effectiveness of promotional programs of UseeTV it will be used Consumer Decision Model concept. In this model illustrated how consumers searching for information and consider decision to buy a product, where each variables interact and support each other ending with a real purchase. This Research has been done by spreading an online questionnaire to customers of UseeTV Denpasar, the questionnaire processing, data processing using boxplot method, explanations of descriptive statistics, and giving the development advise of a marketing campaign for Telkom Denpasar. Development of marketing communications programs lead to the concept of IMC with the target audience in Denpasar.

As a result of the conclusion, the message designed should be conveyed by famous people and showed the message that reflects the excellence of UseeTV, and the marketing communications mix chosen, such as : TV advertising, exhibitions, sales door to door, and out reach to the community (teachers, employees, etc.).

Keywords : effectiveness of promotion program, integrated marketing communication, consumer decision model (CDM).