

ABSTRACT

Online game has become a trend recently but there has not yet a telecommunication operator providing this content. Operators seem to still focus on network expansion and customer adding, while the number of online game enthusiasts is now quite large. This can be a business opportunity for the development of Speedy, a TELKOM Internet service, even though there are already a lot of websites, which provide online games. But to be able to use this online game service, user has to pay subscribing fee. In this context, it would be more practical if the operator provides the service. Therefore customer can directly use the service and pay it in one billing system. Started from a business opportunity from Speedy TELKOM Internet service, came the idea from Research and Development Centre Business Unit (RDC) of PT. Telekomunikasi Indonesia, Tbk (PT. Telkom) to develop a new product entitled Game Online TELKOM Speedy (GOTS). PT. TELKOM in its effort to launch this product, Game Online TELKOM Speedy, surely needs a preliminary step to determine the precise marketing strategy. The purpose of this research is to identify potential market to determine market segmenting, targeting, and positioning.

This research uses descriptive research method. Data collecting tool used in this research is questionnaires, spread to internet-accessed people who like to play online games. The measurement tool used are K-Means Cluster and Crosstab calculation. K-Means Cluster is used to determine segments, while Crosstab calculation is used to perform market characteristics analysis, interest level, readiness level, and marketing mix. This research uses interest and readiness for its segmenting basis. Interest basis is related to respondent answers on interest level, while readiness basis is related to respondent answers on readiness level. Both basis are combined to produce four segments which are: Interest(+) Preparation(+), Interest(+) Preparation(-), Interest(-) Preparation(+), Interest(-) Preparation(-).. After that, the size of potential market, available market, and target market is determined. Positioning is determined from the characteristics of GOTS service itself from previous research. The last one is the determination of marketing program for each marketing mix components.

The results of data process is the number of population to each segments, which are: Interest(+) Preparation(+) is 38,5%, Interest(+) Preparation(-) is 14,1%, Interest(-) Preparation(+) is 12,7%, Interest(-) Preparation(-) is 34,6%. The results also show the similar tendencies between market characteristics variable and market behaviour variable, where the highest percentage lies on Interest(+) Preparation(+) and Interest(-) Preparation(-) segments. Based on the analysis from segmenting results, the researcher determines that target market lies on Interest(+) Preparation(+) and Interest(+) Preparation(-) segments, with the size of market potential is 150808 and available market is 57729..

The segmenting analysis also defines the positioning of GOTS service as a feature of Speedy TELKOM Internet service as an alternative solution that can give comfort to play in an online game community. Based on preliminary studies on research object, GOTS service is positioned as a new, different from the existing service, which does not replace the online game services, but to offer an alternative of easy access and comfort in playing online games.