

## ABSTRACT

In order to entering business area of infokom, PT.TELKOM have extended business by planning 5 business area start from Phone (like ordinary telephone, mobile phone), View-Net (cable television), Internet and Service-Net (renting network for company internal communications). Cellular phone technological which initially to communicate or obtain information, in this time have rounded into medium of information forwarding and transaction. Besides hand phone technology can function as media to send and to accepting brief message which popular referred as Short Message Service (SMS). This Matter strengthened with existence of various Value added services (VAS) for immeasurable SMS, start from entertainment amusement information until interactive service. Handphone consumer also can order logo for handphone screen, ringtone, multifarious interactive quiz, interactive game and other VAS which provided by service organizer operator. In this service telecommunications is known as service of Multimedia message service (MMS). To anticipate and to fulfilling requirement of society to that multimedia service hence require to be conducted activity research into market. So that data or information in fact can be obtained and to be processed to give conclusion about level of potential market multimedia service (Non POTS).

Research conducted with descriptive method. Data collector is questioner disseminated responder housing of middle-weight of Bandung town. Research started with: step of responder descriptive, determination of responder level requirement in general, behavior and readiness of responder to multimedia service (Non POTS), determining potential market of multimedia service (Non POTS) which in the form of product content, product priority of multimedia content which on the market and market goals to be aimed at and also media access to be used at multimedia service (Non POTS). For relied on potential market how big mount requirement of responder to multimedia service (Non POTS). Then for the determination of target market evaluated from responder characteristic covering: age factor, last education level, profession or work and earnings of month mean.

Market potency analysis of multimedia service (Non POTS) seen from level requirement of society to multimedia service in general and also behavior and readiness of society to multimedia service (Non POTS).

From result of research obtained that mean mount requirement all category big enough that is: at scale above 3,5 only one category, residing in below scale 3,5 that is education category with average value 3,412. These matters indicate that opportunity to market multimedia service (Non POTS) which in the form of product content in town of Bandung still is big enough. Behavior of society in using multimedia service (Non POTS) seen from: activity watch television equal to 95,6%, activity work with computer equal to 62%, time duration using computer for game equal to 48,7%, frequency usage of handphone technology equal to 51,3%, time duration internet access equal to 54,4%, frequency access internet in a month equal to 63,9 and plan subscribe to internet equal to 53,8%. While to the readiness of society to multimedia service (Non POTS) covering: ownership of entertainment amusement facility in the form of television equal to 98,7%, radio/tape/cd player equal to 98,1%, LD/VCD/DVD player equal to 55,7%, plaything (sega, Nintendo, playstation) equal to 73,4%, and other facility equal to 0,6%. Ownership of communications medium in the form of: house telephone and cellular equal to 63,3%, computer ownership about 98,7%, expenditure expense for the medium of entertainment amusement and telecommunications above Rp.300.000,00 (58,2%), Expenditure mean for the communications medium in the form of house telephone between Rp.100.000,00-300.000,00 (67,7%), handphone among Rp.100.000,00-200.000,00 (54,4%), and to access internet between Rp.50.000,00-75.000,00 (32,3%). Pursuant to result of the research indicate that opportunity or market potency of multimedia service (Non POTS) which in the form of product content big enough to Divre III Telkom to enter segment housing of middle-weight to the seen: mount requirement, behavioral in communications and factor is readiness of from segment. Side of Divre III also can see potency of product content becoming goals and marketing strategy determination seen at level or product content priority.