

ABSTRACT

VoIP Technology grows rapidly and becomes one attractive business for telecommunication business people. One kind of product being developed is Telco speak by click (TSBC). PC communication service to phone uses Void Telco network as main transport network integrated with other networks like public internet network, PSTN, and intranet network in company. From such integrated network is able to develop some varies innovative services, such as Corporate directory, Info center, Web Collect Call, Web Conference and Prepaid Web phone. Just like new product entering market, many things and cases should be studied and considered in case to avoid failure in launching and accepting consumer of TSBC product. To make this service accepted by market, it needs introduction about market of TSBC product and characteristic to identify consumer preference in creating marketing strategy.

In this research, first step is identifying potential market (market has obtainable attention of customer) and available market (market has buying capability and respondent access capability of TSBC Service). Next step is segmentation process based on segmentation fundamentals by using hierarchy cluster analyze method. Result from segmentation used in determining target market equal with TSBC service characteristic. To make positioning of this service in target market, creating positioning statement did by differentiation of price and quality.

Collecting data of segmentation used survey method by spreading questioners. Spreading questioners is done for TSBC consumer with criteria have website corporate and already directed by free trial for a week. Result from collecting data is potential market 46 respondents (92%) with available market 24 respondents (42%). Segmentation process used cluster analysis has result 2 segments which is hefty customer (71,4%) and infinitesimal customer segment (28,6%). Characteristics of both segments used to be reference in determining target market served by PT Telkom.

Selected segment is hefty customer considered as single segment concentration with large sales potency consideration (71,4% from total available market), have high attention access and buying strength to service also prefer to promotion with free trial in product introduction. Statement for positioning service into target market is “New Cheap Connection with Click Talk “. It describes a new and easy service communication only by click an icon to connect between relation in an office, branch office, business partner, and company to customer or verse versa.

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