

ABSTRACT

Internet growth more fast and sophisticated. Variety of functions and needs demanding video content that is valuable to the customer. Telkomsel faces the decision to become a player of video content industry and launch Video Market Place (VMP) as their products.

This study aims to analyze the strategy for VMP on Segmenting, Targeting and Positioning (STP) and E-Marketing Mix (7P). Factors used from internal and external to find the best marketing strategy for VMP Telkomsel based on customer target.

This study uses qualitative method (in depth interview) to find out the main factors of internal environment (strength/ strength and weakness/ ability) and external (opportunity/ opportunity and threat/ threat). The main factors will be processed in the planning/ formulation stages of the strategy (EFE, IFE, SWOT and IE and QSPM matrices), so, the strategies that result is more precise solutions.

Based on in depth interview results obtained various STP and 7P strategies for VMP Telkomsel which are analyzed into the planning/ formulation stage of the strategy. The EFE matrix shows that Telkomsel can exploit the potential of existing opportunities and can avoid the threats that appear on the external or scope of the VMP industry. IFE matrix shows that Telkomsel can utilize its strengths and can handle weaknesses that exist within the internal or scope of VMP companies. The SWOT matrix shows that the strategy that needs to be done is an aggressive strategy. The IE matrix shows that the strategy that needs to be done is intensive/ integrative strategy

Recommendations of marketing strategy for VMP Telkomsel is Segment: Customers who are inside and outside of areas/ regions Telkomsel, Target: Telkomsel cellular subscribers with category of age is millennial (Age 17-34 years old), Positioning: "VMP Telkomsel for various VMP applications in one smartphone platform and largest in Indonesia.". Products: genre movie, child restriction hastag feature, quality of video movie, feature to download movies and independent apps. Price: fixed fee to subscribe with subscription system and quota usage/cost and update cost. Promotions: Direct Sales, Advertising, Personal Sales, Public Relations, Sales Promotion. Place: playstore and apple shop, no segments/ circles, youth/ millenia/teenage environment and integrated with My Telkomsel app and links via SMS / website / Pop Up. People: customer service and complaint handling. Process: usage tutorial, easy registration, payment in various ways/ media, sharing and buzzer via social media, easy search process, notifications, feedback and maintenance. GUI: UIUX, menus, buttons, features, content according to trend/ moment, automatic notifications and pop ups.

Key Words: video content; Video Market Place; Marketing Strategy; STP, E-Marketing Mix; 7P; EFE; IFE; IE; SWOT; QSPM