

ABSTRACT

Competition of cellular telecommunications service industries in Indonesia progressively tighten along raise amount of consumer of this service, so that claim each company of telecommunications service provider to create strategy attract society enthusiasm to use their service. Even this out for companies influence their competitor's customers to change over to use their services. To face this situation, companies not merely applying offense strategy but also needed defense strategy to retain their customers. Hence founded a place of customer's community to block current customers movement to other companies. XL which is developed company also assume defense strategy using customers' community is very effective so that they create Klub VIBE (Visi Bebas) which represent community of Bebas' prepaid consumer. In its execution, Klub VIBE have to exploit internal factor to face external environment which dynamic progressively along tight competition customers' community. Therefore, Klub VIBE required to identify environment of external and internal.

This research used SWOT analysis and of MPSK. Data collecting conducted by searching data from internal to identify internal environmental data of Klub VIBE Jakarta while data of external got from various source and also propagate questionnaire to member of Klub VIBE Jakarta as customer's factors data input. Research begins by collecting data of external factors and internal related to Klub VIBE Jakarta. The dataset identified as Strength, Weakness, Opportunity and Threat factor. Later then this factors is processed by using SWOT matrix's analysis. Next Phase is mapped position of Klub VIBE at IE's matrix by using method of AHP. Strategy formulations of Klub VIBE conducted by chosen strategy found on matrix of SWOT matching with position strategy of Klub VIBE at IE's matrix. This Research is terminated by chosen relevant strategy priority to Strength, Weakness, Opportunity and Threat factors by using MPSK.

Result of this research get strategy alternative formulas at SWOT matrix adapted by Strength, Weakness, Opportunity and Threat factors. By using matrix of IE, position of Klub VIBE that is at cell of Growth with concentration through integration of horizontal. Strategy in this course is extends market / segment, make-up of promotion and strengthen relation at customers level. Formulation of alternative strategy conducted by chosen strategies at SWOT matrix matches with IE's matrix strategy. The Strategy is to make event that has education theme, gives expense variation of SMS quiz adapted by value of it's present, giving package discounted special tariff of regular and also 3G to member, held Klub VIBE' gathering regularly, designs content of newsletter and website become more informative and attractive, and involved members as Klub VIBE' icons. With processing of MPSK, alternative strategy has priority sequence by having biggest TAS value that is giving package discounted special tariff of regular and also 3G to member (130), held Klub VIBE' gathering regularly (123), designs content of newsletter and website become more informative and attractive (122), involved members as Klub VIBE' icons (120), make event that has education theme (117), gives expense variation of SMS quiz adapted by value of it's present (100).

By analyzed strength, weakness, threat and opportunity factors of Klub VIBE can formulate strategy maintain customers loyalty matches with internal condition and external has influence to business of Klub VIBE.

Keyword : customers community , SWOT analysis, MPSK.