

ABSTRACT

PT.TELKOM as the main provider of telecommunication service in Indonesia have to fulfill all of customer expectation on information and telecommunication teknologi. One of service provided by PT.TELKOM is multimedia service which have the ability to give the information from all around the world, fast and accurate. PT.TELKOM provide this service with a brand name "Telkom Vision". Telkom Vision provide multimedia service such as : Satelit TV, Internet, Telephone, and Cable TV. Different from Satellite TV, which the signal transmitted on air media and receive by customer with a receiver, in Cable TV the signal transmitted on cable media. This condition affect on the quality of screen and sound better than satellite TV. Besides, this television system have an ability to interact with user.this system use the navigational system that allow user to chose and activate the program that they want. With all this benefit, Telkom Vision dare to give a guaranty in good quality compare to other product.

In addition, the quality of a product can't ensure the succes sell. The good product have combined with good marketing strategy to get big Market Share. One way to plan the marketing program is with 7 P method. With good and scheduled marketing program, Telkom Vision can be known by the society and get big Market Share.

This Research use quistioner as a means of the data collecting propagated to all consumer in Bandung area. Data proessing done with SPSS for windows using cluster method and crosstabulation method to get specific and right analysis result.

Result obtained from this research that is the level of potential market for Telkom Vision TV cable service is 66% and available market is 48,5%. From cluster analysis, there's 2 segment wich is the segment who prefer to the quality of product equal to 67% and the segmen who prefer to the quality of the service provided by Telkom Vision equal to 33%. The segment chosen for target market is first segment who prefer to the quality of product with monthly salary equal to RP. 3.000.000 based on association test which state that ther's a strong relationship between income variable and customer interest of TV cable.

Need good marketing strategi and marketing program to get the customer interest wich state as available market equal to 48,5%, in order to get big Market Share in the future time.