

ABSTRACT

Strategy of marketing mix is very important process in company. Determining strategy of correct marketing represent critical point to effort moving forward company. Existence and progress of company depended on process of marketing developed by the company. Therefore, company expected able to manage marketing effectively. The important aspect to running marketing effectively for company are method of measurement customer requests in this time and also forecast amount of customer in the future. Thereby, in determination strategy of marketing is needed data and accurate information regional condition of market and marketing hotchpotch. The others, the company need the effective assistive appliance for processing of the data so that can shows information system which can assist to forecast amount of customer.

System which is needed to overcome the problems is a information system of marketing base on geographical information. System information geographical or can also say GIS (Geographic Information System) representing appliance which can collect, integrate, process, analysing object and also phenomenon of geographical location represent important aspect to be analysed. GIS can give an integrated output attribute data with map and also give information visually in the form of map tematik so that the forecast condition growth of customer on area or region can be presented in the form of map tematik visualisation. This matter can make consumer easily in comprehending submitted information.

Measurement of forecasting of customer have a function to forecast amount of customer in the future. Therefore, to measure of forecast is needed analysis of time series and semi average method and least square. Others, use analyse regresi by using method of simple regresi. Forecasting of marketing use analyse time series need amount data of customer in the past while forecasting use analysis of regresi is needed amount data of customer who existing, it depends on the the free variable among other things (1) advertising expense, (2) publicizing expense, (3) public relations expense, (4) and amount of dealer. Each of the forecasting method have excess and insufficiency that can be used as according to requirement. Marginally, process that happened in this system are: (1) Process of data preparation, (2) Process of calculation of forecasting and (3) Process of output result of forecasting covering thematic map, graph and tables of data mount customer growth.

This information system can give information of promotion mix and distribution, regional condition and also applicable to calculate forecasting of customer in every marketing branch. This system will be used by company of Indosat in West Java, while is expected with existence of this system can be of benefit to this company. Output of Information this forecasting can be support of information to determination of promotion mix at Indosat West Java. But that way, mount accuracy of result which got of this system is very connection with data of attribute is included, so that to get accurate result, it is needed an accurate data too.

Key words : GIS, Customer forecasting, Promotion Mix.