

ABSTRACT

The world of information technology has growing rapidly these days. Almost every industry needs information technology to support their business operation. The rapid development of information technology industry has affecting the increase of information technology labors need. This condition has attracted people attention to upgrade their competencies in information technology sector through the formal and informal education programs.

NTC (NIIT and Telkom Center) is a subsidized institute by YPT Telkom (Telkom educational foundation) in cooperation with NIIT, who rolled in information technology education and training services business trying to catch the opportunities that has been explain in the previous paragraph. With its product which is called Futurz, NTC has planned to provide education services that can cover up such a large market segment consist of employees, university students, and senior high school fresh graduate.

In order to attract the whole segment that being targeted, NTC must plan a promotion program that might effectively inform the Futurz program to the targeted segments. Based on the objective, this research was held to formulate an effective promotion mix strategy for Futurz program. The effective promotion mix strategy formulation can be define based on the targeted market preferences that represented by respondents (samples).

Considering there are three segment that being targeted by NTC, ideally this research should be held to observes each segment characteristic in order to analyze each segment preferences toward media from each promotion mix component that might be used to promote Futurz program. Since there is a statement from the management that they want to increase their achievement from the senior high school fresh graduate segment, this research was focused in analyzing the senior high school fresh graduate segment through identifying the segmentation basis, targeting, and positioning of Futurz program as a based in defining the suitable media for each promotion mix component consists of advertisement, sales promotion, personal selling, direct selling, and public relation.

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