

ABSTRACT

This research is motivated by the establishment of the 99% Usahaku platform as a provider of digital products for Small Medium Enterprise (SME) entrepreneurs. The user achievement of 99% Usahaku is still below the target expected by Telkomsel as the platform provider. The new target of 500,000 registered users has been set by the company in 2020. To be able to achieve these targets, an appropriate and effective marketing strategy is needed.

This study aims to plan a marketing strategy for the 99% Usahaku platform by knowing segmentation, targeting and positioning (STP) and e-marketing mix that contains Product, Price, Distribution and Integrated Marketing Communication (IMC). The factors that play a role in formulating the marketing strategy come from the internal, customer and external environment.

This study uses a qualitative method, by conducting in-depth interviews with informants from the internal environment, namely Telkomsel employees, the customer environment, namely customers who have purchased and used the 99% Usahaku product and the external environment, namely members of the SME community and government. The variables used in the interview for the internal environment are STP and e-marketing mix, for the customer environment using the e-marketing mix variable, while for the external environment using the Porter's Five Forces and aslo PESTLE (Political, Economic, Social, Technology, Legal, Environment).

The results showed that customer segmentation had been carried out from the beginning by Telkomsel as a digital solution provider on the 99% Usahaku platform, namely the Small Medium Enterprise (SME) segment that issued this platform. Targeting of the 99% Usahaku platform is the owners of SMEs in big cities, which digitally have minimal literacy at the basic level, namely having a smart phone. Meanwhile the 99% Usahaku platform positioning is to become a one stop marketplace for various digital SME solutions. E-marketing mix, from the product side, the 99% Usahaku platform as a complete and integrated SME digital product provider is expected to be able to offer products by providing more value and benefits to customers, with market-oriented and fixed pricing. Product distribution is mostly online and some is offline. Integrated Communication Mix (IMC), the 99% Usahaku platform uses owned media, namely official web sites and applications that can be downloaded, paid media by utilizing Search Engine Optimization (SEO) and Search Engine Marketing (SEM) in search engines, SMS Campaigns, endorsements using public figure and hold activities that can directly build interaction with SMEs and the community, and earned media that runs by provoking positive testimonials in their owned media or initiated forums.

Based on the results of the study, there are several things that need to be considered in marketing strategy planning that is currently not carried out by Telkomsel as follows, in terms of determining their business competitors namely existing and large marketplaces, product and price customization according to customer needs, making Fanspage in various social media and maximize the role of paid media to build brand awareness properly and on target.

Keywords: 99% Usahaku, Marketing Strategy, STP, E-Marketing Mix, digital products, SME