

ABSTRACT

The growing of internet technology gives a chance to be applicated in many fields including university, in order to increase the quality of education. With, that case to increase the quality of education specially in Indonesia that every province of this country is very far of distance, so we need the right and efective solution to handle any problem that related with the education quality. The distance learning application with internet basic this problem will be solved, it will be served everytime and online. In Indonesia it was many university have program of distance learning, it was start by Universitas terbuka (UT) and any institution likes LPPI (Lembaga Pendidikan Perbankan Indonesia) but the learning distance system that have been approaching this time is by sent the lessons with packet of pos office service. This system make many cost, to solve this problem PT.Telkom will launch the new product with name “High Speed e-Learning” as a service of distance learning so it is will be make a connection between the source of knowledge and the student.

On their effort to launching the High Speed e-Learning service, Telkom need appropriate marketing planning and election media promotion to get a large number of market share.

Objective of this research is to identify the market segmentation, market target, market positioning and suggest election media promotion. This research is using a descriptive method, where data were collected from institution circle in Kotamadya Bandung through questionnaire with sensus method. Measurement tools that used in this research are descriptive frequency to identify the quantity of each variable, cross tabulation to identify the relation between each variable. Segmentation basis that being used is based of respondent benefit toward High Speed e-Learning service including benefit segment that make value, benefit segment that make comfort, benefit segmen that make flexible, and productivity benefit segment. That will be consider in choosing the High Speed e-Learning service is the preference of respondent behaviour toward promotion media that have reveal in questionnair, and will be recommended that promotion media who have the highest rating.

Target markets of service High Speed e-Learning for short term is target market that focus segmen manfaat menciptakan value and segmen manfaat produktifitas. While target market for long term to segmen manfaat kenyamanan and segmen manfaat fleksibel.

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