

ABSTRACT

PT. Telkom is a company engaged in telecommunications with IndiHome product that is a combination of the types of products and services of *telecommunication, information, media* and *edutainment* be one comprised of *high speed* internet services, home phone, and interactive (UseeTV cable) or *Triple Play*. Since its launch in early 2015, IndiHome recorded a total of 1,000,000 users and is increasing in 2016 reached 1,800,000 users. But the number is not in accordance with the target in 2015 and 2016. The occurrence of non optimalan between actual and this target would require a deeper analysis to determine what the problem and how strategies to solve them. The purpose of this study was to determine the marketing strategy adopted by the company based on factors strengths and weaknesses, opportunities and threats, and analyzing the right strategy is used by companies for marketing products IndiHome.

The development of marketing strategy requires a maximum of effective and efficient marketing mix. In principle, the marketing strategy provides direction in relation to the variable-variables such as market segmentation, targets, *positioning* and marketing mix elements. To support this research, the variables used are operational variables for external and internal analysis.

This research use qualitative method whereas the type of research is descriptive. The primary data obtained from subject at observation, interview, and documentation. While the secondary data obtained from documentation data or report data.

Based on the research results, PT. Witel Telkom Bandung has three market segments, sales targets were quite satisfactory, and product *positioning* IndiHome is *triple play* services using marketing strategies “*more for less*” to strengthen the *positioning* where the product IndiHome to be excellent in the community. For its marketing mix PT. Telkom Bandung Witel has product IndiHome, pricing that varies according the type of packaging, *promotion* that so many from getting “*out bound call*” to “*personal selling*”, distribution directly, have organic and inorganic employees, the availability of places and for Telkom, plaza production process there is a network, and systems. In the external analysis PT. Telkom Bandung Witel generating ability in looking at opportunities, and internal analysis but after doing the calculation of EFAS/IFAS, TOWS matrix analysis and SWOT analysis diagrams, that the current product IndiHome are in quadrant I, having enough strength to take advantage of opportunities, the most suitable strategy to use is the aggressive growth strategy or strategies Strengths opportunities (SO Strategy).

Keywords: SWOT, TWOS, Analyze SWOT Diagram, External and Internal Analyze, Marketing strategy