

ABSTRACT

Marketing communication is a term describing how an organization, company, or government communicates their messages to their target audiences. A multimedia device could easily increase intense of the messages attributed to their pros, by influencing the senses and desire, and also a combination of visual, audio, and motion. A costumer is often used to be more objective. They need adequate informations about the product and services offered to them and shall make a comparison one with the other as a way to make decision. Hence, the real competition between companies is all about communicating theirselves to costumer. That also happens to PT Indosat as one of the biggest telecommunication company in Indonesia that has been doing good marketing communication. Especially for their Indosat FTM products and services which their potential costumer is corporate costumer. Nevertheless, the increase of available market prospect achievement is also PT Indosat's goal so as to be market leader. In order to meet their goal, PT Indosat needs to increase their marketing communication continuously. This is what encourages writer to try to show interactive multimedia technology power as a promotional device, information and communication media for Indosat FTM services. It is used as a support to available marketing communication strategy. The aim of this research is to produce the design of Indosat FTM interactive multimedia CD and to know the level of effectivity of the CD itself.

The samples of this research are companies that have characteristic and tendency to occupy similar products and services, which is previously Indosat's prospect targets. Judgement sampling is used as the sampling technique in this research. Questionnaire is used as primery data and secondary data is obtained from related sources. This research is started by designing the Interactive multimedia CD, then analyzing to what extent the effectivity of the CD and how it influences costumers based on the result of respondent data calculation. The calculation method is scoring technique to obtain the score of each variable measured, frequency to calculate total of variables measured, and cross tabulation to know the relationship between dependent and independent variables.

This research leads to effectivity level of interactive multimedia CD viewed from two points of view. Based on user attitudes method, it is obtained that level of importance and satisfaction have overall gap about 1,01% and in other words, user expectation is fulfilled (above 0%). The effectivity of the multimedia CD based on AIDA model is as follows : Attentive respondent 100%, Interested respondent 90%, respondent who has desire 76,7%, and respondent who do action 66,7%. This percentage shows the increase in sales compared to previous period.

The result achieved here shows that the design of Indosat FTM interactive multimedia CD results in effectivity level which is effective cathegory. In addition to it, indeed, the interactive CD can be considered to be one of considerations for PT Indosat marketing team as a direct additional media to direct selling strategy applied.

Key word: *Effectivity, Indosat FTM, CD Multimedia Interactive, User attitudes, AIDA.*