

## ABSTRACT

Marketing is one of processes that has important role in a company. Companies will be success and exist in industrial competition if companies able to distribute their product well. To achieve it, so companies have to make a good marketing strategy. Because with a good marketing strategy, marketing process can be ran effectively. Accurate data and information, about market place condition for the product are needed in making a good marketing strategy. Effective tools are also needed to process those data, so that information about potential conditions that concludes in company market target can be yield.

One of tools that can be used to solve this problem is Geographic Information System (GIS). GIS is tools that able to collect, save, integrate, process, and analyze objects and phenomenon. Geographic location is an important or crisis characteristic to be analyzed (Aronof, 1989). GIS is also can give information in thematic map, so potential or non-potential conditions in one area can be visualize in thematic map. This can make user easier in understand the information given.

To get decision about potential status in one area, whether it includes in high, medium, or low potential area, it is needed to count its potential value. To count potential value in one area, it is needed to decide boundary and potential point for each factor. Those factors are: (1) grade of interest, (2) power of buying. Status and rank of potentiality are decided by several calculation, there are: (1) the value of each potential factor compare with potential value boundary, (2) the value of potential area by crossing the potential factor and the value of each potential factor then summarize both of, (3) status potential and rank, by comparing the value of potential area with the potential factor of area. Then divide that value by quartile. So that, the output of GIS application is the information about grade of potentiality and characteristic from each area per RW.

Calculation of market segmentation divided into two type of segmentation: (1) service of interest by network access, access method by modem 3G or free Wi-Fi access, buying power minimal has Rp50000-Rp100.000/month, mean time per access 1-2hr, (2) service interest by price and network access, access method by ISP and "warnet", buying power minimal has Rp100.000- Rp200.000/month, mean time per access 2-3hr.

The marketing target is fully depends on the company, by analyzing from the company ability and the company policy. Researcher is giving a best recommendation only based on literature concept and Rt-Rw-Net characteristic.

In the end of this research, gives visualization about potential market, market segmentation, and recommendation for market target

Key words : Market Research Geographic Information System