

ABSTRACT

The development of Internet Telematics sector is usually referred to as IT (Information Technology) and ICT (Information and Communication Technology) is rapidly increasing as the advances and the creation of technology, touching almost all areas of activity in Indonesia. The diversity of information that is wanted by different people is increasingly diverse, the information ranging from business, education, health, entertainment, etc. The use of the Internet is one of the solution to obtain such information. PT Telekomunikasi Indonesia, Tbk (PT Telkom) as one of telecommunications and information services operators that provide various kinds of services does not miss the opportunity to capitalize on the growing use of the Internet by launching a service that is speedy product innovation.

Each year, an increase in Internet Service Provider happen. And now, almost all providers in addition to Speedy, offer internet services similar and even superior in terms of products, therefore, PT Telkom Tbk. need to do a marketing audit to determine whether the marketing activities that have been made were appropriate and effective. And the results of the audit will be used to formulate the strategy, tactics and the creation of marketing value for the future.

The method that is being used in this study is Competitive audit. Competitive audit is adopted from MarkPlus & Co. This is a qualitative and quantitative, unlike other marketing audit which are purely qualitative. So that with the presence of quantitative traits in a competitive audit the firms can facilitate the audit.

By doing this audit, the firm can determine the extent of the effectiveness of marketing activities and find out the company's position among their rivals, so that the company can design an appropriate marketing strategy to improve the quality of Speedy services.

Keywords : Internet, Speedy, Internet Service Provider, Marketing, Marketing Audit, Competitive Audit