

ABSTRACT

As the market leader in cellular telecommunicating, Telkomsel struggles to implement the most up-to-date state-of-the-art technology as a beacon for the development of technology in Indonesia. Upon entering the market, Telkomsel needs to learn the interest and capability of future customers, not to mention their characteristic in accepting the 3G service. One of the things which can be done is by assembling a market research as the starting point of entering the market and formulating the promotion program and market education of 3G for customer nationwide. The objective of this research is to determine market segmentation, targeting, positioning, and the promotion program also the market education.

In this research, the method used is description research, by the means of questionnaires spread through the Telkomsel SIM card users in Semarang. The measurement used is the K-Means Cluster Analysis and the Crosstab calculation. The K-Means Cluster Analysis is used for the market segmentation while the Crosstab calculation is used to analyze the market characteristic, market behavior, interest levels, the promotion program and market education. The segmentation bases are customers' interests and willingness. Both bases are combined into four segments, which is: segment I Interested (+) Willingness (+), segment II Interested (+) Willingness (-), segment III Interested (-) Willingness (+) and segment IV Interested (-) Willingness (-). Afterwards, the value of the potential market, offered market and most potential market objective is calculated. The market positioning is done by foreseeing the use and characteristic of the 3G service, which is obtained through pre-research. Last in line is the promotion program and market education. Through data processing, it is known that the population of the segment I is 37.8%, the population of the segment II is 41.6%, the population of the segment III is 1% and the population of the segment IV is 19.6%. Based on the market analysis, researchers claim that the target market on the segment where Interested (+) Willingness (+). Furthermore, the service positioning of the 3G will be 'Fun and customized competitively multimedia service'.

The proceeding action is to formulate the promotion program (from the promotion diffusion) and market education. For promotion, television commercials turned out to be a highly influential tool to affect buyers, at the same time, for the market education, there should be some sort of service testing of 3G for customers and in it, an exhibition of 3G products. The existence of Komunikasi Pemasaran Terpadu (Integrated marketing Communication), which is a multifunction promotion program that includes promotion division, sales division, information and education center, can be an alternative formula for promotion diffusion and market education.

Keywords: 3G service, segmentation, target market, positioning, promotion diffusion, market education.