

## ABSTRACT

As the market leader in cellular telecommunicating, PT.Excelcomindo struggles to implement the most up-to-date state-of-the-art technology as a beacon for the development of technology in Indonesia. Upon entering the market, PT.Excelcomindo needs to learn the interest and capability of future customers, not to mention their characteristic in accepting the 3G service. 3G is one of technology that is growing up to realize customer expectations for mobile services, this service has high speed data transfer which is up to 2 *Mbps*, so the customer will be satisfied by this service, *video call* and *Multimedia* service. . One of the things which can be done is by assembling a market research as the starting point of entering the market and formulating the promotion program of 3G for customer nationwide. The objective of this research is to determine market segmentation, targeting, positioning, and the promotion.

In this research, the method used is description research, by the means of questionnaires spread through the Seluler users in Surabaya. Data processing done by using SPSS 10.00 for window that is by descriptive method statistic and cluster analyze for segmentation determination. The measurement used is the K-Means Cluster Analysis and the Crosstab calculation. The K-Means Cluster Analysis is used for the market segmentation while the Crosstab calculation is used to analyze the market characteristic, market behavior, interest levels, the promotion program. The segmentation bases are customers' interests and willingness. Both bases are combined into four segments, which is: segment I (Interested and Willingness), segment II (Interested and Not Willingness), segment III (Not Interested and Willingness) and segment IV (Not Interested and Not Willingness). Afterwards, the value of the potential market, offered market and most potential market objective is calculated. Result obtained from this research that is the level of potential market for service 3G that is equal to 53.9 % and available market of equal to 33.3%. Positioning service done pursuant to preference market to benefit of service 3G. Benefit proposed in questioner is high speed of data transfer, video streaming, multimedia services. Benefit which at most becoming preferences market is high speed of data transfer and multimedia services.

Potential market equal to 53.9 % and available market is 33.3 %, so the company has to make efforts to rise up the available market.