

ABSTRACT

Telecommunications industry is the industry with the fast growth. This situation is showed by large amount of new operator that come in, so that the competitive condition of telecommunication business become stricter. This condition gives a benefit to the consumer because they will have some alternative from the telecommunication services to be used, this condition also make the telecommunication operator to manage their business as good as possible to win the competition. Human mobility prosecute the new technology that can fulfill their necessity. PT TELKOM sees this opportunity and develops these new services, Voice over WiFi. With this technology, consumer not only can access the internet in hotspot area but also can make a voice communication. In order that services can win the competition, it needs a first step to formulate the marketing strategy and the right the promotion program. The objectives of this research are determining market segmentation, market target, market position, and promotion media of VoWiFi services.

This research method used a descriptive research used questioner which propagated to the people who used handpone, PSTN and internet in Bandung area. The measurement itself uses K-Means Cluster analysis and Crosstab calculation. K-Means Cluster analysis is used for determining segment, whereas Crosstab is used for analyzing market charateristic, market behaviour, interest degree, and promotion mix. Segmentation basis which is used is interest and preparation. Interest basis connect to the answers of the respondents in interest degree, whereas preparation basis connect to. Both of basis the answers of the respondents in preparation degree. Both of basis are combined so that can produce four segments that are Interest(+) Preparation(+), Interest(+) Preparation(-), Interest(-) Preparation(+), Interest(-) Preparation(-). Afterwards it is going to determine how big potential and available markets which are suggested as the most potential are. Positioning step is executed by analyzing charateristics of VoWiFi service which is taken from preface study at research object. The last is determining promotion program .

From the results of processing data, it's known that amount population in Interest(+) Preparation(+) segment is 54,7%, Interest(+) Preparation(-) segment is 25,7%, Interest(-) Preparation(+) segment is 7,4%, and Interest(-) Preparation(-) segment is 9,4%. From analysis of segmentation results is also gotten about VoWiFi positioning is make this service as a smart solution which give a right solution to fulfill the telecommunications needed. And the positioning statement to this service is "*Smart Solution for Your Communication*"

Promotion will be promoted through media such as newspaper, tabloid, electronic media such as television, radio and creating promotion attracting society's attention and make convincing all of the people such as exhibition and unique advertisement so that get a attention from people.

Keywords : *Voice over Wireless Fidelity (VoWiFi), segmentation, targeting, positioning, promotion.*