

ABSTRACT

With an increasing consumer needs for better information, technology and entertainment, PT. Indonusa Telemedia with a brand name TELKOMVision which is a branch of PT. Telkom, Tbk and also as one of Indonesia business information provider, is trying to take the existing opportunity and fulfil all consumer demand of information technology an entertainment by making have variation multimedia services called TV Satellite (DTH) TELKOMVision with its satellite technology Direct to Home (DTH). TV Satellite (DTH) TELKOMVision has several advantages, such as : a longer satellite life time compared to other and more variation pricing and achievable. With this advantages, TELKOMVision dare to give a guarantee prime services and quality compared to other satellite TV products.

As an effort for entering the field market, as for the product services to be accepted, therefore the company must have an integrated strategy marketing plan. This is what have encourage the writer to plan a effective and integrated marketing strategy for PT. Indonusa Telemedia. So that be expected the final result of this research could give useful input for the implementation of marketing program TV Satellite (DTH) TELKOMVision, particulary in Bandung area.

This research is using quisioner as a media for data collecting propagated to respondent, which are prospecting customer for residential and commercial area segment in Bandung area, with methods used for conception sample is area sampling. Data processing is done by SPSS 13.0 for windows and descriptive frequency as measurement tools and crosstabs for market characteristic analysis for residential and commercial area segment, potential market analysis and available market for residential and commercial area segment, determination of segment sub, targetting, positioning, and also marketing mixing based on 7P.

Based on the research that has been done, yields a potential market for residential segment of 87,75% and commercial area segment of 82,35%. As for available market for residential segment of 80,95% and commercial area segment of 75%. For market goals, both segment are made as market goals with a time line priority, which is long term and short term. For short term which is for 3 month onward, in this case is the residential segment because having a larger potential market and for long term which is for 7-8 month onward that is commercial area segment. Afterwards for the TV Satellite (DTH) TELKOMVision positioning is “guarantying quality of satellite and acceptance picture in anykind of weather” which is based on the advantages of TV Satellite (DTH) TELKOMVision.

The next step is proposing the strategy and marketing program being based on marketing mix 7P (Product, Price, Place, Promotion, People, Physical Evidence, Process) which is with a precise effective and integrated, such as : promotion strategy, taking competitor market strategy and holding the loyalty of existing consumer.

Keywords : Brand name, market characteristic, targetting, positioning, marketing mix based on 7P, strategy recommendation and marketing program