

ABSTRACTION

Speedy is *broadband* service from PT. Telkom using technology ADSL for high rates internet access. Speedy provides data services and telephone / fax simultaneously with only using telephone canals. The problems facing PT.Telkom regarding Speedy sales, in this case is Divre III Telkom Bandung, is insignificant speedy sales level. This problem could be seen from the total subscribe users / speedy riggers from 2006 until 2008. Certainly, as a *Profit Oriented* company, this case will absolutely raise a massive financial loss. This is natural effect, because speedy's marketing system that has been done; don't pay attention the existence of marketing strategy, that segmentation and targeting couldn't be abandoned. Up till now, speedy takes aim to all of the available markets or in other words, could be called general market segmentation, and of course it's ineffective and inefficient.

Therefore, Divre III Telkom Bandung needs a certain planning and making the right marketing strategy. In this context, the research will talk about market segmentation and targeting regarding Telkom Speedy products. Market Segmentation is the first step in determining market's target. In this segmentation, it'll be made several segments that have homogeny characteristic, and than, those segments will be decided which one is the most potential for increasing speedy sales. Indeed, determining market's target requires the variables that will be used as segmentation fundamental, so from here, it could be found the characteristic of the market that is taken aim. In this research, we use two variables these are: electricity power, and age.

This research is taken in Divre III Telkom Bandung, by dividing sub region of Bandung to several STO. According to the data processing, thus the results:

NO	STO	Data Processing	
		Electricity Power	Age
1	ANTAPANI	1000-1300	< 40 TH
2	CIMAHI	450-900	< 40 TH
3	KOPO	> 1300	40-60 TH
4	DAGO	> 1300	< 40 TH
5	GEGER KALONG	> 1300	< 40 TH
6	TEGAL LEGA	450-900	40-60 TH

The tabulation above asserts the characteristic from the market's target that, indeed, should be taken aim by Divre III Telkom Bandung. Segmentation and determining target as the tabulation above, is expected to Divre III concerning determined market target, so all of sources (i.e. human resources, cost, etc) that have been spent can give maximum toward revenue rate the Speedy product itself.

Keywords: Segmentation, Speedy, market targeting, STO, Divre III Telkom Bandung.